

# The evidence for coastal wellness tourism

Destination Feelgood,  
Max Clapham,  
BDRC Continental

# Developing coastal wellness tourism

## Some reasons why

- **Community benefits**
- A sizable sector
- A premium opportunity
- Uplift to other holidays
- An off-season market

## Some opportunities how

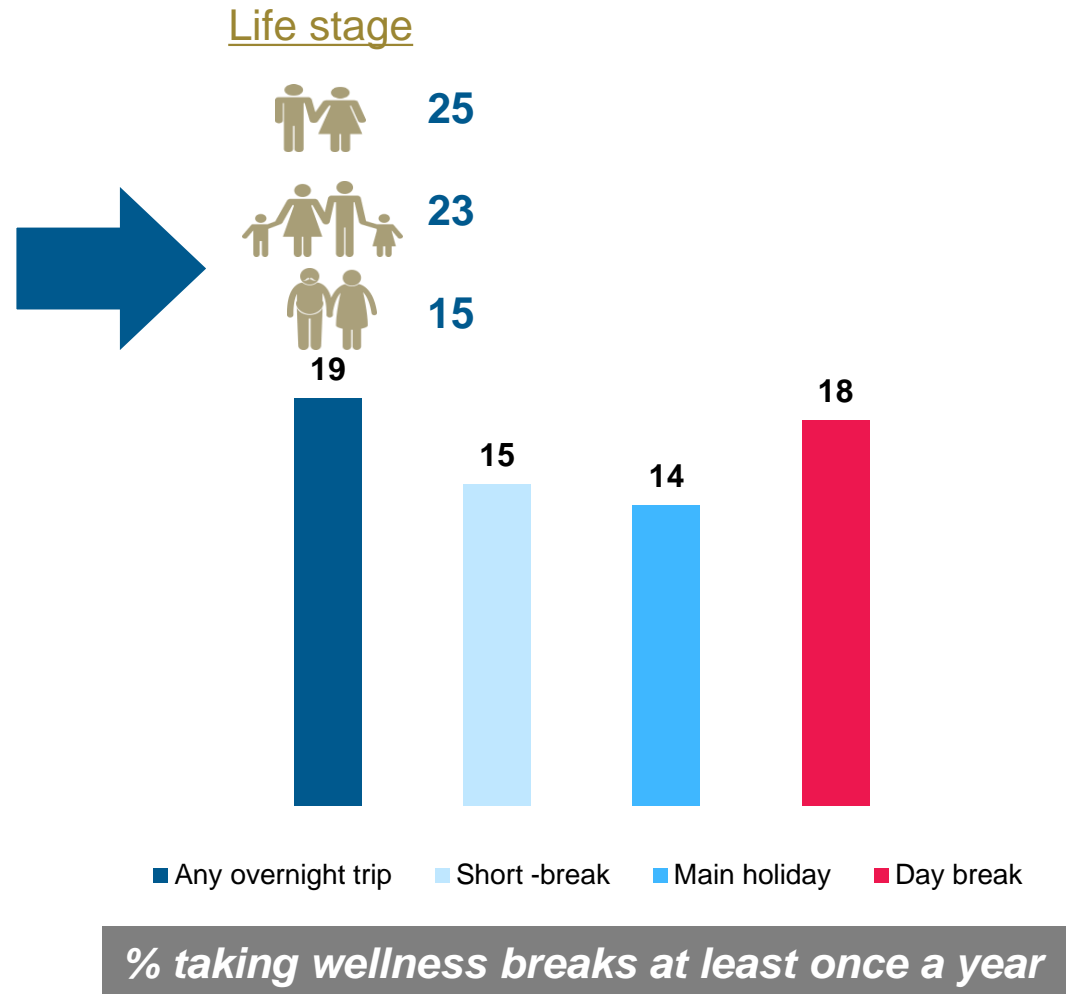
- **A partnership approach**
- The coastal advantage
- Connect brand to trip drivers
- *'Self-development'* the visitor experience



