



GLOBAL WELLNESS
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Millennials are not Wellness Newbies: Understanding What They Expect

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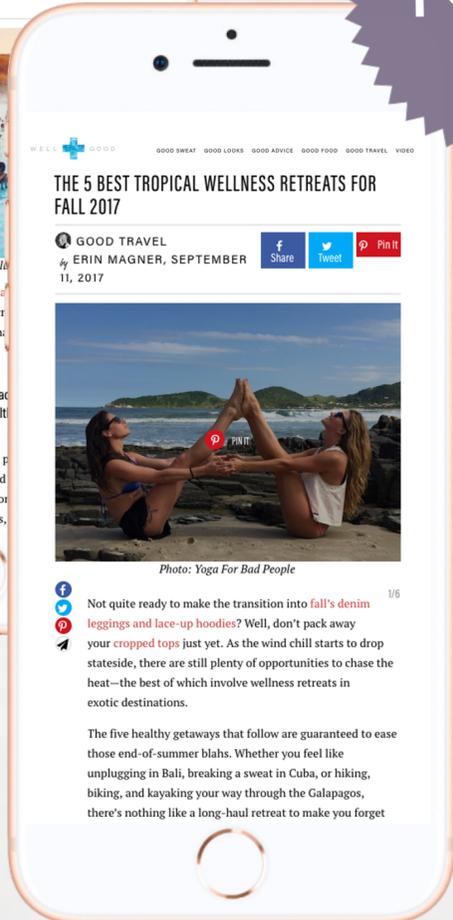
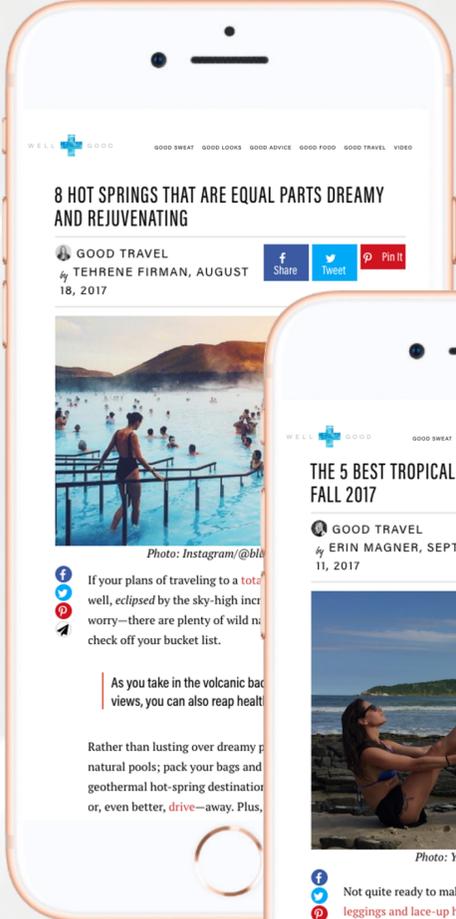
MILLENNIALS ARE NOT WELLNESS NEWBIES: UNDERSTANDING WHAT THEY EXPECT



