

2025 TRAVEL & WELLNESS TRENDS ACCORDING TO THE EXPERTS

We asked global wellness and hospitality experts this question: What trends do you see emerging in wellness and travel for 2025, and how can hotels and spas prepare and adapt?

The landscape of travel, spa, and wellness is always transforming with technological advancements, changing consumer preferences, and shifting global paradigms.

Now, as we approach 2025, hospitality and wellness experts around the world are reimagining how wellness experiences will be delivered, with an emphasis on hyperpersonalization, sustainability, and the integration of cutting-edge technologies.

Leaders like Arch Amenities Group's Catherine Warren are leveraging AI and biometric data to offer deeply personalized treatments, while Lisa Michaelis of Live Love Spa is focusing on touchless and tech-forward therapies that cater to privacy-conscious guests. Rajesh Padinhakkara of Hyatt, meanwhile, is championing sustainability and cultural immersion through eco-friendly wellness retreats and holistic wellness experiences. Together, these leaders are shaping the future of wellness to meet the diverse needs of today's discerning travelers.

We asked global wellness and hospitality experts this question: **What trends do you see emerging in wellness and travel for 2025, and how can hotels and spas prepare and adapt?**

The experts featured in this report are:

- **Catherine Warren**, Vice President of Strategic Partnerships, Arch Amenities Group
- **Anna Bjurstam**, Wellness Pioneer, Six Senses, Raison d'Etre & Bjurstam Consulting
- **Lisa Michaelis**, Founder & CEO, Live Love Spa
- **Laura Lishman**, Director of Spa: Multi Site, St Regis Red Sea Resort
- **Daniel Spencer**, Director of Spa, Agua Caliente The Spa at Sec-he and Sunstone Spa
- **Rajesh Padinhakkara**, Spa Manager, Grand Hyatt Kochi Bolgatty

From the increasing demand for hybrid wellness experiences to the rise of sustainable practices, from the rise of holistic wellness hubs in Saudi Arabia to India's booming wellness tourism industry, everyone is finding unique ways to adapt and innovate.

Here's what our experts had to say about the ways hospitality businesses are reshaping their approaches to meet the evolving expectations of today's traveler in 2025.



Catherine Warren,

Vice President of Strategic Partnerships, Arch Amenities Group, Boca Raton, Florida

Looking to 2025, wellness travel will be shaped by hyperpersonalization, sustainability, and the growing demand for hybrid wellness experiences.

The future of wellness will increasingly be driven by **data and personalization**. Spas are investing in technology that allows for highly tailored wellness experiences based on individual needs and preferences. AI-driven systems and biometric data can help customize treatments in real time, providing guests with experiences that feel deeply personal and unique. As we've seen at Snowpine Lodge, led by Audrey Nichols, and other properties, this level of hyperpersonalization not only enhances guest satisfaction but also allows for premium pricing of services.

Sustainability is another critical trend. Guests are more environmentally conscious than ever, and they expect the properties they visit to reflect their values. At Snowpine Lodge, eco-friendly practices are becoming a competitive differentiator. Spas that adopt sustainable treatment options, reduce waste, and even offer carbon-neutral wellness retreats will attract this growing market of conscious consumers.

Wellness tourism is set to continue its upward trajectory. High-end travelers are seeking multi-day wellness retreats that combine fitness, detox, nutrition, and mindfulness practices. At Arch Amenities Group, we see properties positioning themselves as premier wellness destinations by offering immersive, all-inclusive packages that cater to this demographic. Collaborating with wellness influencers and specialized travel agencies will further drive demand and bookings.

The convergence of fitness and beauty is another key trend to watch. More clients are seeking services that merge these two pillars of wellness. Properties like Locust Street Athletic & Swim Club, under Luke Helming's management, are already offering unique treatments that blend recovery-focused massages with skin-tightening facials, appealing to time-conscious clients who want to maximize both health and aesthetic benefits in a single session.

Tech-forward wellness experiences are becoming essential for properties looking to differentiate themselves. We see a growing demand for VR meditation, AI-powered skin analysis, and other innovations that elevate the guest experience. Spas embracing these technologies now will be ahead of the curve and able to offer premium-priced, highly customized services that cater to tech-savvy travelers.

In 2025, **mental wellness** will take center stage, with more hotels integrating well-being into meetings and events. At InterContinental Miami, under Caroline Wilmot's leadership, there has been a focus on onsite wellness events and group activities like sound healing and mindfulness workshops. This holistic approach not only enhances the guest experience but also positions wellness services as a critical part of the overall hotel offering.



Anna Bjurstam,

Wellness Pioneer, Six Senses, Raison d'Etre & Bjurstam Consulting, Stockholm, Sweden

As I look ahead to 2025, I see several exciting wellness trends emerging that really resonate with me. First and foremost, I believe we'll embrace **pleasure health** (wellness can be much more enjoyable than we think ...) and **spiritual well-being**, recognizing their vital roles in holistic health. I also expect a strong focus on **sympathetic nervous system regulation** techniques, which will help us better manage stress in our fast-paced lives. **Hormone hacking** will likely gain traction as people seek natural ways to optimize their health with an obvious focus on female health, but we will also see more focus on male hormone health. I'm particularly passionate about the idea of **listening to our bodies** as an antidote to the overwhelming reliance on wearables and constant monitoring. Additionally, the lifestyle changes associated with **Ozempic** will influence how we approach wellness interventions; for example, the big loss of muscle mass when on GLP-1 medication means that programs will need to be tailored to maximizing protein and heavy muscle-building activities, among others. The longevity trend will keep evolving, promoting practices that extend not just lifespan but also healthspan.