# It's a sizable sector...

*1 in 5 of us take at least one dedicated wellness break a year where the primary purpose is to take part in activities and/or use facilities that enhance health and well-being.*

- **34% ever taken a wellness break**
- **66% never taken a wellness break**

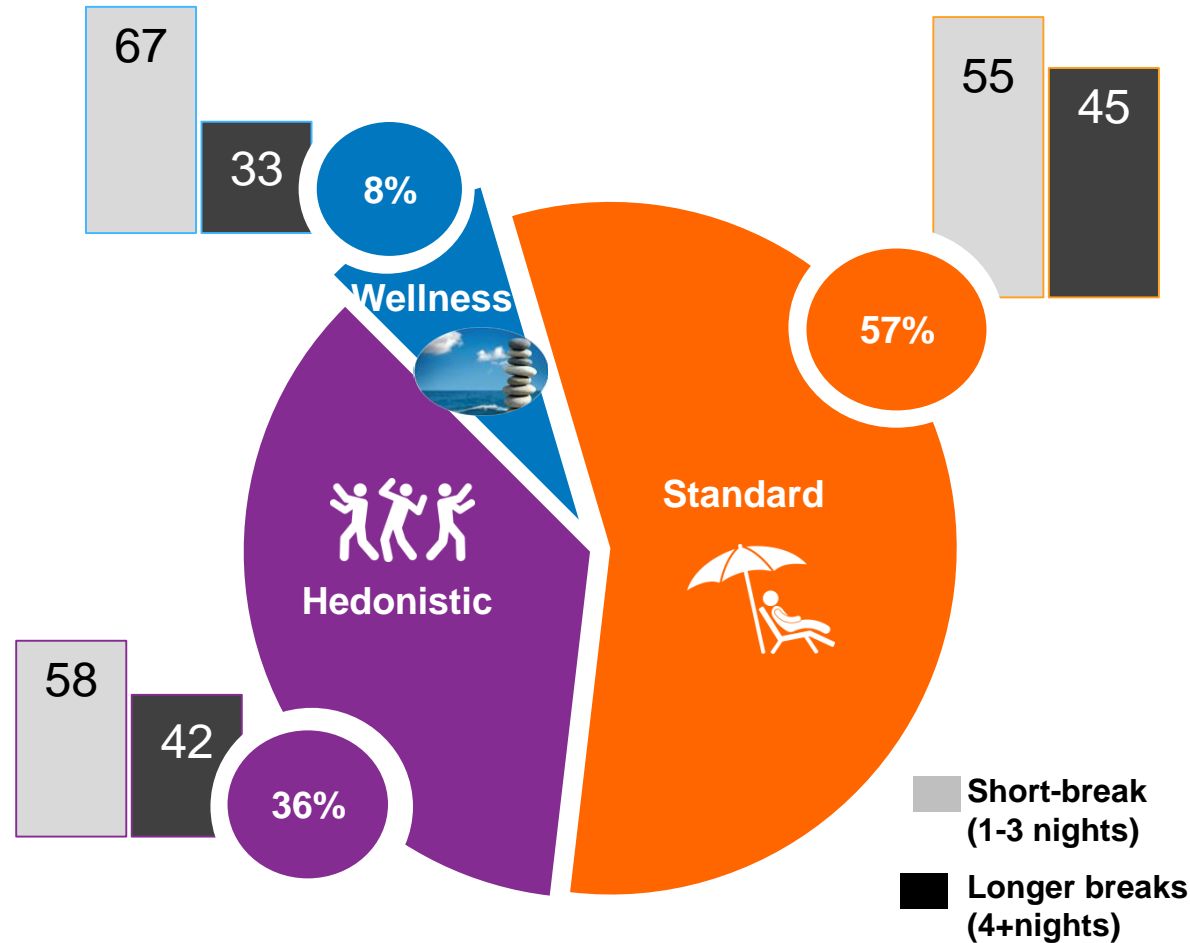


# ....already a significant niche for coastal destinations

*Nearly 1 in 10 overnight trips to coastal destinations are wellness focused breaks.*