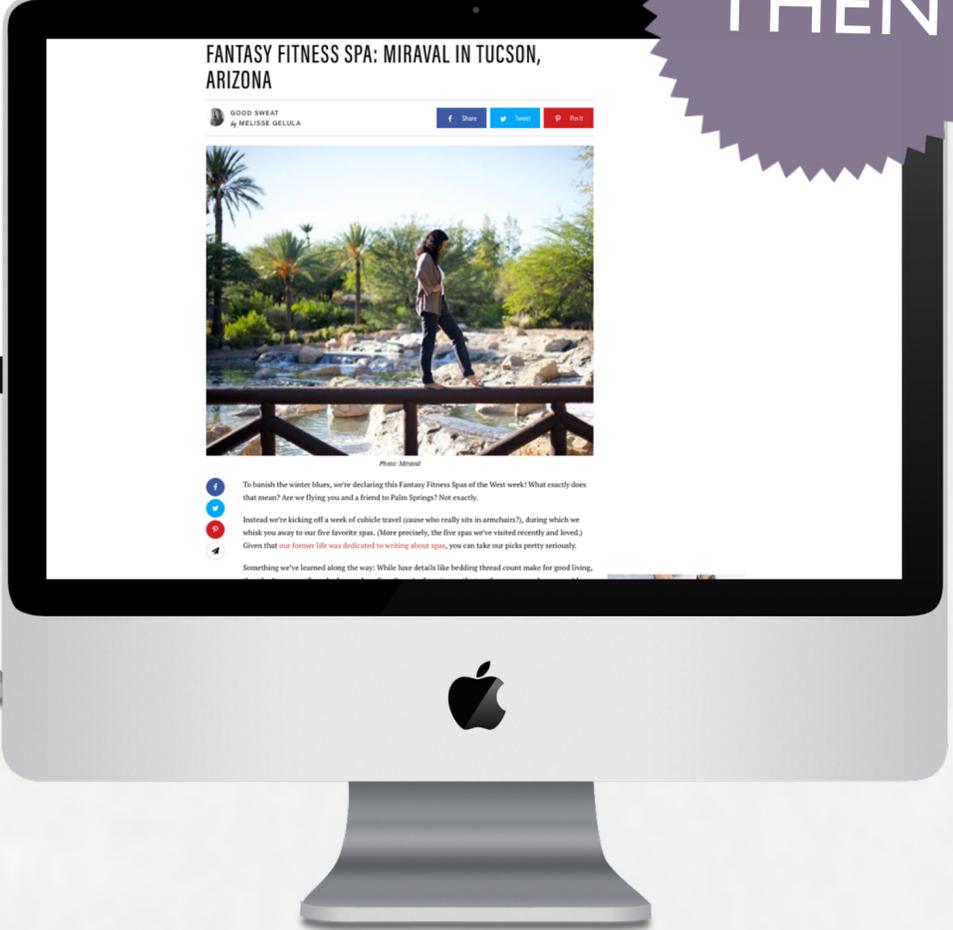
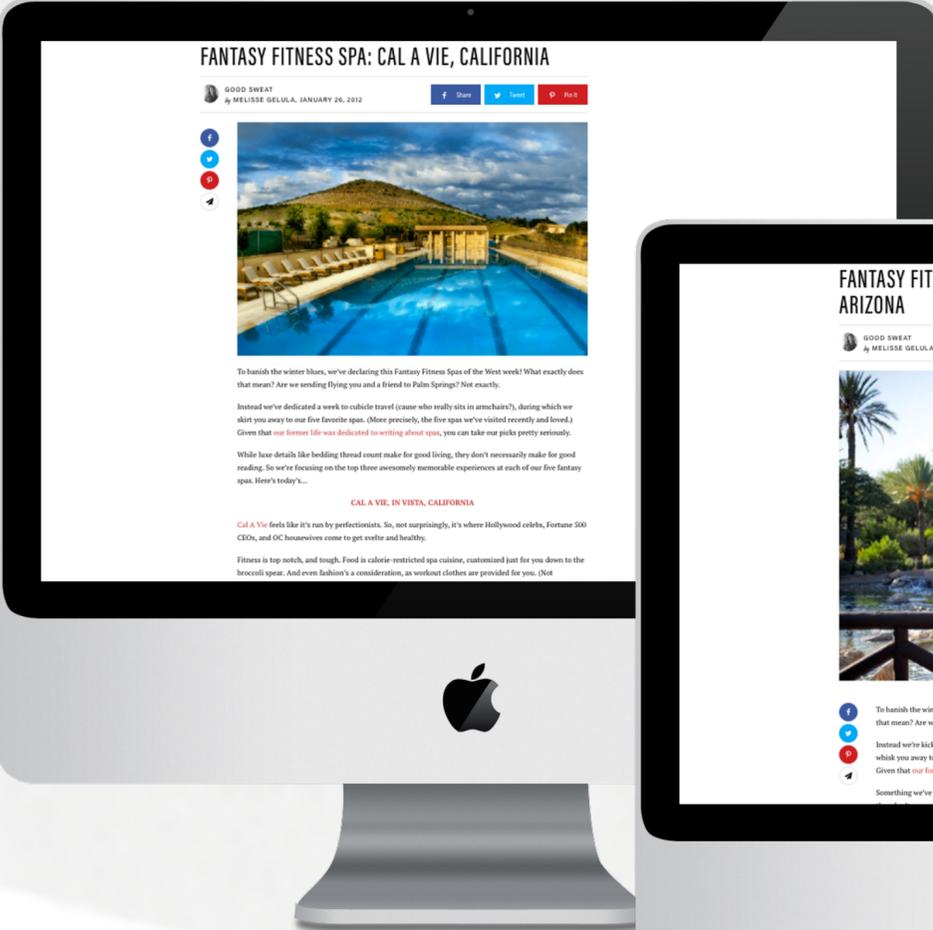
PRESENTED BY ALEXIA BRUE + MELISSE GELULA



