



AANYA WELLNESS

A COMPREHENSIVE GUIDE ON

# Unlocking Wellness Tourism

@Aanya Wellness  
Your Abode to Wellness!



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# What is Wellness Tourism?

Wellness tourism is a travel genre that encompasses invigorating journeys to various global locations with the aim of enhancing physical, psychological, or spiritual aspects of health and well-being. Wellness tourism is described as travel related to the goal of preserving or improving one's own well-being by the Global Wellness Institute (*Global Wellness Institute, 2023*).



Wellness tourism may include modalities like yoga and meditation as well as conventional, complementary, herbal, or ayurveda medical treatments in an effort to combat sedentary lifestyle, rejuvenate in nature, or to achieve any other health related goal. Wellness tourists could look for operations or therapies to support and preserve their health, recuperate from sickness, or find relief from physical issues. The wellness tourism industry encompasses far more than just the conventional wellness establishments like spas, boot camps, wellness retreats, and thermal/mineral springs.



The Global Wellness Tourism Market size is valued at 909.82 billion in 2023 and is predicted to reach 1974.18 billion by the year 2031 at 10.37% CAGR during 2024-2031.



*25% of retreat leaders have been thinking of running a retreat for more than 4 years.*

# Wellness Tourism & its significance in the travel industry



***Wellness Connects  
All Aspects of Health***

## Source

Wellness tourism, a rapidly growing sector in the travel industry, emphasizes the pursuit of activities that promote holistic well-being and rejuvenation. As travelers increasingly prioritize health and mindfulness, destinations offering spa retreats, fitness programs, and wellness-centric experiences gain significance, catering to the rising demand for transformative and health-focused journeys. Because of its quick development and substantial economic effect, this kind of tourism is important to the travel industry. According to the Global Wellness Institute, the market for wellness tourism is predicted to expand at one of the fastest rates in the travel industry, reaching \$1.4 trillion by 2027 (Team, 2022). People want to maintain their healthy lives and wellness practices when travelling, which is reflected in the rising demand for wellness tourism and an increasing consumer emphasis on holistic health and prevention.

# Evolution of Wellness Tourism

According to *Barrell (2023)*, the emergence of wellness tourism might be traced from the beginning to the present, emphasizing the shifts in viewpoints and the growing variety of experiences and activities available. Significant turning points in the evolution of wellness tourism include:

|  |  |
|--|--|
| <p><b>Initial Steps</b></p>                      | <p>In the latter half of the 20th century, wellness tourism became a niche industry with an emphasis on conventional spa getaways and wellness facilities. As individuals started to give priority to their health and well-being while making travel decisions, the idea gained popularity.</p> |
| <p><b>Extension of Encounters</b></p>            | <p>Wellness tourism has grown throughout time to include a variety of pursuits, including encounters with cuisine, mental health, and exercise. The growing desire for holistic health experiences outside of typical spa retreats was the driving force behind this expansion.</p>              |
| <p><b>Cultural immersion and voluntarism</b></p> | <p>As wellness tourism developed, it began to incorporate these elements as well as involvement in local activities, such as discovering the customs and cuisine of the area and supporting charity organizations (<i>Vacayou, 2023b</i>)</p>  |
| <p><b>Benefits beyond rest</b></p>               | <p>The goal of wellness tourism has changed from being just about rest and renewal to being more holistic and centered upon nourishing the body, mind, and spirit. The increasing popularity of practices like yoga, meditation, and sports travel was indicative of this change.</p>            |
| <p><b>Expanding market presence</b></p>          | <p>The worldwide market for wellness tourism was estimated to be worth \$451 billion in 2021 and is projected to reach \$1.02 trillion by 2027. It has grown to be a substantial section of the travel industry.</p>   |
| <p><b>Growth following the pandemic</b></p>      | <p>The COVID-19 pandemic caused a change in travel patterns, resulting in a notable rise in reservations for wellness retreats and an emphasis on customized wellness initiatives.</p>   |

This pattern suggested that, in the post-pandemic age, people are becoming more interested in health travel and its possibilities for growth and recuperation.

## Yoga and its impact in increasing tourism in India

D Rajasekhar highlights how yoga is an age-old practice in Indian culture and has influenced many across the globe. As a form of traditional medicine, yoga, through movements, breathing and meditation, helps expand awareness, improve balance, increase intellect, lower anxiety, and manage weight to maintain good overall mental, physical, and emotional health. As the global centre and home of the practice, India takes pride in being the hub of yoga, with the many world-class offerings of wellness resorts, ashram retreats, and yoga meditation centers for those looking to indulge in wellness in self-care.