*They are more skewed toward short-breaks than other holiday types.*

*Projected to grow worldwide nearly 50% faster than overall global tourism. (SRI international)*



*Holiday purpose of most recent coastal trip*

## Why

# A premium opportunity attracting a higher spend with some acceptance of that premium

*Wellness tourism injects a significant like for like £premium into coastal economies compared to other holiday types.*




MEAN SPEND PER VISITING PARTY IN DESTINATION (exc. travel)

ALL: £534

Short Break: £366

Long Break: £726



Mean holiday spend £617



Mean holiday spend £542



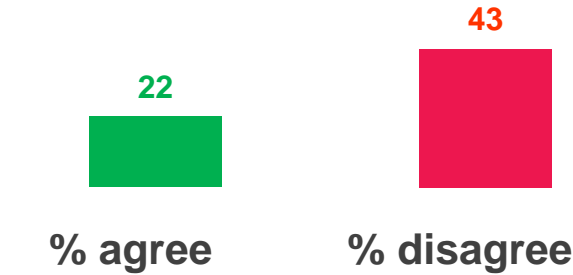
Mean holiday spend £518

I would pay for more for a wellness holiday than other types of holiday of similar duration

*More acceptance of premium from family life stage.*

Accommodation expected to stay in on a wellness holiday compared to other holiday types

