

CORE

HEALTH & FITNESS

2025

**HEALTH & WELLNESS
TRENDS SHAPING
HOSPITALITY**



A modern hotel gym with large windows, treadmills, and exercise balls.

INTRODUCTION

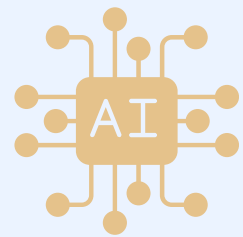
As guest expectations evolve, wellness is no longer a luxury but a necessity. From personalized fitness plans to eco-conscious amenities, health-focused innovations are redefining the hospitality experience.

This presentation explores key trends shaping the future of health & wellness in the hospitality sector, showcasing how hotels & resorts can align with these transformative shifts to elevate guest satisfaction & business performance.

TOP TRENDS FOR THE HOSPITALITY INDUSTRY IN 2025



**Generation
Shift in Travel**



**Artificial
Intelligence**



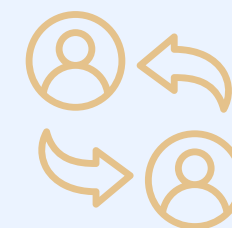
Personalization



**Health &
Wellness**



**Improving
Profitability**



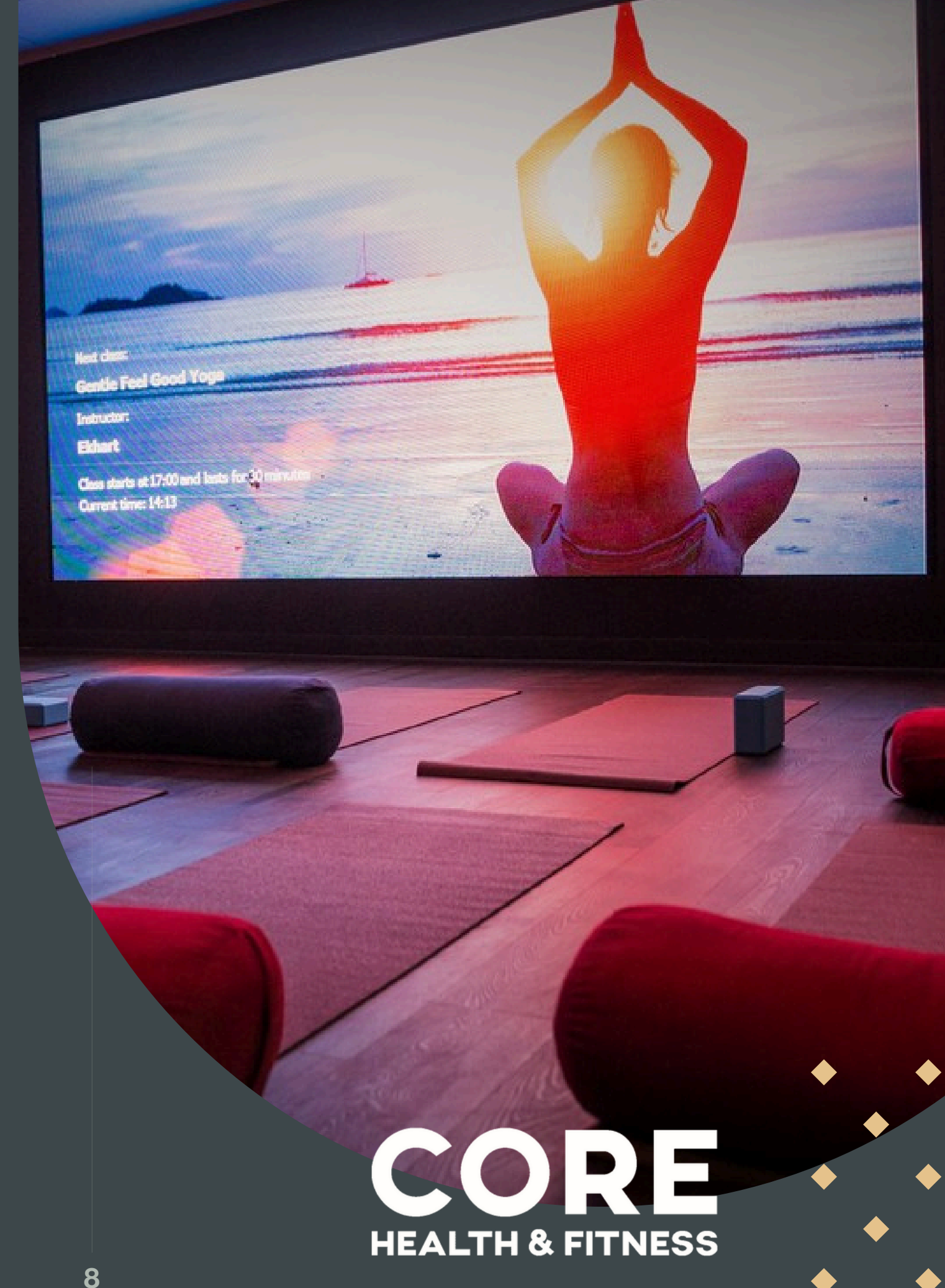
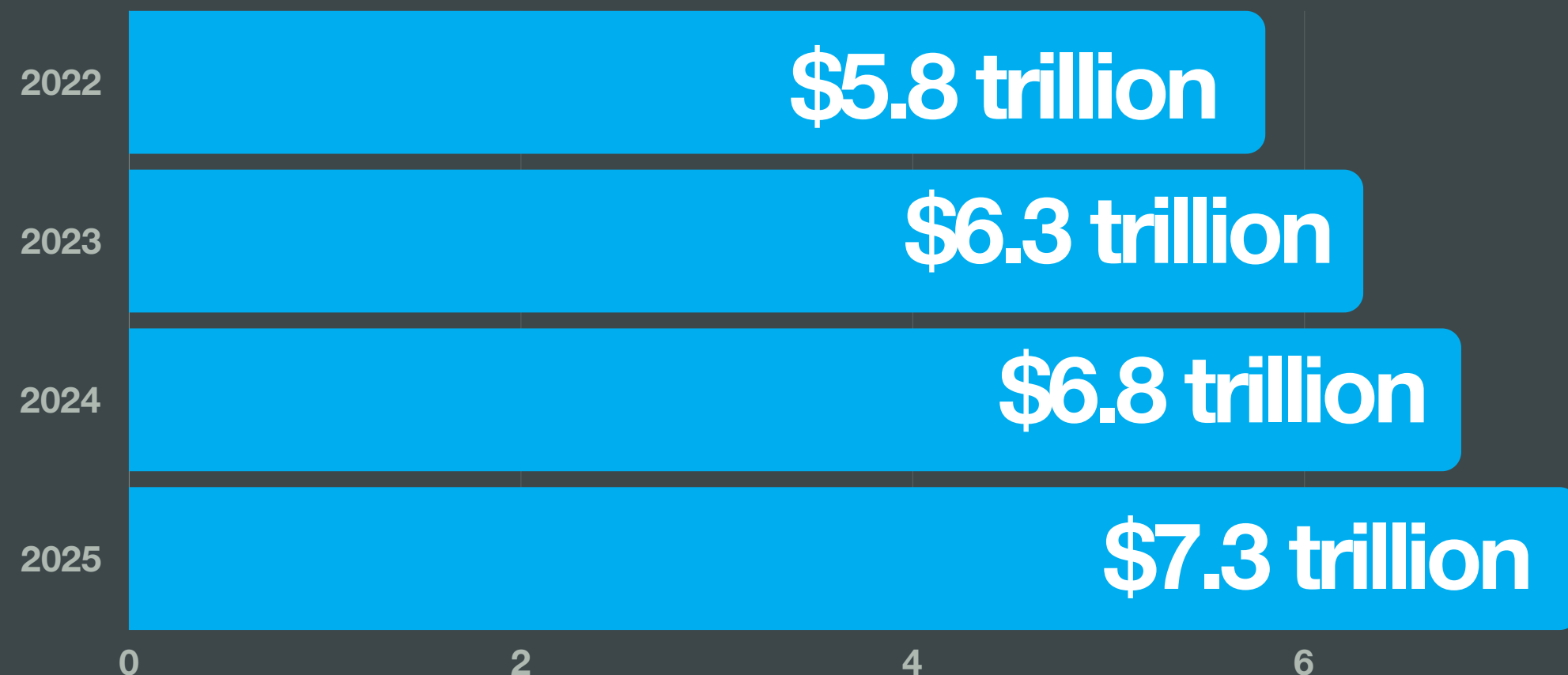
Sustainability