Ritu Pherwani,  
Yoga Trainer



Yoga is an age-old practice in Indian culture and has influenced many across the globe. As a form of traditional medicine, yoga, through movements, breathing and meditation, helps expand awareness, improve balance, increase intellect, lower anxiety, and manage weight to maintain good overall mental, physical, and emotional health. As the global center and home of the practice, India takes pride in being the hub of yoga, with the many world-class offerings of wellness resorts, ashram retreats, and yoga meditation centers for those looking to indulge in wellness in self-care. The last decade has witnessed a rise in wellness tourism globally with the exponential growth of the wellness sector.

Estimated at USD 639.4 billion in 2017 by the Global Wellness Institute, wellness tourism is one of the fastest-growing tourism segments. Wellness tourism, globally, is growing at 6.5 per cent annually, more than twice as fast as tourism overall. This segment is forecasted to grow even faster through 2022 at a yearly growth of 7.5 per cent to reach USD 919 billion. With a variety of offerings such as Yoga, Ayurveda, Unani, Siddha, Homeopathy, and Sowa Rigpa, apart from other wellness solutions, India's wellness sector has immense potential for growth as it attracts tourists from all over the globe. We have, what it takes to become the holistic wellness capital of the world.

While the pandemic dented tourism forcing restricted access to locations – both domestic and international – it also highlighted the acute need for human development and preservation through wellness. People got increasingly aware of the need to become healthy by embracing drugless systems of medicine like yoga. As borders have opened, it is time India builds on the opportunity and highlights its age-old traditional wellness solutions to the world, attracting more and more travellers looking at the niche offerings in yoga, and Ayurveda.

Wellness tourism helps people address issues of anxiety and mental health that have risen post the pandemic. As a nation that brought yoga to the world, India possesses a large pool of talent in the form of professionals with experience and expertise in delivering wellness solutions. Providing the right environment to indulge in wellness activities such as meditation, infrastructure for wellness tourists on the ground.

Ayurveda, and yoga to ensure people build mental and physical abilities, states across India are developing better facilities to enable them to attract wellness tourists.

Centres across states such as Uttarakhand, Himachal Pradesh, and Kerala manage to attract wellness tourists and are investing in the creation of traditional ayurvedic resorts, destination spas, and wellness retreats that offer the complete experience of wellness treatments, and rejuvenation. More state governments must come forward and promote their wellness credentials aggressively, after working on setting up great infrastructure for wellness tourists on the ground.

In April this year, the union government also proposed bringing out special Ayush Visas to facilitate foreign arrivals of people looking at India as a destination for wellness tourism, along the lines of medical visas. We are serious about making India the world's holistic wellness capital. Ever since its formation in 2014, the Ministry of Ayush has also left no stone unturned in promoting the Indian traditional medicine systems of Ayurveda, Yoga, Unani, Siddha, Homeopathy, and Sowa Rigpa.

In fact, in April this year, the Indian government tied up with the World Health Organization to set up the world's first Global Centre for Traditional Medicine in Jamnagar, Gujarat. This centre aims to bring together ancient wisdom and modern science to help meet global health objectives. The Centre will enable equity in access to healthcare as innovation was done here will serve the poorest, most vulnerable people across the world, promoting good health and wellbeing for all. While its physical location will be in Jamnagar, Gujarat, the Centre's reach, and impact will be global.

India's expertise in traditional medicine is for all to see and it is a big draw in the global wellness tourism sector. With the pandemic forcing people to focus on personal health and wellness, India has an opportunity to become the global leader in wellness tourism by focusing on strengthening services provided for mental health, preventive healthcare, and overall physical and mental wellbeing. Our spiritual practices and the power of our traditional medicine systems help us provide holistic 360-degree solutions for holistic wellbeing.

It is not just international tourists who crave wellness tourism, but also domestic travellers. Indian travellers across all age groups are keen on wellness travel. The youth of our country are, increasingly, opting for experiences such as yoga and meditative retreats. Wellness tourism supports several small businesses across India as travellers seek experiences across various budgets, comfort, and luxury settings. Importantly, yoga and wellness tourism are sustainable as they utilise traditional medicine systems and practices which have a strong element of reverence for the environment.