*Really no trading down for wellness.*



Holiday trends report



% more premium      % more budget

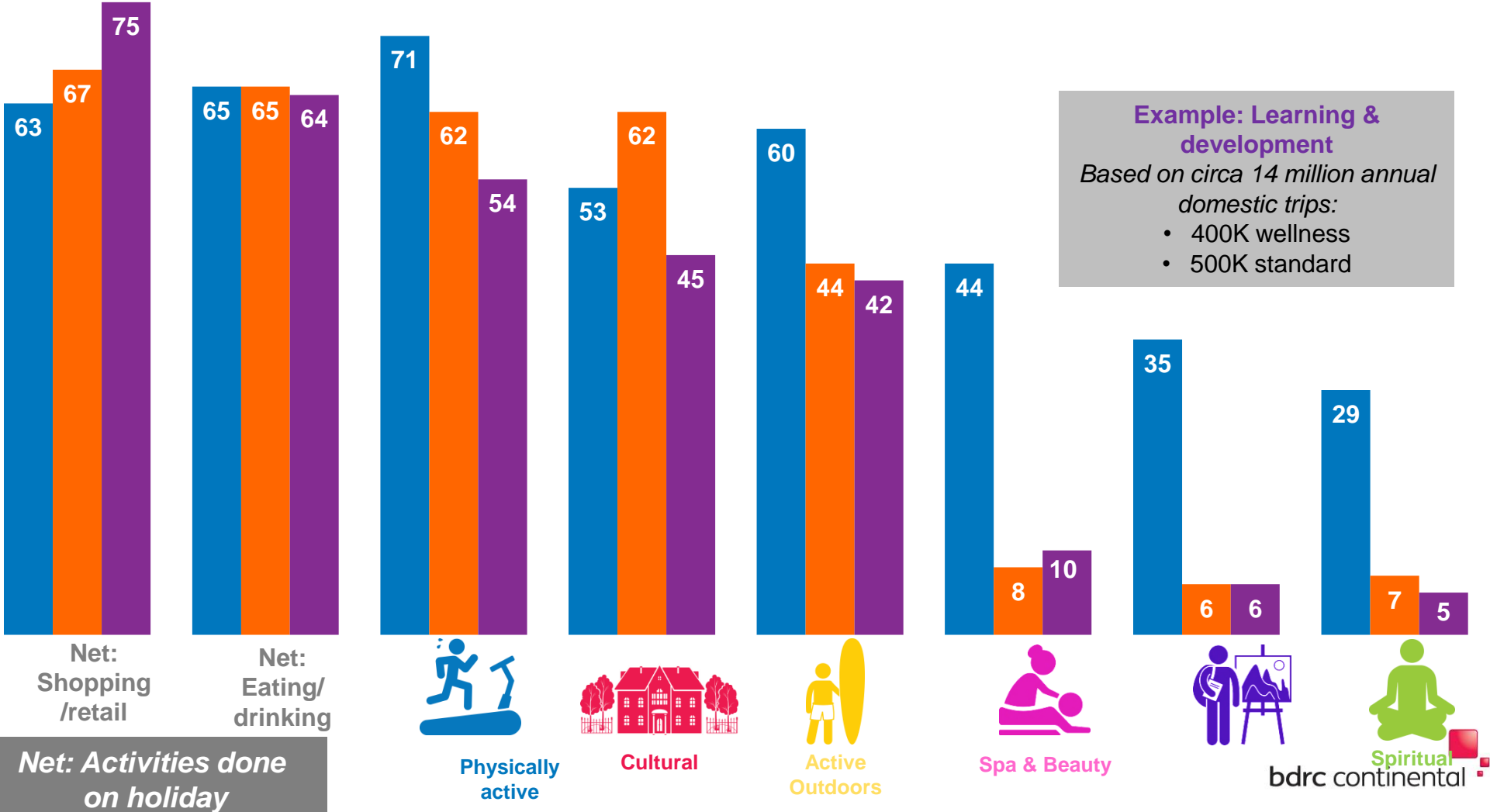


Holiday trends report



# Developing a wellness proposition