Lisa Michaelis,
Founder & CEO, Live Love Spa, Tustin, California

Right now, it's all about elevating wellness experiences in new and exciting ways. **Touchless technology has been a constant topic** – think self-guided meditation pods, self-guided pilates reformers, LED light therapy beds, zero-gravity massage chairs with vibroacoustic therapy or robotic massage. It's perfect for guests wanting a more private, contact-free experience.

I'm also seeing **a major buzz around contrast bathing**—those hot-and-cold combos with cold plunges and saunas. It's certainly not a new concept, but it's become wildly popular again for its benefits of boosting circulation, reducing inflammation, and more.

And of course, **CBD is still going strong**. People are embracing it more than ever in treatments and skincare for its calming, anti-inflammatory properties. Finally, there's a renewed focus on retail. Spas are becoming the go-to wellness boutiques and offering a total solution to their guests. In addition to skincare, spas offer activewear, jewelry, supplements, home wellness products, and more.



Laura Lishman,
Director of Spa: Multi Site, St Regis Red Sea Resort, Riyadh, Saudi Arabia

With the boom in tourism, conferences, sporting events, and music festivals across Saudi Arabia, the wellness industry too is booming. We are seeing **wellness festivals** being hosted across the Kingdom now, wellness destinations being developed and built, and individuals from all age groups taking an interest in their overall wellbeing. We can see this from the amount of new fitness facilities being opened, holistic classes being held, and spas that are being built. There is even a Saudi Arabian Wellness Association (SAWA) that has been created to connect and bring together wellness professionals and wellness enthusiasts.

There has been and always will be a market for the 'quick fixes' with regards to aesthetic wellness, however, what we are seeing more of now is people wanting to combine this with **longevity treatments, body analysis, and mental wellbeing awareness**. This is what is driving people to sign up for gym memberships, study their mental health, and book retreat-style vacations where they want to feel reenergized and rebalanced. The difference now is that they don't have to travel abroad to seek this, they have everything they need now right here in Saudi Arabia, and this is just the beginning; there is plenty more to come.

With that said, professionals now need to look at their businesses and plan for the longevity of their wellness spaces and offerings. Professionals need to be thinking 3-5 years ahead and building for growth, building for adaptations, and building for an ever-changing industry. Be creative with the designs that will allow for an easy change in the future.



Daniel Spencer,
Director of Spa at Agua Caliente The Spa at Sec-he and Sunstone Spa, Redlands, California

As we look toward 2025, **regenerative and restorative travel** is a trend that is increasingly being shaped by technology-driven wellness experiences while intertwining with nature elements. Hotels can meet the trend by incorporating self-care in guest rooms, such as mineral soaks and shower diffusers, alongside meditation apps and nature landscape channels, converting a hotel room into a serene space to return to.

Reimagining traditional hotel business spaces as relaxation and recovery areas presents another opportunity. These can feature acoustic vibrations, sound therapy, AI massage, and wellness pods transforming underused spaces into profitable wellness hubs.

By creatively reimagining spaces – whether through halotherapy booths or EMF grounding materials – hospitality can positionally enhance the guest experience for regenerative health, solidifying the brand's commitment to wellness.





Rajesh Padinhakkara,

Spa Manager, Grand Hyatt Kochi Bolgatty,
Kerala, India

In India, I have seen **a deepening emphasis on holistic wellbeing, sustainability, and cultural immersion.**

Wellness retreats continue to proliferate across the country, offering travelers opportunities to rejuvenate through practices like yoga, meditation, spa treatments, and alternative therapies. There's a notable shift towards **eco-friendly and sustainable travel options**, with travelers increasingly seeking out stays at eco-resorts and engaging in low-impact activities such as cycling and community-based tourism initiatives. **Digital detox retreats** are also gaining traction as individuals seek respite from constant connectivity, providing them with opportunities to reconnect with nature and themselves.

Moreover, wellness tourism expands beyond traditional destinations, with **Tier 2 and Tier 3 cities emerging as new wellness hubs**, offering unique experiences and promoting tourism in lesser-known regions. **Medical tourism** remains strong, with India's healthcare infrastructure attracting travelers seeking both traditional medical treatments and alternative therapies like Ayurveda, Naturopathy, etc. **Personalization** becomes paramount in wellness experiences, driven by advancements in technology, enabling travelers to access tailored fitness plans, dietary recommendations, and wellness coaching. Mainstream travel integrates wellness amenities seamlessly, with hotels, airlines, and tour operators incorporating wellness offerings such as in-room fitness equipment and healthy dining options, etc., catering to the evolving preferences of conscious travelers.



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