- Ritu Pherwani

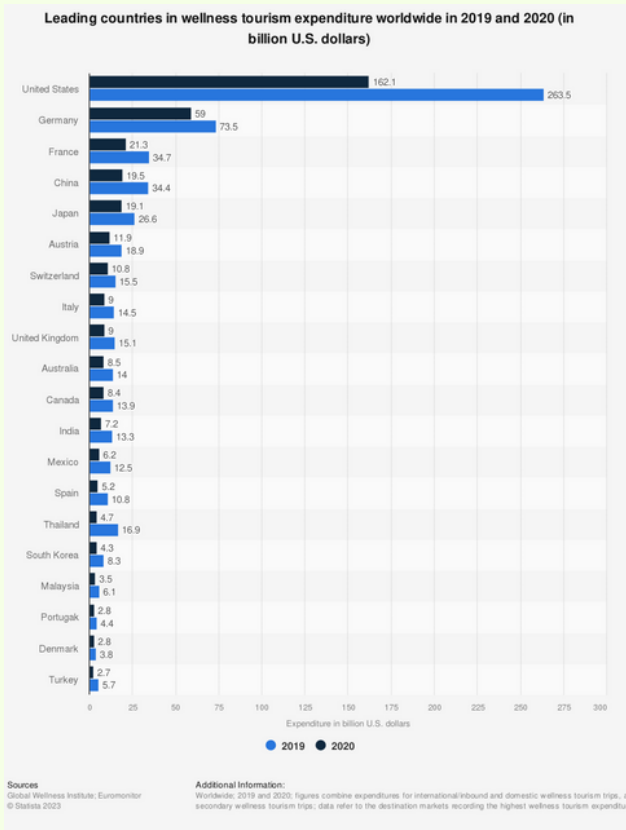
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*82% of retreat leaders are very concerned with how to fill and market their retreats.*

# Leading countries in wellness tourism

In the realm of wellness tourism, certain countries have elevated the art of relaxation and rejuvenation to unparalleled heights.



These leading nations share a common commitment to the harmony of mind, body, and spirit, shaping a global landscape where wellness is not merely a trend but an intrinsic aspect of the travel experience.

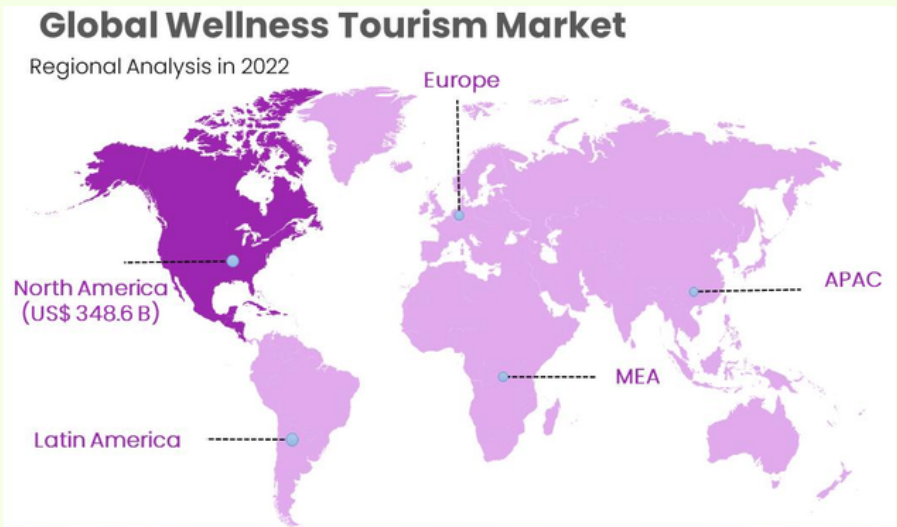


*95% of the retreat leaders wish they had the done-for-you worksheets and liability forms that they know they need.*



# Spending on Wellness Tourism

- In 2020 (*Statista, 2021*), the United States topped the global wellness tourism spending chart.
- According to *Knott (2023)*, small nations that rely heavily on tourism, including the Seychelles (16.5%), the Maldives (14.5%), Aruba (11.9%), Costa Rica (11.4%), and St. Lucia (10%), have substantial GDP shares in the wellness sector.
- With \$1.2 trillion in spending, the US has almost twice its share of the second-largest market for wellness tourism.