enhances a destinations proposition for all visitors

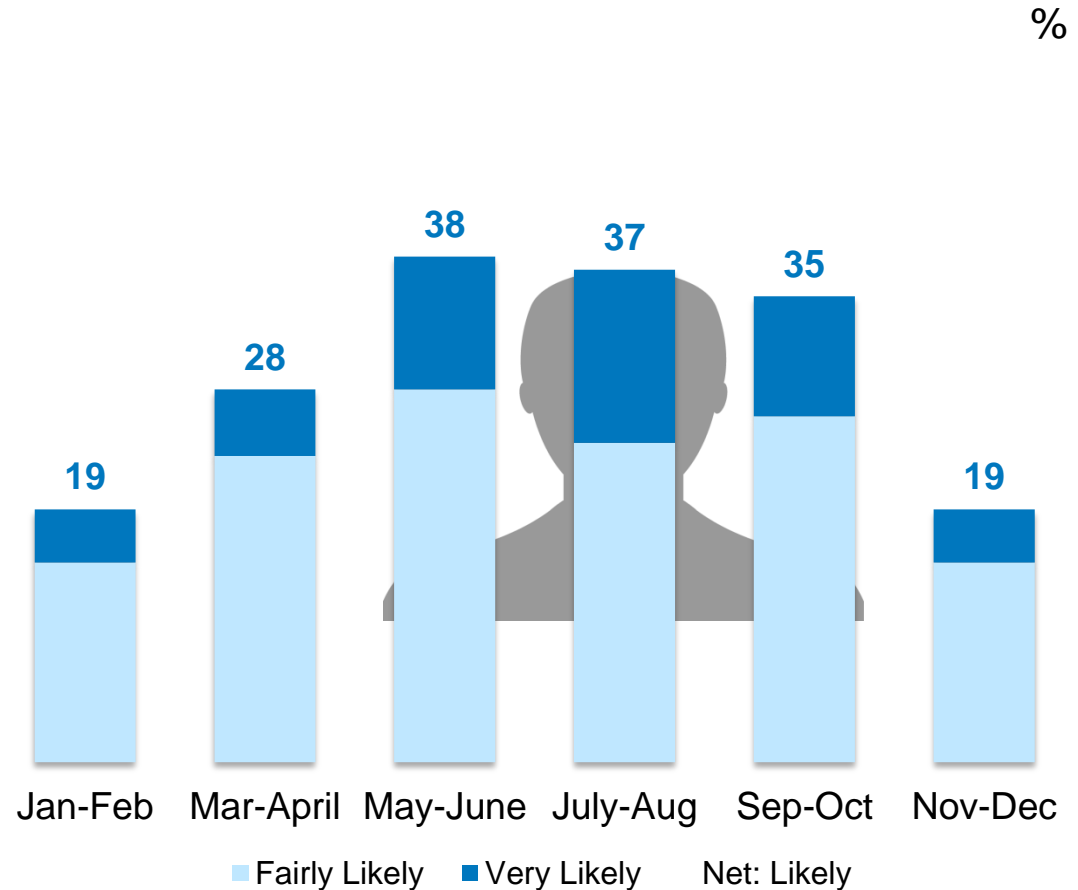
*Wellness tourists do more on holiday but wellness activities are not the preserve of wellness tourists.*



