



THE HEALTH AND WELLNESS OPPORTUNITY

How To Maximize and Capitalize on Growing Health and Wellness Travel Trends in 2022





This guide will help shape your health and wellness offerings and start driving more revenue and more five-star reviews by enhancing the guest experience

Businesses that want to stay relevant and innovative often look at other successful companies, hot industry trends, or new products for inspiration. However, the most crucial component to growth is at every business' fingertips—their customers. The first step toward creating experiences that result in happy customers is understanding and meeting their needs. The travel and hospitality industry is no different. After almost two years of limited travel worldwide, now is the time for hotels to innovate and elevate the customer experience.

Global environmental and societal factors have driven the recent growth of health and wellness in the hospitality industry. According to industry research¹, global wellness tourism will reach \$1.2 trillion and grow 6.6% by 2027. Similarly, consumers are longing to travel again. In its annual trend report, American Express² found that 55% of respondents said they would be willing to pay extra for wellness activities on future vacations.

Even as the pandemic recedes, the spotlight remains on individual health and well-being. Business and leisure travelers alike are looking for more robust fitness and wellness services from accommodation providers. Having a comprehensive strategy to exceed the expectations of increasingly wellness-savvy guests has never been more important going into 2022.

For travel and hospitality to thrive post-pandemic, hoteliers must embrace these new trends wholeheartedly in all areas of hospitality wellness, especially regarding health and fitness. With gyms and fitness centers closed for much of 2020, those wanting to stay on top of their routines had to find new ways to work out. A recent study by Wakefield Research³ found that 87% of Americans surveyed who already felt comfortable working out in a gym said they would also continue exercising from their homes, and 85% of respondents agreed that at-home fitness provides convenience and accessibility benefits.

“According to the Global Wellness Institute, wellness tourism is a fast-growing segment of the hospitality industry, with an estimated value of over USD 639 billion

¹Research and Markets - 11/2020

²American Express - 09/2021

³Wakefield Research - August 2020

In other words, consumers are now accustomed to exercising in spaces other than the gym; A November 2020 study conducted on RunRepeat.com⁴ across 122 countries found the percentage of active adults who see at-home fitness equipment as the best way to stay fit increased by 50%. In the U.S., this trend has grown explosively by 218%.

The privacy of working out at home and the flexibility to exercise on-demand is something guests are starting to see as a necessity when booking a hotel.

While having a gym might have been enough for hotels in the past, **guests are now used to working out in their own space, at a time that suits them;** and this change in behavior is a golden opportunity for hoteliers to stand out from the crowd and create a niche and USP amid a noisy marketplace.

⁴RunRepeat.com — August 2021





WHAT ARE YOUR OPTIONS?

An in-room wellness option is one way hotels can offer flexibility to guests who may feel more comfortable working out alone or whose schedule doesn't allow for a gym session or class. A 2019 NexTravel and YouGov⁵ poll found one in three business travelers struggle to stay healthy while traveling for work and nearly half reported not getting enough sleep. By investing in connected fitness technologies and equipment with on-demand capabilities, like interactive cardio machines from **Freemotion Fitness**, guests have the flexibility to catch a live studio class, walk to the base camp of Mount Everest or cycle the Andes, all from the comfort of their hotel room thanks to iFIT, the world's only truly interactive connected fitness platform. While doubling down on health, fitness and boasting a robust in-room offer, hoteliers can attract and

retain new guests and upsell a unique selling proposition.

By investing in connected and on-demand fitness experiences only available on high-quality equipment, your guests will have in-room access to an expansive library of workouts led by world-renowned coaches and trainers from around the world. The power of iFIT enables guests to search by location, trainer, exercise type, workout duration, intensity, and more. With the touch of a button, they can ride through the scenic streets of Paris or jog across the pristine, sandy beaches of French Polynesia.

The jury is very much out regarding the future of business travel, with some people looking to travel less and when they do travel, some might want to reduce contact and touchpoints externally. Investing in strong in-room fitness options will help future-proof your offering and retain brand loyalty should any government guidance be introduced, limiting the use of gyms and/or group classes in the future.



FREEMOTION

One thing that is for sure is that Freemotion offers a revolutionary cardio line that provides the world's only truly interactive connected fitness experience, which means more than just a simple streaming videos. It enables users to "step inside" and personalize virtual training like never before through the seamless integration of pioneering design and on-demand, digital content. This solution is ideal for hotels to offer as an optional "add-on" for global business travelers looking for a top-of-the-line in-room fitness experience.

