



WHAT IS WELLNESS TRAVEL AND SHOULD I TRY IT?

Wellness travel, voluntourism, sustainable travel. Especially in a post-pandemic world, we are hearing these kinds of buzzwords more and more as we were forced to slow down, connect in different ways, and shift our focus.

But what really is wellness travel?

According to the Wellness Tourism Association, wellness travel is travel that allows a traveler to maintain, enhance, or begin a healthy lifestyle. It supports or increases your sense of well-being, both mentally and physically. This is achieved through the experiences you have while traveling. The goal and benefit are to feel energized and rejuvenated.

Some of the most common wellness travel styles include spa retreats or spa enhancements, fitness trends like certain hotel brands adding Peloton spin bikes to their gyms and adding physical activities to a vacation that support a healthy lifestyle.

People are often described as primary or secondary wellness tourists. The primary wellness tourist is a person that creates a trip around the idea of wellness while a secondary wellness tourist includes wellness activities while traveling.

There is no one size fits all in wellness travel. But to feel energized, relaxed, and have a sense of joy in your travels, consider some of these activities for your next vacation.

- Hiking
- Surfing or Paddleboarding
- Kayaking
- Snorkeling
- Yoga
- Tai chi
- Massage therapy
- Spa experiences at mineral baths or saunas
- Voluntourism – book activities that support a local community

Many travelers that try these activities while vacationing tend to disconnect from technology more, feel reduced stress, and notice improved moods.

What does wellness mean to you? Do you have a favorite activity to do while on vacation to relax and recharge?

Ready to discover what wellness travel could look like for you? Let's chat about your favorite ways to relax and recharge on vacation, and explore how to bring more of that into your next trip.