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NOW



THEN

WELLNESS IS WIDELY ACCESSIBLE... *at home*



- BARRY'S BOOTCAMP
- SOULCYCLE
- Moon Juice
- corepower YOGA
- swætgreen
- juice GENERATION
- PELOTON
- @pure barre
- pressed juicery
- Outdoor Voices
- the **hitting** room
- barre3
- FLYWHEEL
- exhale BARRE•YOGA•STUDIO
- Orangetheory FITNESS
- juice press
- SWERVE
- CHAISE FITNESS
- PHYSIQUE
- yogaworks



WHAT LEADING TRAVEL PR SAY ABOUT WHAT MILLENNIALS REQUIRE

“ *In this era of Class Pass boutique fitness, millennial hotel guests expect way more than a simple basement gym. Our hotel clients strive to create a feeling of wellness throughout the guest experience beyond the spa. They add touches in-room, on restaurant menus, in the lobby, and in the fitness programs.* ”

—Jennifer Hawkins, Founder
of Hawkins International PR

“ *Wellness is already a part of everyday life for millennials. Years ago, guests would trust a property to offer the best possible spa experiences. Now, with wellness experts so accessible via social media, **guests expect hotels to bring in outside leaders** such as international motivational speakers to complement their programming.* ”

—Victoria King, Founder VKPR

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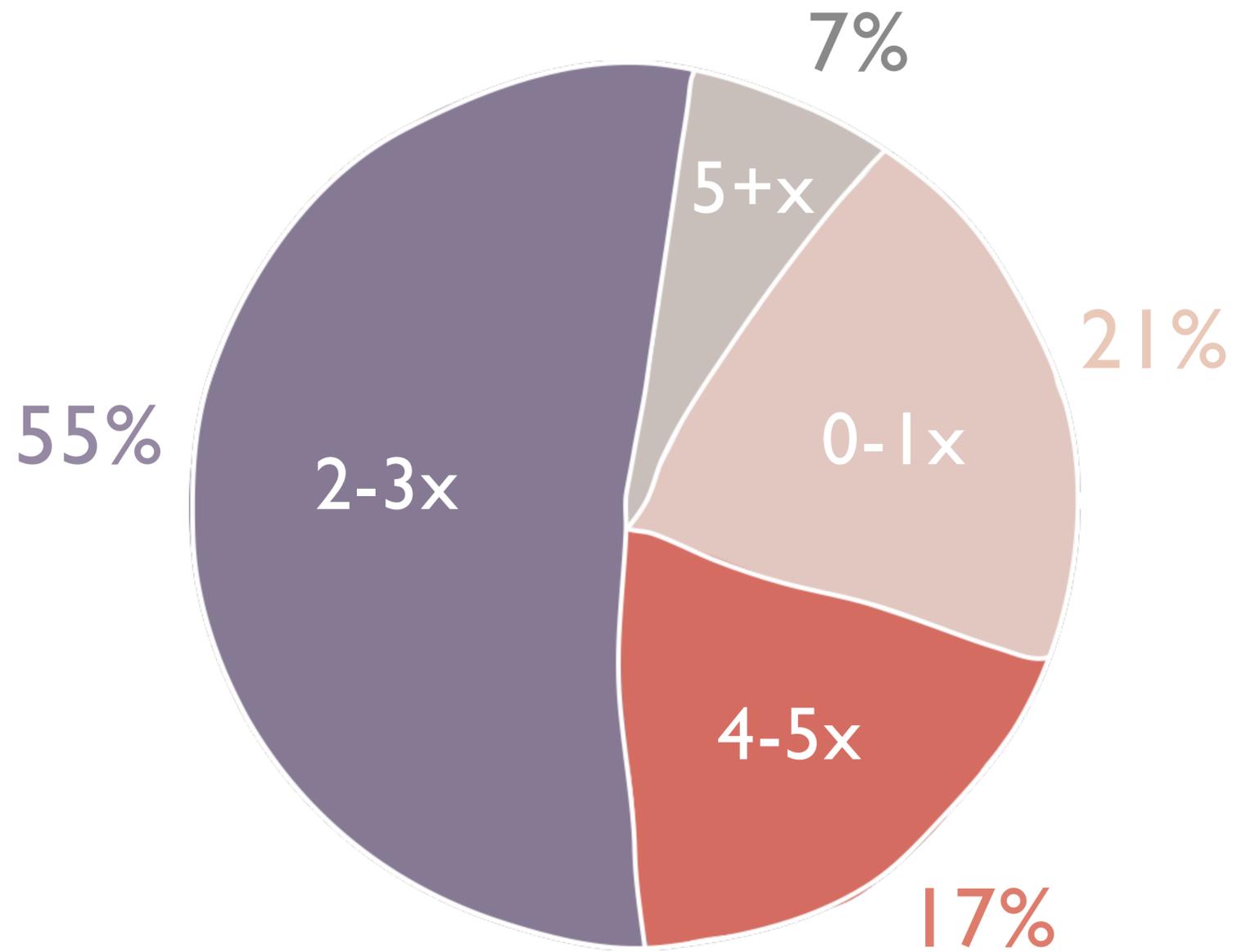
“*Gen X and millennials accept wellness as the norm. So hotels have had to up their game in healthy food and fitness. Besides offering their own programming and amenities, hotels are partnering with well-known yoga or fitness gurus; they are also tapping into wellness influencers (like Tracy Anderson) as they realize **these tastemakers can drive business as much as a celebrity or fashion blogger.**”*