WELLNESS ECONOMY GROWTH

The Global Wellness Economy is expected to reach

\$7.3 trillion by 2025

GLOBAL WELLNESS ECONOMY MARKET PROJECTION

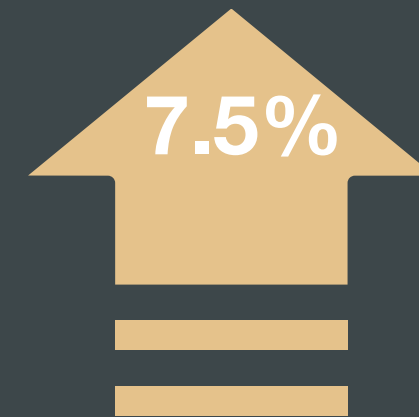
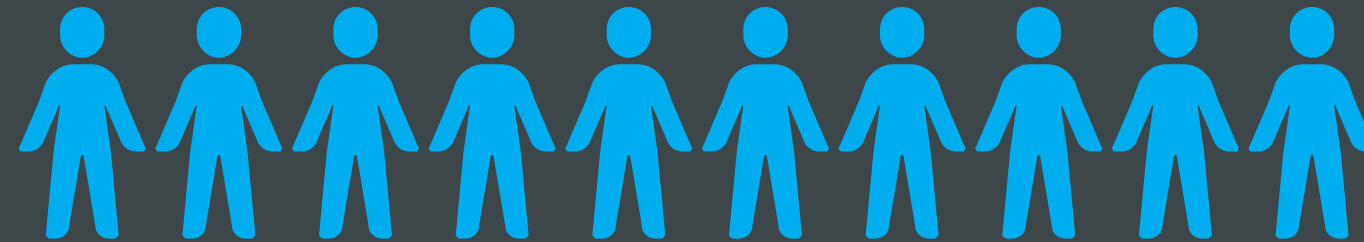


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Source: Global Wellness Institute

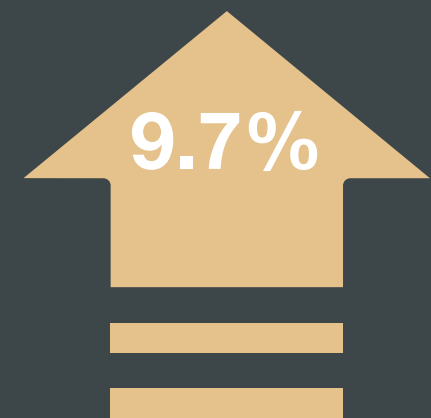
GLOBAL WELLNESS TOURISM MARKET

7.5% Global Wellness
Tourism growth rate



\$1.3 trillion

Wellness Tourism Market
projection in 2025

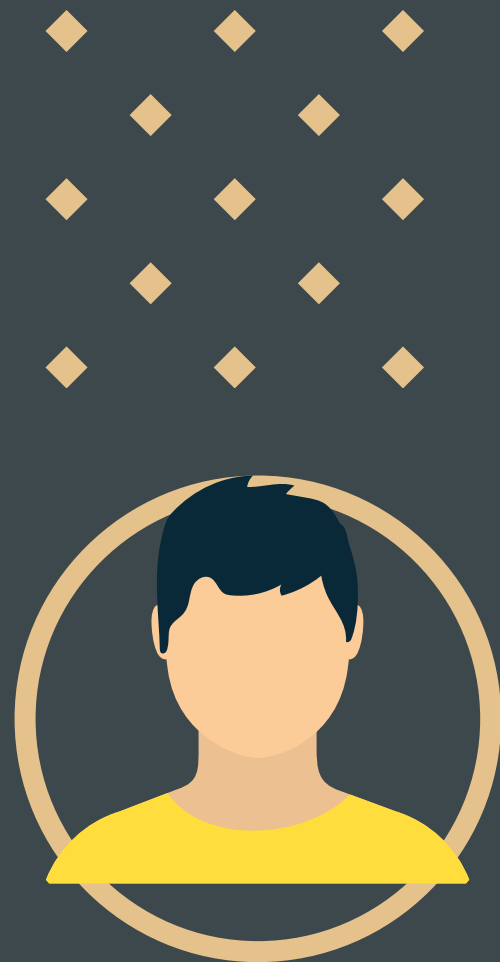


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Source: Global Wellness Institute

GENERATIONAL SHIFTS IN TRAVEL & HOSPITALITY

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Gen Z:
Craves unique, eco-
friendly experiences; 54%
prioritize sustainability.