### Source

- The US, China, Japan, Germany, and the UK have the biggest wellness markets among the top five nations (*Global Wellness Institute, 2023a*).
- Because it accounts for a disproportionate amount of the economy of tiny, tourist-dependent nations, wellness tourism is essential to their operations.
- With 70.2 million domestic and international wellness tourism trips in 2017, China was the top country in the Asia-Pacific area (*Market.us, 2023*).
- With large proportions of 4-star plus hotels and spa services, Thailand, Indonesia, and Mexico are among the best destinations for wellness getaways.

# Global Wellness Tourism Hotspots

Among the popular destinations for wellness travel worldwide are:

- **Bali:** Promotes overall well-being and is the best destination for mental health, providing a strange and unique experience.
- **India:** It is a major hub for wellness tourism, offering a variety of wellness activities such as Ayurveda, yoga, and spiritual retreats.
- **Costa Rica:** With its lush landscapes and eco-friendly resorts, is a top wellness destination, seamlessly combining natural beauty with rejuvenating experiences.
- **The Dolomites:** Well-known for its unspoiled landscape and holistic services, this region offers wellness tourists a tranquil setting.
- **Greece:** With its rich history and stunning natural surroundings, this resort offers services for mental, spiritual, and physical wellness.
- **Sri Lanka:** Known for its Ayurvedic treatments and health resorts, which offer a comprehensive approach to wellbeing (*Peterson, 2022*).
- **Tuscany:** Renowned for its health resorts, thermal springs, and spa towns that provide a restorative and revitalising experience.

Travelers seeking wellness may enjoy unique experiences at these locations, which address mental, spiritual, and physical wellness.



# Ecotherapy: Nurturing Global Wellness Through Nature

In our fast-paced, technology-driven lives, finding solace and healing can seem elusive. Enter “ecotherapy”, or Green Therapy. A powerful union of nature and psychological care transcends traditional therapy.

Imagine stepping into a lush forest, inhaling the crisp pine-scented air, listening to the gentle babble of a stream, and feeling the leaves rustle underfoot. This visceral connection with nature lies at the heart of ecotherapy—a path to rejuvenate our mind, body and soul.

## The Healing Power of Nature

Ecotherapy invites you to step outdoors. Activities like awe inspiring nature and wellness walks to daring wilderness explorations, we rediscover our bond with the earth. Research, from the University of Derby, UK, reveals the communion or nature connectedness uplifts, nurtures and sustains our environment.

Here’s what nature can do for you

### Improves Mood

Nature has a remarkable impact on our emotional state. Whether it's the vibrant hues of wildflowers or the whisper of wind through ancient trees, they lift our mood.

### Anxiety Relief

The great outdoors is a sanctuary from the stresses of life. The rhythm of waves crashing on a shore, or the symphony of birdsong soothes anxious minds.

### Lifting Depression

Sunlight filtering through leaves, the earthy scent of damp soil. These simple pleasures can lift heaviness of depression.

## Nature-Infused Wellness Worldwide

The demand for nature-infused wellness experiences is surging globally. Be it practicing yoga as the sun paints the mountaintops with golden hues. Or meditating under a star-studded sky, feeling connected to the vast universe.

Wellness retreats embrace elemental multi-sensory experiences, offering profound ways to heal, transform and connect.

Maria Moris,  
Naturepreneur



### What about return on investment?

The Wellness Society.Org details one company who invested in employees getting outside during a Nature Breaks scheme. This company reported 20% stress reduction, 15% overall increase in mental wellbeing scores, 7% increase in team collaboration and 10% reduction of sickness absence. Considering sickness absence costs around £34.9Billion in the UK, according to the Health and Safety Executive, reducing sickness absence is key to any economy! Vantage Fit highlights for every \$1 spent on corporate wellness, a \$3.27 return is gained as a minimum.

### Empowering Wellness Professionals and Retreat Organizers

Ecotherapy offers a rich array of options to wellness professionals or retreat organisers to make their services more impactful and profit boosting. Here are some of the examples:

- Outdoor Therapy Sessions: Problem solving, and creativity is increased by around 42% outdoors so take your clients outside! Nature amplifies the therapeutic effect.
- Nature Retreats: Design retreats that immerse participants in natural beauty. Be it forest bathing, mindful hiking, or stargazing, these experiences ground and rejuvenate.
- Encouraging Time in Nature: Advocate clients to take mindful walks, tend to community gardens, or sit under a tree to just BE. Nature is a silent healer.

However, you choose to include nature into your retreat - ensure it suits everyone's needs, their time availability and fits all budgets.

### What's the evidence?

The mental health charity MIND found 94% of people reported green exercise activities significantly benefited their mental health.