Getting your in-room offering right can give your guests an experience they won't forget and will struggle to find elsewhere, but it's essential to include this as part of a wider health and wellness strategy. While many guests will want to exercise in their room, we shouldn't ignore the guests who want to explore your property, leave their room and use your gym.

During lockdowns, many people found themselves stuck indoors and often alone for weeks on end, so a simple trip to the gym can reduce the feeling of loneliness and stress and boost mental well-being.

According to global research⁶, most people who exercised before the pandemic reported exercising more often once lockdowns were enforced. Similarly, a study⁷ on physical activity in the UK found over half of Brits have taken up a new form of exercise during lockdowns, with many vowing to continue with their new programs. It's vital that your current gym offering and products keep up with the demand and expectations. HIIT and yoga training are proving more popular among today's consumers; can your existing fitness solutions cater to these preferences? Do you have the right equipment and

even a qualified team to support this? This is where iFIT and Freemotion come into their own as iFIT has an

...on-demand library of more than 17,000 workouts, featuring stand-alone programs, series, meditation, mental health coaching and even cooking classes! With more than 6 million members globally...

iFIT technology on Freemotion equipment is paving the way for the future of interactive, connected fitness.

⁶[RunRepeat.com](https://www.runrepeat.com) — August 20217

⁷[Nuffield Health](https://www.nuffieldhealth.com) — June 2021





In-room and in-hotel fitness options should also be supported by a wider strategy regarding health and wellness. To really maximize your offering, there are a few top tips that could make a big difference:

⁸ [FMCG Gurus](#) — October 2020

⁹ [Global Wellness Institute](#) — November 2018

¹⁰ [Grand View Research](#) — March 2021



1

Installing free water stations around the hotel where guests can top up their own bottles to ensure they are hydrated is a great step. It also reduces the need for single-use plastic!

2

Take a look at your menu and provide healthier choices in the hotel's restaurants and/or your room service menu. Nutritionally balanced dishes packed with excellent sources of protein, essential fats, fiber, vitamins, minerals and antioxidants help support the immune system and promote a healthy gut. **In fact, 79%⁸ of global consumers plan on eating and drinking healthier as a result of COVID-19.**