Why

# An off-peak season market

*Strong shoulder season opportunities with a third of holiday makers consider a wellness break in Spring & Autumn.*



*Likelihood to go on a wellness holiday in ..*



# How Play to the coastal advantage for wellness

**Majority instinctively equate wellness tourism to a coastal location.**

*Being by the sea makes you feel like you're totally somewhere else (Pre-family)*

*When I need peace I always picture the sea, just the sea moving around, it's so beautiful. Peace... the sound of the sea (Family)*

*You've got the dramatic scenery, the noise of waves crashing and cliffs, that's exciting (Empty nester)*

Coast



59

59

Inland Rural



37

31

Inland Town



4

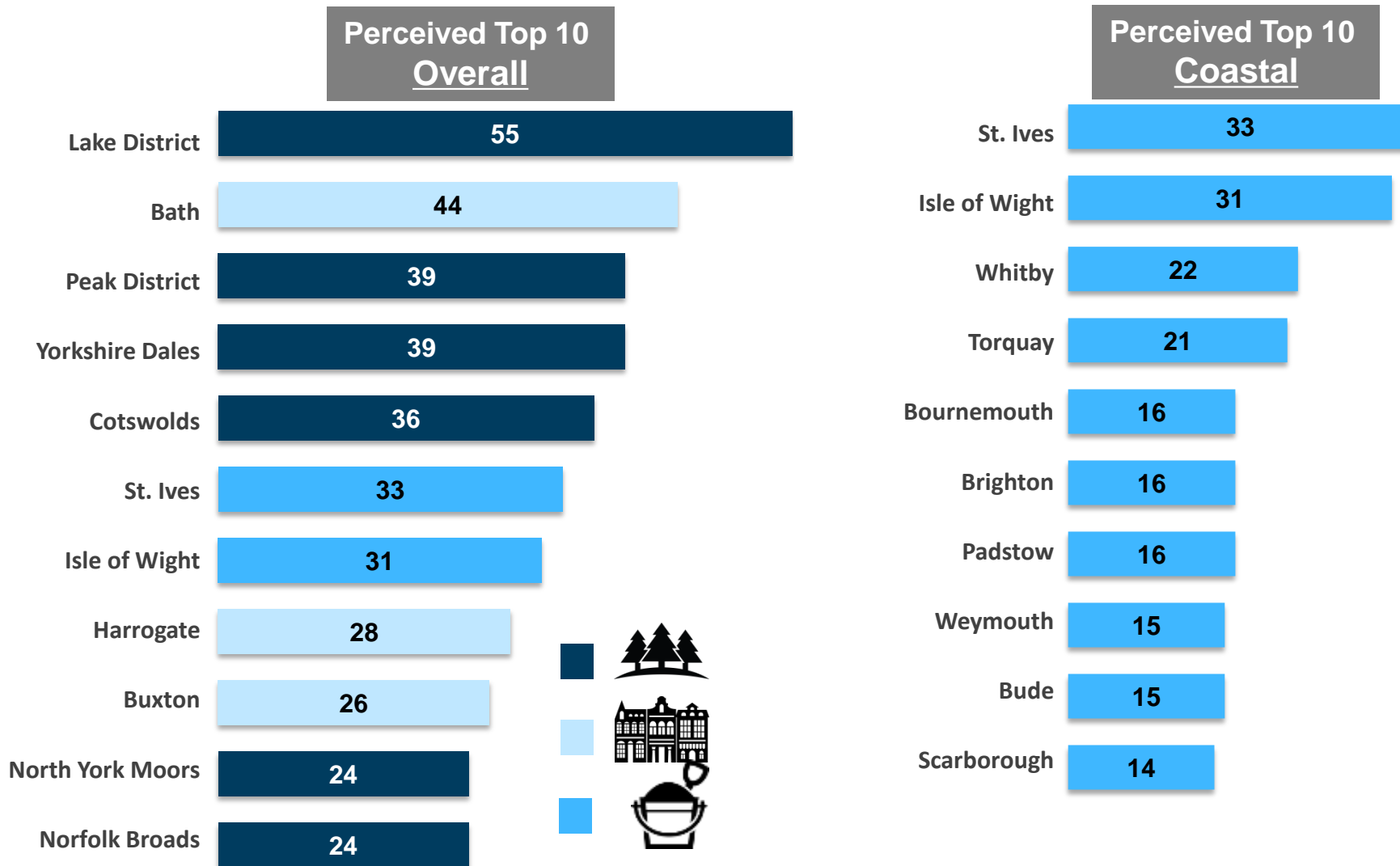
11

*Holliday Trends survey*

**Wellness location instinctively preferred**



# Better connect coastal brands to wellness



*% saying YES, a good wellness destination*

# By focusing marketing to the attributes wellness tourists consider most important when choosing their destination

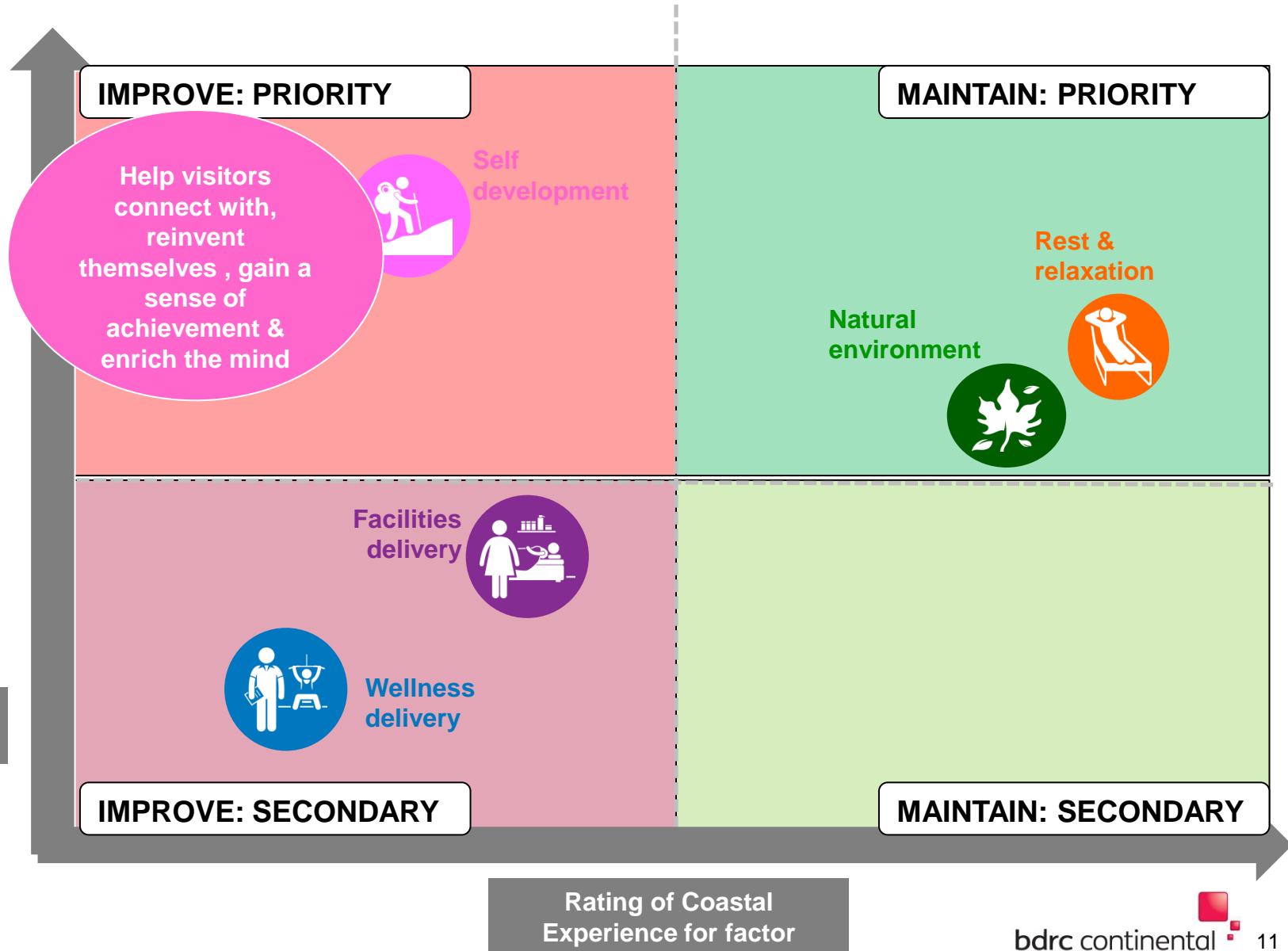