Doctors in the UK and USA are now "prescribing" nature walks as part of their treatment plans, affectionately known as "Vitamin N."

The CIPD Human Resources Worker Health Survey (UK) and TUC Employee Wellbeing Survey (UK) 2022 highlight employee wellness and engagement at work are vital to productivity and reduction of sickness absence. They recommend nature-based strategies within a holistic approach to optimize employee health and attendance.

#### Real-Life Transformations

Here are more real-life examples from Maria's clients.

#### From Crisis to Renewal

A stressed Company Executive faced a mental health crisis, contemplating suicide and self-harm. Through online sessions, using nature imagery and grounding techniques, he turned his life around. He resumed cycling, maintained his job, repaired family relationships, and found hope.



*71% of the retreat leaders are concerned that they're not pricing correctly or they feel that they don't know how to price a retreat at all.*

**From Tragedy to Victory**

In 2021 Maria won Vocational Rehabilitation Practitioner of the Year professional award for working with clients with disability or injury resume work. Many suffered trauma, physical or brain injury. Maria also worked with injured military personnel. She helped 70% return to work and 55% of them back to their original job. The average was usually 20-40%. You may ask how she did this? The answer is from including Ecotherapy. If clients could not get outside, nature was taken to them!

Here’s what another client, suffering a spinal cord injury and paralysis of three limbs said after his Ecotherapy and rehabilitation: “My life will never be the same again after my accident, however Maria helped “turn his tragedy into victory.”

**From Stressed to Best**

After a Wellness Walkabout and Stop Stress Session with Maria, in a residential care home team of 20 people, 100% reported feeling at least one score improvement on stress reduction and energy levels increasing using a Profile of Mood Score within 2 hours, 50% of time being spent outdoors. “Working with Maria is my go-to solution whenever anyone in my family is struggling to cope with life or exam stress or anything at all. She has a way of clarifying and calming down all your troubles by the end of the session. I highly recommend her”  
Geeta Sidhu-Robb \_ CEO and Founder of Nosh De-Tox

**Are you and your clients ready to embark on this transformative journey?**

Explore ecotherapy, step outside alone or with your clients, and let nature weave its magic. Let’s prioritize global well-being and recognize our own health is intricately linked with the health of our planet.

Embrace Ecotherapy, to become stewards not just of our minds and bodies but Earth itself.  
© Maria Morris Your Own True Nature.

To schedule an online Ecotherapy session, your very own wellness walkabout, discuss how to incorporate nature into your retreat or corporate wellness plan then contact

– *Maria Morris*

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*A whopping 95% of the retreat leaders state they have never made \$10k or more from their retreat.*



# India's Wellness Oasis

## ***Falzani's Nature Nest, Lonavala, Maharashtra***

Located amidst 68 acres of lush greens overlooking the azure waters, this holistic wellness retreat offers a unique blend of balance and improved general wellbeing. It provides 40 varieties of therapies and treatments, such as equine/animal-assisted therapies, along with wellness-curated cuisine featuring homegrown ingredients for a comprehensive and rejuvenating experience.



## ***Travancore Heritage Beach Resort in Chowara, Kerala***

It emphasizes wellness through its thoughtful design, promoting natural ventilation and rainwater circulation, offering a unique experience that transports guests to the rich cultural heritage of Travancore. Conveniently located near Trivandrum, the resort ensures easy accessibility and a tranquil atmosphere for a rejuvenating stay.



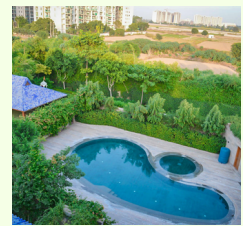
## ***Swaswara, Gokarna***

Located on the fabled Om beach on the west coast of India in Karnataka and set amidst 26 acres of green lawns and gardens surrounded by pristine beaches, Swaswara is truly an abode of peace far removed from the distractions of urban centers. SwaSwara is not just an earthly destination. It is the gateway to a more profound place that abides within you.



## ***Haryana's Naad Wellness***

Situated in the suburbs of Delhi, Naad Wellness blends traditional Indian medical techniques with cutting-edge global therapies. It provides medical therapies to aid with ailments including arthritis and migraines. The retreat focuses on therapies for the senses, offering a balanced daily schedule and vegetarian meals to facilitate the rediscovery of one's true self, promoting healing for the body, mind, and soul (Thakur & Thakur, 2023).



