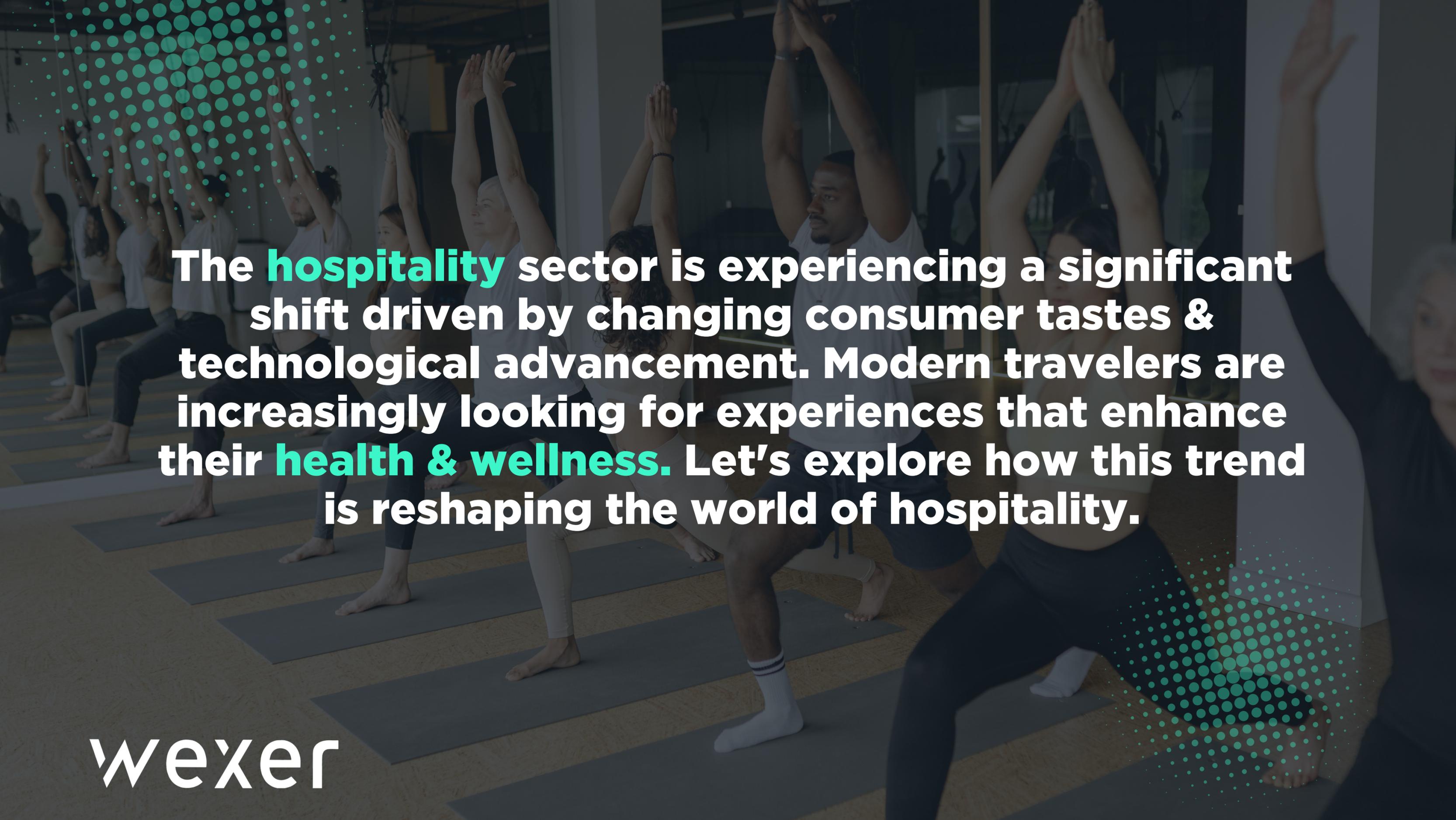




**2024 GLOBAL  
FITNESS & WELLNESS  
HOSPITALITY TRENDS**

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The **hospitality** sector is experiencing a significant shift driven by changing consumer tastes & technological advancement. Modern travelers are increasingly looking for experiences that enhance their **health & wellness**. Let's explore how this trend is reshaping the world of hospitality.

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# **WELLNESS ON THE RISE**



The **wellness economy** is projected to reach

**\$7**

**Trillion  
by 2025.**

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# ***WELLNESS ON THE RISE***

The **wellness industry** is expected to have an annual growth rate of

**5-10%**

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Source: McKinsey & Co.

# WELLNESS ON THE RISE

The wellness economy represented **5.1% of global economic output** in 2020.

**5.1%**

# ***HOSPITALITY INDUSTRY EVOLUTION***

**As the **hospitality industry** progresses, fitness & wellness become central to guest experiences. Adopting personalization, sustainability, & technology transforms service delivery, placing businesses at the **leading edge** of the industry.**