Attribute importance on wellness break consideration

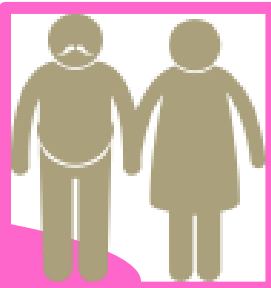
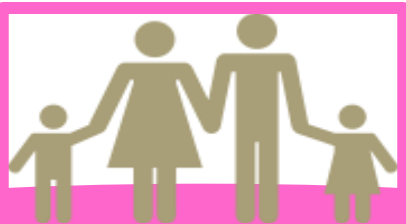
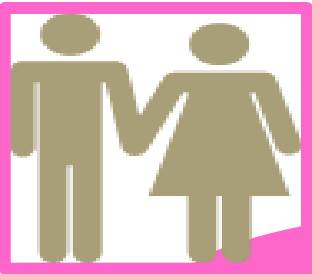
How

# Giving visitors the opportunity for 'Self-development' is critical to achieving long term success as a wellness destination

*Wellness delivery & self development rated lower by coastal visitors than other factors.*



# Consider how well your destination enables self-development for each target audience you seek to attract



Top activities connected with self-development

1st

- Aerial-based based adventure activities

2nd

- Nature activities

3rd

- Swimming

1st

- Aerial-based adventure activities
- Eat at fine dining restaurants

2nd

- Cycling
- Nature activities

1st

- Nature activities

2nd

- Visit markets for local souvenirs/ goods

3rd

- Seek places for solitude and contemplation
- Yoga/ mediation, tai chi
- Botanical gardens

# Wellness tourism is for all

***And there is a wellness  
tourist inside everyone***