## ***Kalayri Rasayana, Kerala***

Kalari Rasayana, situated in the heart of Paravoor village in Southern Kerala, is a healing space deeply rooted in Ayurveda. Adhering to the ancient traditions, it offers a lifestyle that balances energies, leaving you refreshed and whole. Surrounded by nature's tranquility, this NABH accredited hospital provides a serene retreat, allowing a gentle return to a quieter pace of life in the midst of coconut groves and floating mini-islands.



# Global Retreat Destinations



### **Wisconsin's Sand Valley Resort**

The resort offers sandy beaches, a 25,000 square foot spa, and a range of outdoor pursuits including golf, bicycling, and hiking. One of Wisconsin's top yoga retreats, Sand Valley has a variety of yoga forms, such as restorative, vinyasa, and haiku (Blumberg, 2022).

### **Florida's Carillon Miami Wellness Resort**

The resort provides a range of wellness activities, such as workshops, spa treatments, and exercise courses (Tang, 2023). Carillon Miami is renowned for its stunning setting, which includes crystal-clear blue oceans and white sand beaches.



### **Caicos, Turks and Amanyara**

The opulent spa resort Carillon Miami is situated near Miami, Florida. The resort provides a range of wellness activities, such as workshops, spa treatments, and exercise courses (Tang, 2023).

### **Oregon's Lithia Springs Resort & Wine Garden**

Nestled in Oregon's wine country, Lithia Springs Resort provides an exceptional wellness experience. The resort has a spa, an indoor pool, and a range of wellness activities, such as cooking courses and wine tasting. The natural mineral springs of Lithia Springs, which originate from an underground lithium mine, are well-known.



*64% of the retreat leaders worry about losing money on their retreat.*



**Arizona's Castle Hot Springs**

The resort offers yoga, meditation, and other health activities in addition to a spa and a naturally occurring hot spring. Castle Hot Springs is a well-liked location for outdoor pursuits like motorcycling and hiking because of its stunning desert vistas and unobstructed blue skies.

**Puerto Rico's Alternavida House**

The resort offers a number of health activities, such as yoga, Pilates, and meditation, in addition to a spa and a yoga pavilion. Casa Alternavida is renowned for its exquisite setting, which includes access to the island's breathtaking beaches and a lush tropical environment.



**The Swiss residence Chenot Palace in Weggis**

Yoga, Pilates, and meditation are among the health activities offered by the resort, which also has an indoor pool and a spa. Situated near the well-known ski slopes in the area, Chenot Palace Weggis is famed for its stunning views of the mountains.

**Rincon de la Vieja Volcano, Costa Rica**

Costa Rica offers an ideal destination for wellness tourism, providing a unique combination of physical activities, healthy eating, and rejuvenating experiences in a natural setting. The country's wellness features, including forest baths, body wraps, and hot springs, contribute to its status as one of the planet's blue zones, known for promoting longevity and overall well-being.



*58% of retreat leaders have been thinking of running a retreat for about it for 1-2 years.*



## Synergy In Serenity

**Sandeep Nath,  
Renewalism Coach**



Imagine this: A client walks into your travel agency, not seeking the usual sun-and-sand package, but a transformative journey that nourishes their spirit as much as their Instagram feed. They crave mindfulness, movement, and maybe even a sprinkle of ancient wisdom. Sound familiar? Welcome to the booming world of wellness tourism, a sector projected to reach a staggering \$928 billion by 2025, representing a 13.7% annual growth rate since 2016.\*

But here's the rub: navigating this nuanced niche requires specialized knowledge. This is where the magic of collaboration between travel agents, wellness experts, and hospitality centers unfolds. Allow me, a wellness expert who has been working alongside DiscoverSuMundo.com (a travel advisory), to illustrate the win-win-win scenario.

### Travel Agents: Ascend From Ticket-Masters To Wellness Curators

Gone are the days of simply booking flights and hotels. Today's discerning traveler seeks bespoke experiences. Partnering with a wellness expert empowers you to:

- Offer unique & in-demand itineraries: Cater to the rising demand for mindfulness, meditation, and gentle practices like Qigong (a meditation in movement). Remember, yoga isn't the only game in town! Qigong focuses on cultivating internal energy flow, leading to improved balance, flexibility, and stress reduction. It's perfect for beginners and beautifully turns into an easy-to-form habit in a couple of days!
- Become a trusted advisor: Equip yourself with expert knowledge on various wellness modalities and curate retreats that align with your clients' specific needs and goals. Think stress management, detox, or spiritual exploration – the possibilities are endless.
- Boost client satisfaction & loyalty: By offering transformative experiences, you go beyond a mere transaction, fostering deeper connections with clients who'll return for more. DiscoverSuMundo.com saw a 35% increase in bookings from existing clientele after incorporating wellness workshops into their offerings. Working alongside AirBnB experiences alone, fetched 180% growth in client acquisition.