—Alice Marshall, Founder AMPR

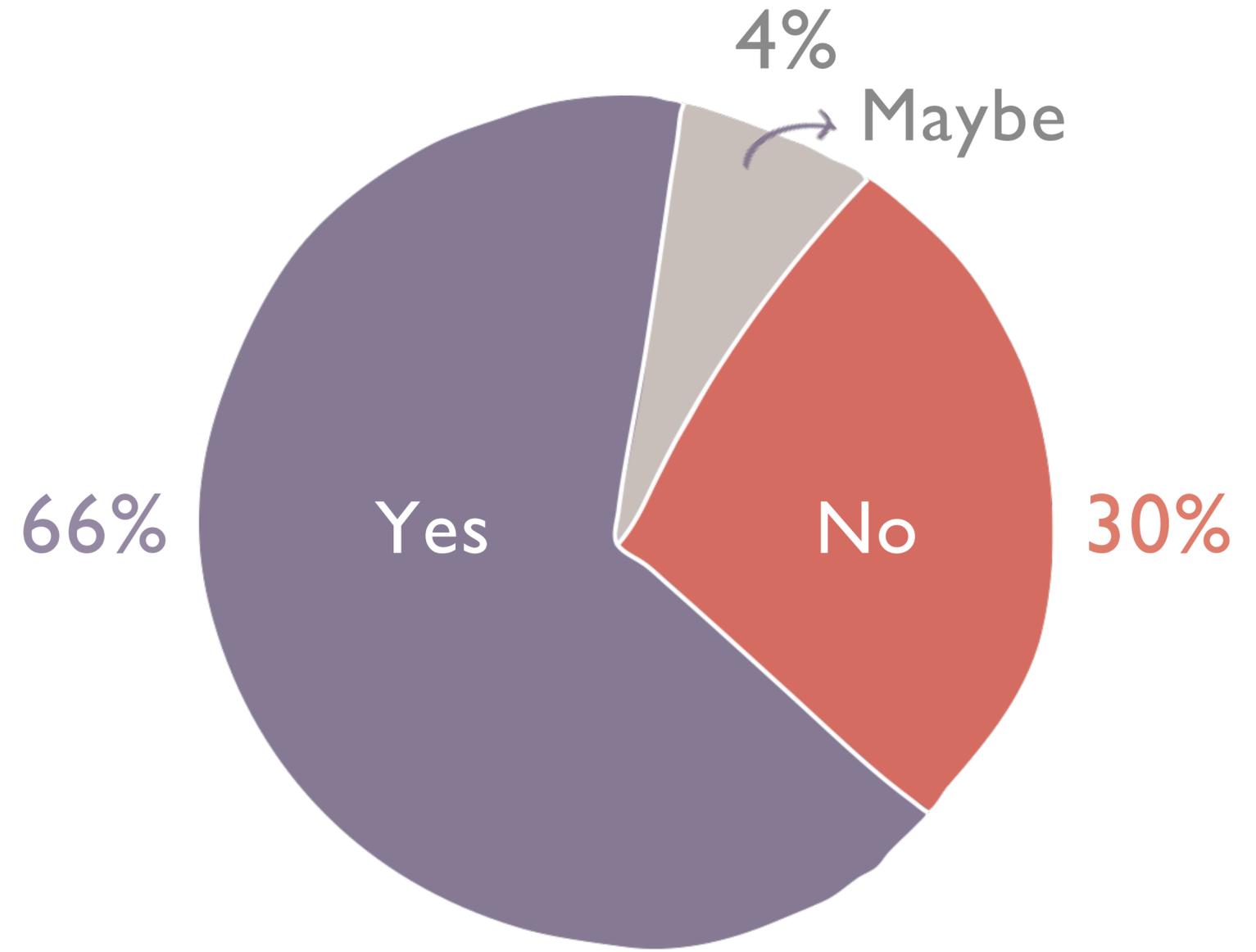
“*Even clients with world-class spas and extensive fitness programs want to do more to elevate their wellness offerings —and they’re looking to us to provide counsel on what consumers want—like guided meditation with a spiritual healer and forest bathing in a remote locale. **Out-of-the norm experiences are key, and so are celebrity fitness and wellness leaders.** They appeal to our clients, and their guests.”*

