

Skift.

- Where Travel Is Headed in 2019
- Trends Shaping the Industry
- Action Items for Your Business







Skift.

“Soulfulness” > “Wellness”

February 13-15 | Ganga Resort GMVN, Rishikesh, Uttarakhand, India

'Rejuvenate Your Soul Through Travel'



The Business of Modern Wellness

January 17, 2019

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It's a big week for Skift: We just released [our annual Megatrends](#) in travel for 2019, and today marks the launch of our [first outlook for Megatrends in wellness](#), which dives into what will define the well-being space in the year ahead and beyond.

We've not only pored through the trends that will emerge in the coming months, but we've also heard from some of the biggest industry leaders in categories including wearables, food and beverage, beauty, and athleisure. It's no surprise that we kept hearing a common theme: Everyone is excited about wellness and its projected growth in 2019.

What brands in the industry have to grapple with now is how to be the one that

MEGATRENDS

The Megatrends Defining Wellness in 2019



With the wellness industry growing at such a rapid pace, staying one step ahead is crucial. Discover how brands across a range of wellness categories, from fitness and CBD, to meditation and travel, have worked to not only keep up with shifting customer demands, but continue to innovate. A common theme throughout: Though

— Trend #1

Wellness in hotels and wellness-hospitality programming leading the way



We view well-being as more than spas, fitness centers, and healthy food options on an in-room dining menu. We offer these types of amenities and options, but well-being at Hyatt is ultimately driven by our purpose: We care for people so they can be their best.

— Mia Kyricos



— Trend #2

Destination marketing adds wellness elements



Travelers are embracing wellness and soulfulness in all aspects of their lives. So it's no big surprise then that destinations are putting their offers front and center in their marketing efforts.

— Skift

MONTEREY
Grab life by the moments:







Local businesses [in Romagna] are catering to a set of travelers who've already seen the likes of Rome, Florence, and Venice, and want to escape the tourist mobs and experience a more authentic, relaxing slice of Italian life.

— Skift, Megatrends Defining Travel in 2019 report





We like to joke that a week in Switzerland is like
spending a week at the spa.

— Alex Herrmann

— Trend #3

The rise of women-only wellness retreats.



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I am a firm believer about making our trips focused on connection, friendship, and fun — and also integrating the wellness and fitness aspects.

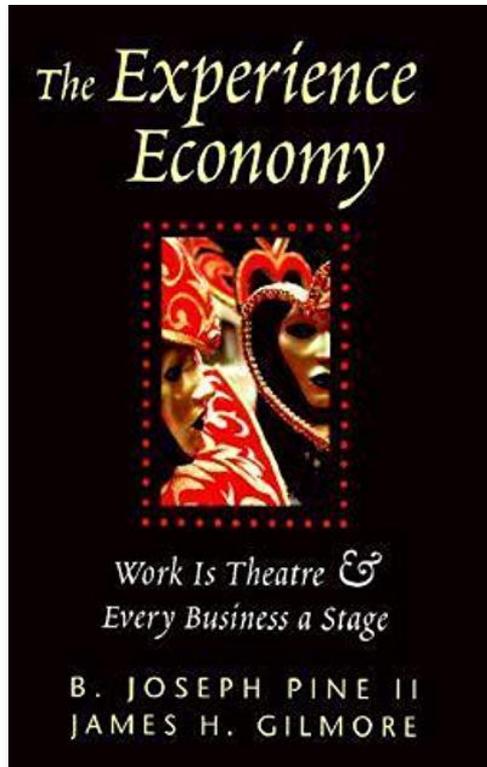
— Kristina Roth

— Trend #4

Companies embrace depth and use “wellness” and “soulfulness” to navigate the post-experience economy.

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Tourists have become not passive consumers but
active co-creators of the experience.

— Richard Sharpley

PATA ADVENTURE TRAVEL AND RESPONSIBLE TOURISM CONFERENCE AND MART 2019

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Guests will stay at private accommodations and unique properties in each destination, meet with locals and personal friends of Sarah Casewit, and connect with Morocco on a spiritual level.

— Naya Traveler





Pranayama
6.1.2018

PURE

Pranayama

Pranayama is a Sanskrit word that means "control of the breath". It is a key element of yoga and is used to calm the mind and body, and to increase the flow of energy.

Benefits

- Reduces stress and anxiety
- Improves lung capacity and respiratory health
- Increases energy and vitality
- Improves concentration and focus
- Promotes relaxation and sleep

Types of Pranayama

- Nadi Shodhana (Alternate Nostril Breathing)
- Ujjayi (Victory Breathing)
- Kapalabhati (Skull Shining Breath)
- Bhramari (Bee Breath)
- Anulom Vilom (Alternate Nostril Breathing)

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Wellness is becoming increasingly important to our customers. We listen to the needs of our customers.

— Vivian Lo





Living Coral
16-1546

“BIG TAKEAWAY”

Today's traveler is motivated less by the experiences they want to have than by the person they want to be.

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EXTERNAL FACTORS THAT LEAD TO TRANSFORMATIONAL MOMENTS



Source: SkiftX report, The Rise of Transformative Travel

Planning for Personalities

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Today's traveler is motivated less by the experiences they want to have than by the person they want to be.

— Skift



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What started as like-minded bloggers with a love for Mexico sharing intel and engaging in passionate discussions about our favorite food spots, eventually transformed into the idea of a hip, modern take on the classic supper club.

— Club Tengo Hambre





An adventure-filled five days where a small group of guests will embark upon a journey of self-discovery and self-realization based on the principles of rewilding, restoration and healing.

— Deborah Calmeyer







“

Travel has become core to people's self-identification.

— Skift



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