### Wellness Retreats: Amplify Your Impact & Attract New Clientele

Running a retreat demands more than just stunning scenery and delicious food. Partnering with a travel agent and a wellness expert brings:

- Targeted marketing & wider reach: Leverage the agent's network and expertise to tap into new markets and attract clients seeking specific wellness experiences.

- Enhanced program credibility & value: My expertise in mindfulness, meditation, and Qigong has added significant professionalism and depth to the offerings of hospitality centers from New Zealand to Norway and Guanajato to Gurugram, justifying their premium pricing and attracting clients seeking genuine transformation.
- Streamlined operations & reduced workload: Leave the marketing and client management to the travel agent, focusing on what you do best – creating a haven for holistic well-being.

### The Wellness Expert Perspective

As a wellness expert, teaming up with DiscoverSuMundo.com has been a game-changer. Together, we've conducted mindfulness, meditation, and Qigong workshops across 46 hospitality centers in India, Europe, and Mexico, resulting in:

- A 40% revenue increase by cross-selling mindfulness & Qigong experiences to participants of other retreats.
- An average satisfaction rating of 4.9 out of 5 from workshop participants.
- Increased brand awareness and recognition for both myself and DiscoverSuMundo.com.

### Putting It All Together

The wellness tourism pie is growing rapidly. Peace, calm and serenity too, is in abundance under the surface of contemporary chaos that travelers wish to escape. The marriage of the two can happen only through collaboration, innovation, and integration. As owners of the respective components, we must break traditional silos and offer client journeys that become talking points for them.

As a wellness expert and global traveler, I've seen firsthand the transformative power of travel combined with the magic of collaboration. Metaphorically, it creates an orchestra.

We wellness experts are individual instruments, each with our unique strengths and melodies. The travel agent is the maestro, orchestrating the travel symphony. And Center owners offer the stage, perfectly set for immersion and rejuvenation.

The wellness tourism industry is an orchestra yet to compose its most beautiful symphony. By joining hands, sharing expertise, and creating experiences we get to resonate with the deepest desires of modern travelers. Together, we can unlock a future brimming with well-being, purpose, and shared growth.

\*According to The Global Wellness Institute (GWI) is a research and consulting organization focused on the wellness industry.

- Sandeep Nath

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# A Guide to Wellness Travelers

Introducing wellness into one's travel experience has become a paramount pursuit in the fast-paced world we inhabit. As the demands of modern life increase, so does the desire to seek balance and rejuvenation during our journeys. The concept of wellness travel goes beyond mere relaxation; it encompasses a holistic approach to health, incorporating physical, mental, and spiritual well-being. It thus becomes important for the wellness travelers to cultivate a mindful and health-centric approach to their journeys. Here are certain guidelines which will pave the way for a truly enriching and rejuvenating exploration of the world (*Yogify, 2023*).

## Different ways of organising retreat:

1. Tie-up with wellness centres and cross sell their pre-defined packages for a affiliate share.
2. Organise your own individual retreat and be the leader of the same; build your own brand and experience.
3. Collaborate with like-minded coaches and experts, and co-create an experience that empowers holistically.

## DO'S



1. Work on having an immaculate Ideal Customer Profile
2. Start marketing at least 3 months in advance
3. Use technology as your assistant and easing your life
4. Use Instagram theme pages for promotion
5. Build an altruistic affiliate network based on mutual synergies

## DON'TS

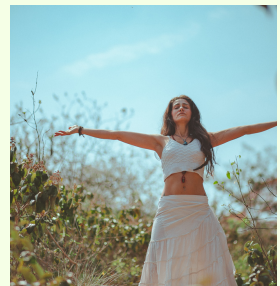


1. Let go of outdated ideas; focus on value.
2. Avoid discomfort; choose relaxed clothing and footwear.
3. Don't over-schedule; allow time for relaxation.
4. Focus on the experience, not perfection.
5. Don't compare well-being journeys; focus on your own experience.
6. Do not sell it cheap.