3

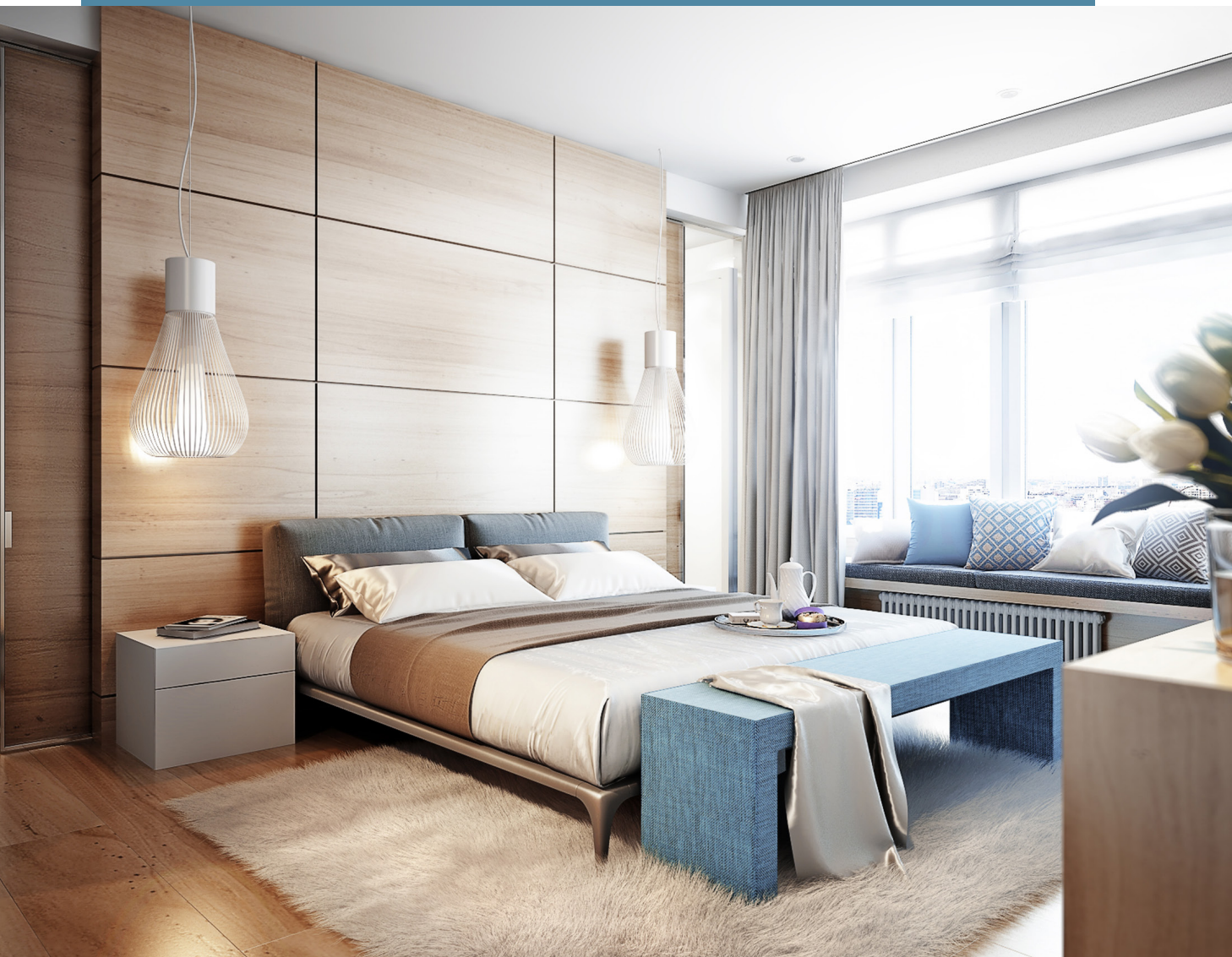
Why not create specific travel packages that can be marketed? You could host wellness retreats with a focus on health and fitness. It's not just business travelers who want a healthier stay; leisure guests are also willing to pay big bucks to escape the stresses of everyday life. The wellness retreat and tourism industry is expanding at almost double the rate of the tourism industry as a whole. The Global Wellness Institute⁹ predicts that by 2022, the market will be worth a staggering USD 919 billion.

4

Capitalize on the rise in the protein supplement market by introducing a shake bar at the hotel. The global protein supplement market is expected¹⁰ to grow at a compound annual growth rate (CAGR) of 8.4% from 2021 to 2028. Partner with an industry leader to deliver a unique guest experience with a protein offering that will blow your competition out the water.

5

Ensure you're keeping up with demand. Many of us dusted off our bikes during lockdowns or invested in a new one, with Strava reporting growth of around 2 million users each month throughout 2020. Look at your class schedule; is it reflective of what people like to do post-pandemic? Do you have the right equipment?



With the pandemic forcing change in global business travelers' lifestyles, there's never been a better time to look at your health and wellness strategy, not only as a way of retaining existing clients but as a tool to bring in new business too.

Partnering with Freemotion will open a new world of opportunities for your property. A subsidiary of iFIT Health & Fitness Inc., we are well-versed in innovating and pushing user and customer experience beyond the norm. Our experienced and dedicated team will work with you every step of the way to ensure your health and wellness solutions are in line with your brand and will enhance your guests' experience.

Get in touch with us today to talk about the many options available to you.

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1. [Research and Markets](#) — November 2020.
2. [American Express](#) — September 2021.
3. [Wakefield Research](#) — 1,000 U.S. adults who exercise regularly surveyed between July 24 and July 29, 2020.
4. [RunRepeat.com](#) — 4,538 active adults, 2,712 runners, and 1,990 gym members from 122 countries surveyed between November 4-28, 2020.
5. [NexTravel](#) — 2,651 adults surveyed between October 15 and October 17, 2019.
6. [RunRepeat.com](#) — 12,913 participants from 139 countries were surveyed between March 24 and March 30, 2020.
7. [Nuffield Health](#) — May 2020.
8. [FMCG Gurus](#) — October 2020.
9. [Global Wellness Institute](#) — November 2018.
10. [Grand View Research](#) — March 2021.