—Sarah Evans, Partner, J Public Relations

SURVEY RESULTS

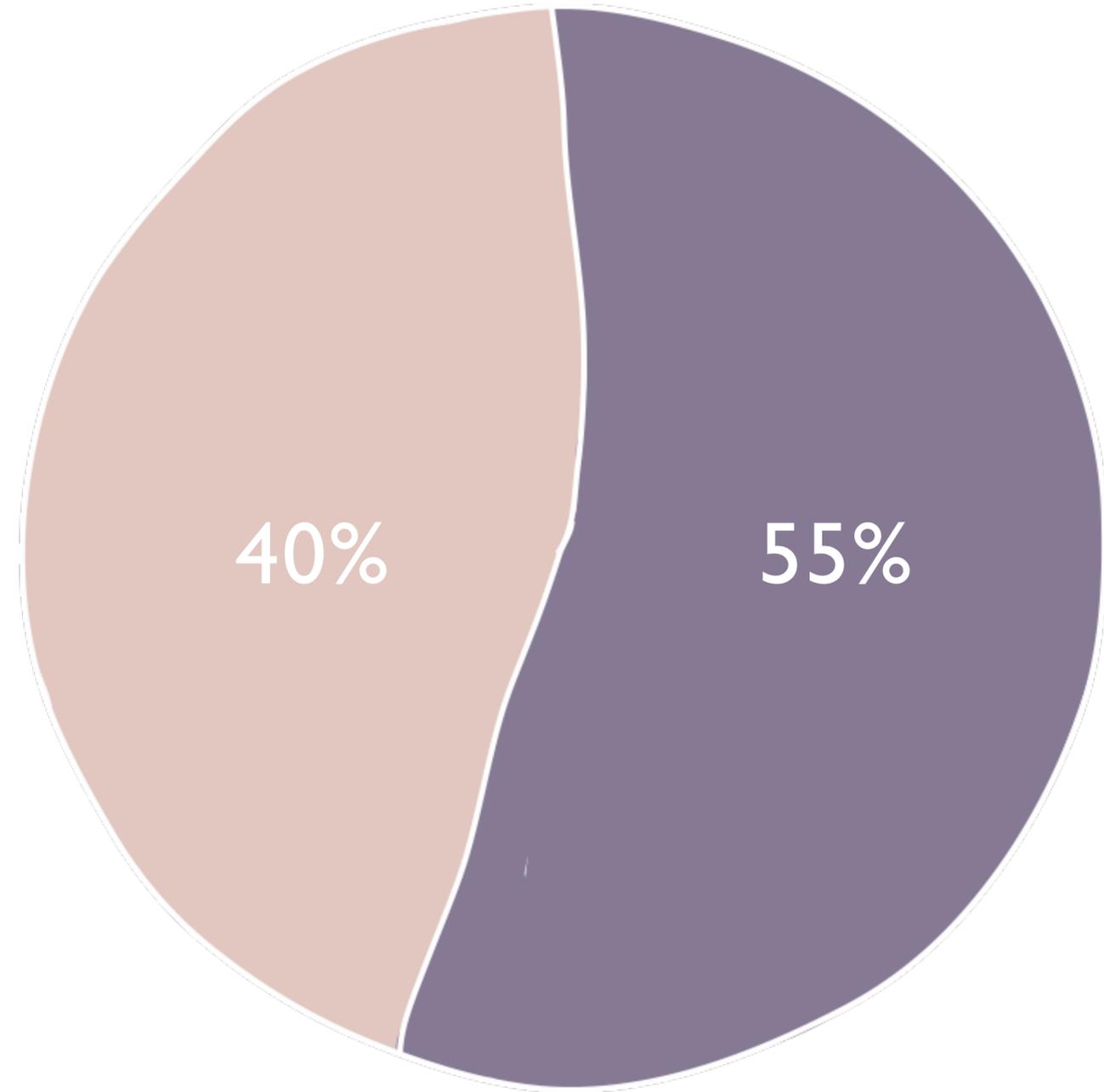


How many times per year do you go on vacation?