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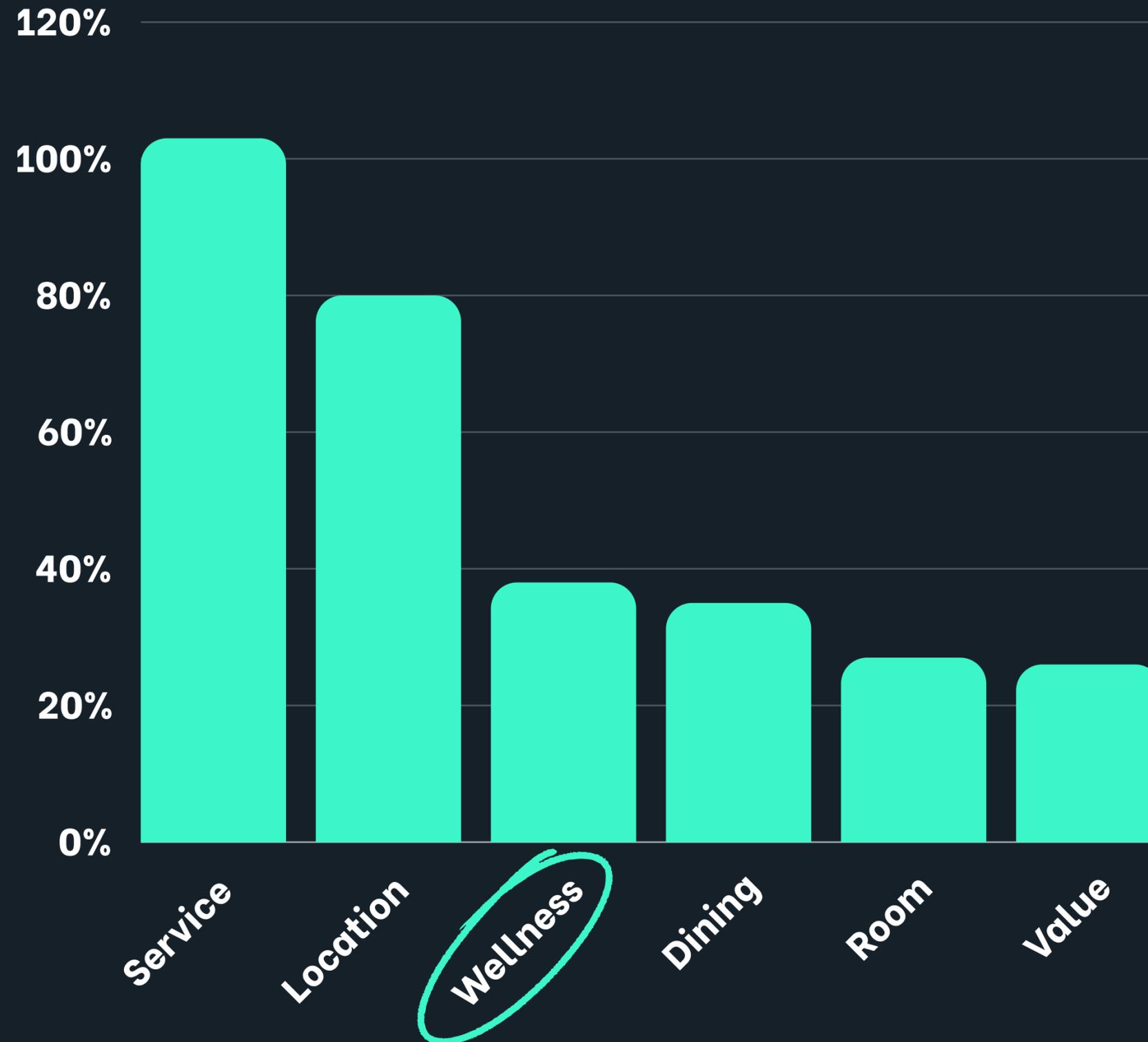
# ***HOSPITALITY INDUSTRY EVOLUTION***

Wellness seekers spend **56%** more than leisure guests. Data also shows that when **wellness** activities are involved, the more delighted customers leave the property.

~ EMLYN BROWN, GLOBAL SENIOR VICE PRESIDENT OF WELL-BEING AT ACCOR~

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# HOSPITALITY INDUSTRY EVOLUTION



According to research **guest satisfaction** accounts for

**38%**

of hotel stays

Source: Comsumer & Market Insight

# **HOSPITALITY INDUSTRY EVOLUTION**

**71%**

Today's guests have grown to expect to be treated as **individuals.**

**71%** of travelers expect personalized interactions



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# WELLNESS & TECHNOLOGY

The influence of **technology** on guest experiences is undeniable, transforming how they interact with hospitality services. This includes the realm of **fitness & wellness**, where hotels are now providing virtual classes accessible on personal devices.

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# WELLNESS & TECHNOLOGY

57%

57% of consumers are interested in a device to track their health & send information

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Source: Comsumer & Market Insight

# WELLNESS & TECHNOLOGY



Guests prioritize integrated experiences, anticipating the compatibility of smartphones & **wearable devices** in their suites & hotel gyms. This includes the use of fitness apps & smartwatches to monitor their **fitness routines.**

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# ***HOW WEXER SUPPORTS HOTELS***

Guests increasingly expect high-quality fitness options in hotels to maintain their wellness routines while traveling. Hotels, operating 24/7, need round-the-clock fitness solutions, a niche filled by Wexer's **digital offerings**. Wexer provides the Web Player for on-demand group exercises enhancing in-room fitness experiences. Incorporating **Wexer Virtual** in studio spaces has also boosted **guest satisfaction**. These solutions cater to the growing demand for diverse, accessible fitness options in the **hospitality industry**.

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# KEY HIGHLIGHTS



**Hospitality Progression:**  
Evolving consumer preferences are reshaping the hospitality industry, emphasizing wellness experiences for travelers.



**Wellness Economy Growth:**  
The wellness economy is projected to reach 7 trillion by 2025, highlighting its significance.



**Wellness Drives Revenue:**  
Wellness-focused guests spend 56% more than leisure guests, leading to increased customer satisfaction & revenue.



**Tech-Driven Experience:**  
Technology is transforming guest interactions, including virtual fitness and wellness offerings.



# wexer

Discover how **WEXER** can help your hotel exceed guests' expectations with a digital fitness strategy.

Email us at:

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