# Conclusion

Travelers may improve their well-being while discovering new places with wellness tourism, an innovative and expanding trend in the world travel business. Traveling may be made richer and more refreshing by embracing this trend. Here are some important things to think about:

- ✔ **Prioritizing personal wellness:** With individuals placing a greater emphasis on their health and wellbeing, wellness tourism is rising to the top of the list for tourists looking for self-care, community support, and personal development.
- ✔ **Peaceful settings and natural surroundings:** Wellness tourists frequently choose locations with a natural backdrop because it helps them de-stress, reenergize, and re-establish a connection with their inner selves.
- ✔ **Assisting local communities:** A growing number of tourists are looking for genuine, one-of-a-kind experiences that immerse them in the local way of life and improve the places they visit.
- ✔ **Group wellness activities:** Due to its ability to provide access to health and wellness knowledge, social wellness possibilities, and a more affordable form of wellness travel, group wellness retreats are becoming more and more popular.
- ✔ **Regenerative travel:** Wellness tourism is adopting regenerative travel strategies with an emphasis on improving local communities & the environment.
- ✔ **Urban wellness:** With the goal of luring tourists and employees back to cities, there is a rising demand for urban wellness destinations.
- ✔ **Family wellness:** With providers like Chiva-Som offering programmes like Zular Discovery Junior getaways, which promote sustainable & healthy living ideals, parents and kids are emphasizing family wellbeing through customized travel experiences.





AANYA WELLNESS

# About Us

Aanya Wellness is a tech platform, built to empower natural healing experts. With a vision to bridge the gaps between wellness seekers and wellness providers, we are here to build a thriving ecosystem and community dedicated to the enablement of our wellness experts.

Aanya Wellness has made it possible to create an ecosystem of different brands, services, and products all under one platform. Focusing on enabling wellness providers by the tech platform, we aim to build a holistic wellness environment.

We empower doctors, life coaches and wellness experts to prioritize your well-being better, because we believe a healthy you leads to a happier, more fulfilling life.

Our holistic approach helps break free from the cycle of stress, pain, and negativity, paving the way for lasting transformation. We believe in a comprehensive approach to natural healing, covering areas such as ayurveda, yoga, mental health, diet management, and naturopathy.

## Our Offerings



**Biome** - A community of 150+ wellness experts where knowledge is shared, and individuals are empowered for a holistic well-being journey. Click [here](#) to join.



**We are listening** - A podcast with 300+ listeners per day (68% from the US), featuring experts who share stories and tips for a healthier, happier life. Click [here](#) to tune in.



**DocMantra** - A tech solution for wellness providers, providing a 60% cost-effective way to streamline practice, manage appointments, and boost efficiency. Click [here](#) to schedule a demo.

Connect with us, to embark on your journey to holistic well-being with Aanya Wellness.

[We are here for you!](#)

# Why Join Us?



### Exclusive opportunities

Unlock exclusive wellness tourism experiences, connecting with those seeking transformative journeys



### Plan your next retreat

Lead wellness retreats on our platform, crafting impactful experiences for participants



### Global Reach

Globalize your wellness offerings, showcasing your expertise in yoga, nutrition, naturopathy, or any other discipline



### Connect and Collaborate

Collaborate with wellness experts, elevating holistic well-being standards through shared insights

# Let's get started!

#### For Wellness Experts:

- Join our vibrant Wellness Community, fostering a supportive network for growth and collaboration.
- Experience our Tech Platform, streamlining your wellness practice for enhanced efficiency.
- Take a demo of our tech platform, explore our thriving community, and consider being a featured guest on our podcast, sharing your valuable insights.



Find your tribe [here!](#)

#### For affiliates:

- Explore seamless operations by leveraging our network of 200+ wellness centers for turnkey operational support.
- Enhance your travel business with access to cutting-edge technology as we become your extended tech partner.
- Amplify your reach through our marketing support, serving as your extended marketing arm.



Wellness with [wanderlust!](#)

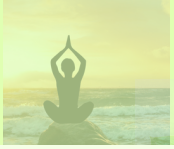
Click [here](#) to become an affiliate for our wellness tourism packages.

#### Disclaimer

Information and recommendations provided in this E-book are for informational purposes only. Readers are advised to verify information independently before making travel plans. This concise E-book serves as a valuable lead magnet for travel agents and captures contact details while delivering informative content about wellness tourism's evolution, top destinations, and essential dos and don'ts.

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YOUR ABODE TO WELLNESS!

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