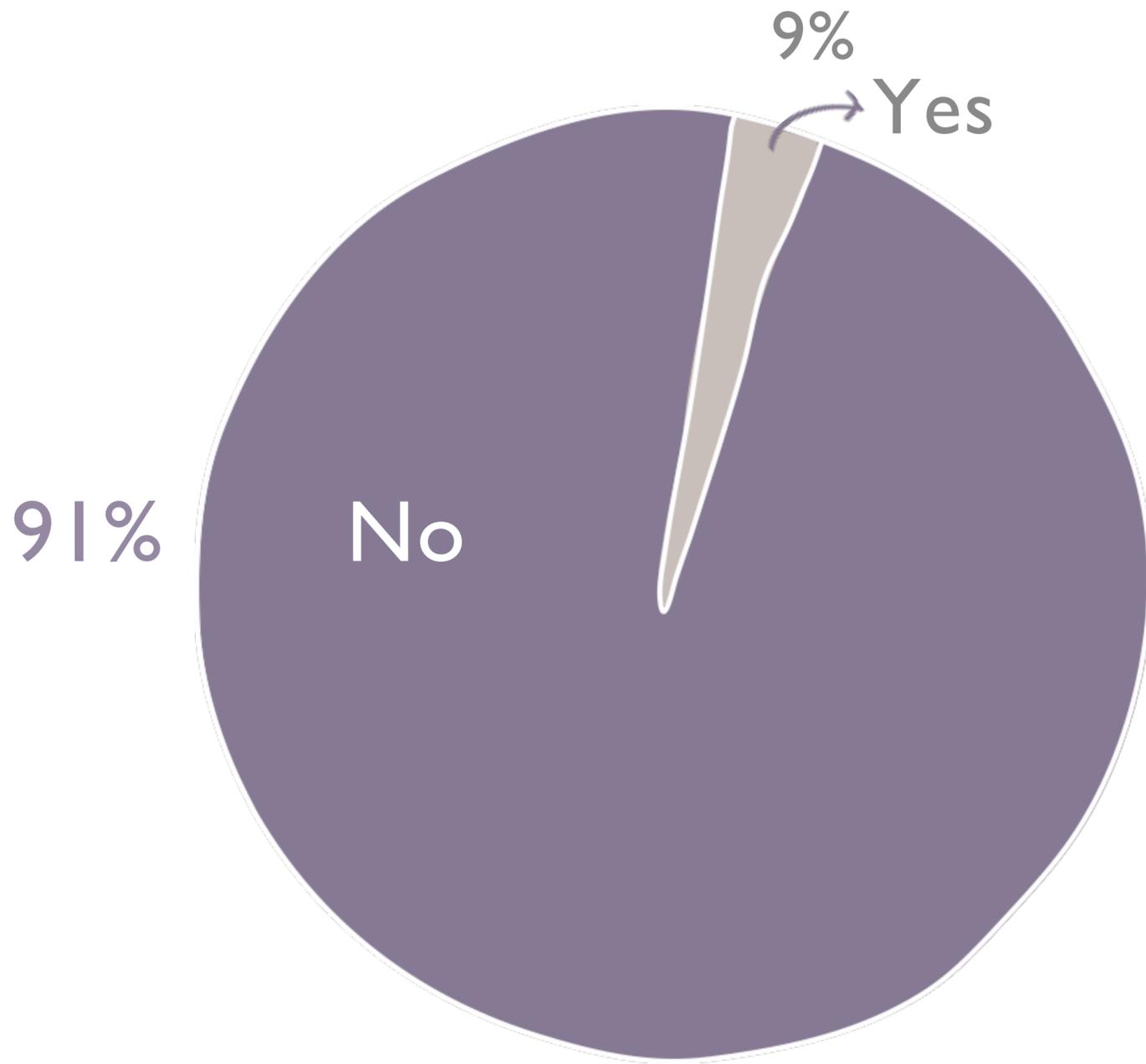
Are you planning to go on a wellness retreat in the next 12 months?

SO WHAT KIND OF TRIP IS SHE PLANNING?

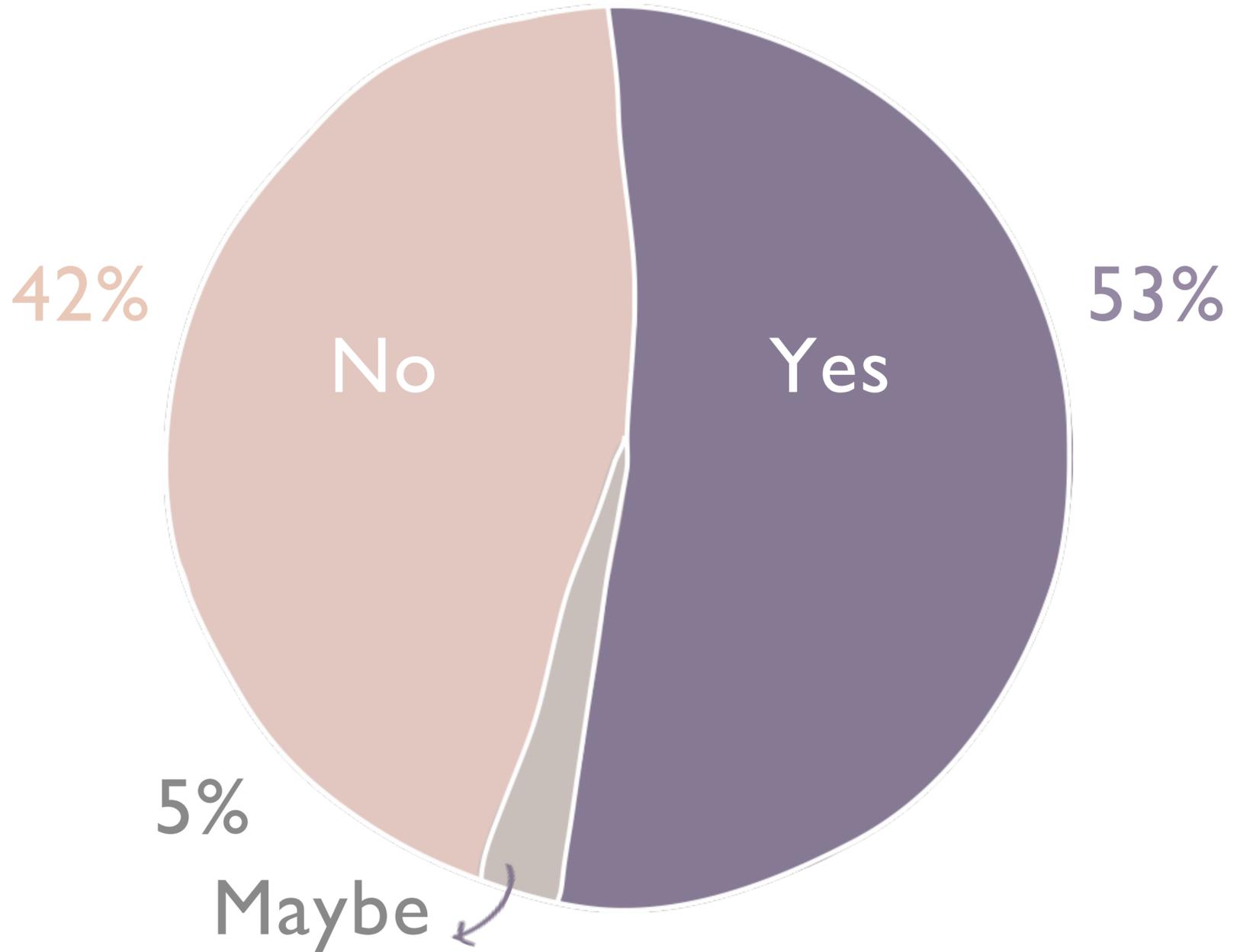


I'd rather go on retreat with my fave fitness instructor

I'd rather go to a place like Canyon Ranch or Miraval

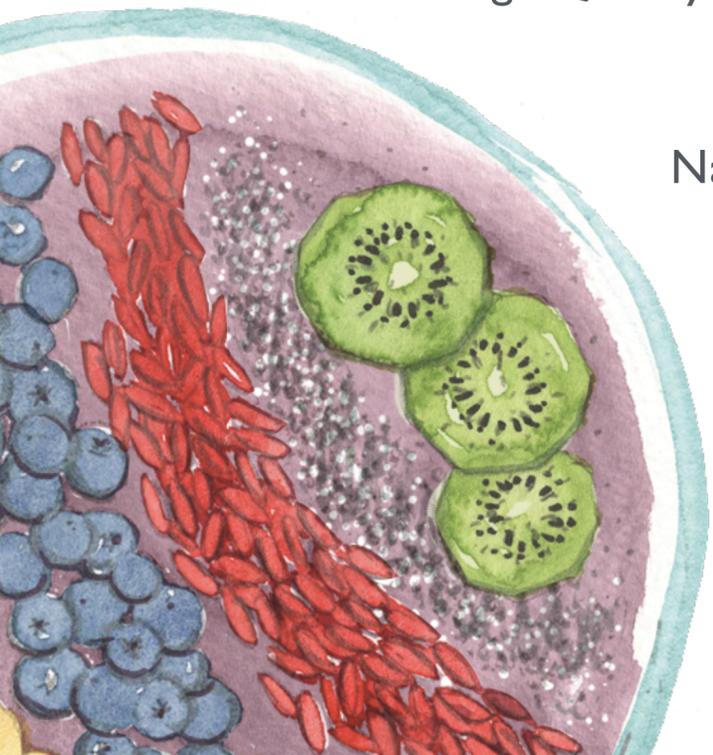
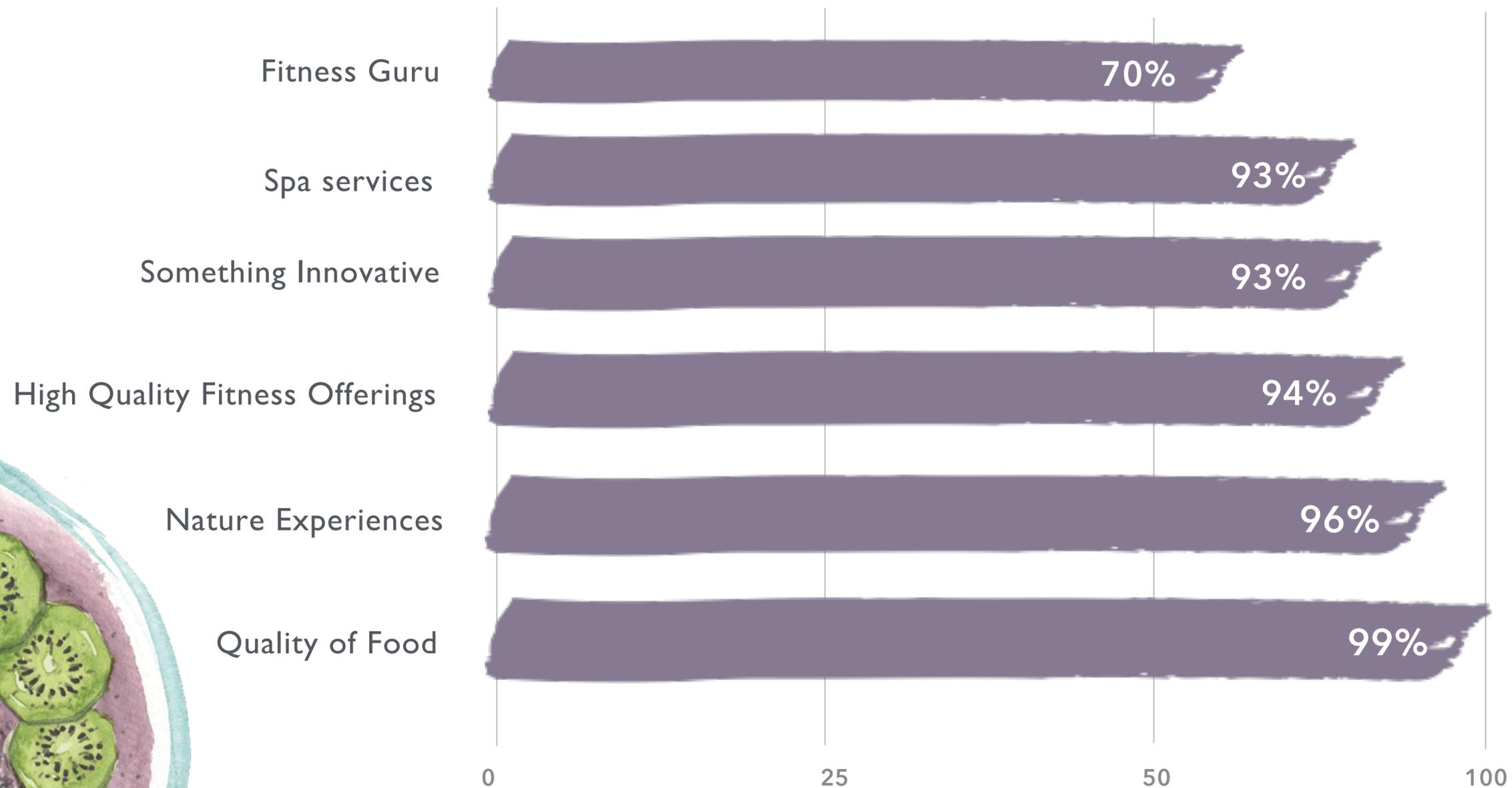


Have you ever been to a destination spa such as Miraval, Canyon Ranch, The Ranch at Malibu, Rancho La Puerta, Red Mountain?



Is it a travel goal to go to one of these places?

She has many, almost equally high priorities in choosing a wellness retreat—so there are many opportunities to woo her.



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