Millennials:
Seek immersive travel
and tech-driven
convenience.



Gen X:
Values comfort, loyalty
perks, & family-friendly
options.



Baby Boomers:
Favor leisure,
wellness,
& top-tier service.

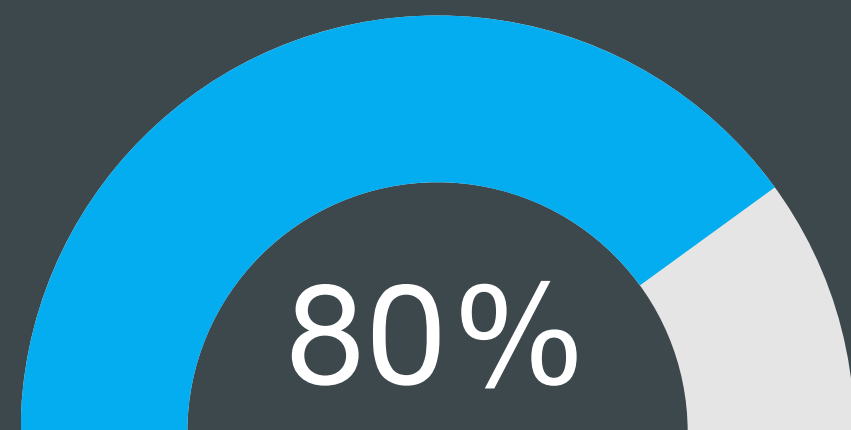
Source: Hospitality Insights

ADAPTING TO GENERATIONAL TRAVEL TRENDS

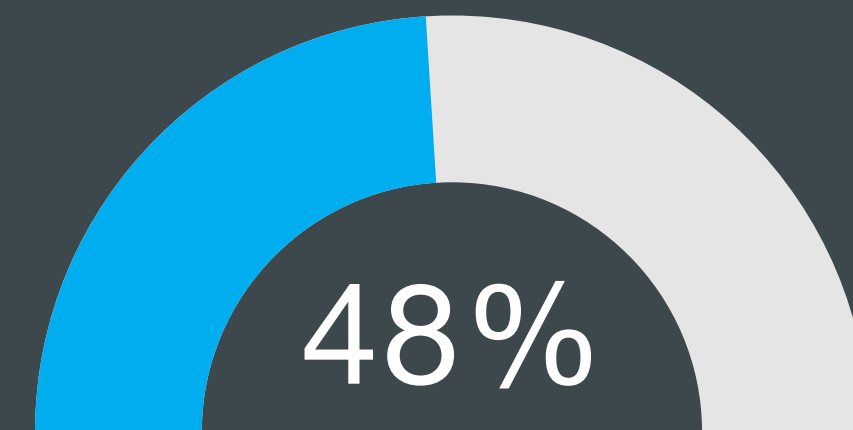
- **Personalization:** Tailor services for diverse needs.
- **Sustainability:** Eco-friendly practices attract younger travelers.
- **Tech Integration:** Digital tools for seamless guest experiences.
- **Wellness:** Health-focused amenities for older generations.

CONSUMER PERSONALIZATION

80% of consumers are more likely to do business with a company that offers personalized experiences.



48% of guests are more likely to return to a hotel that tailors their experiences.



Source: Bond

TECHNOLOGY-DRIVEN WELLNESS



Wearable Technology
Market is expected to reach
\$62.82 billion by 2025.



Gyms integrating
wearable data into their
programs see **43%** higher
member activity levels.



Gyms integrating wearable
data see a **20%** boost in
guest engagement.

Source: Precedence Research

BOOSTING HOTEL PROFITABILITY WITH WELLNESS

- Hotels with wellness programs see a **15%** higher average daily rate.
- Wellness tourists spend approximately **50%** more per trip than the average traveler.
- Wellness tourists are generally high-yield tourists, spending, on average, **130%** more than the average tourist.

BUILDING A SUSTAINABLE FUTURE IN HOSPITALITY

- A significant **72%** of travelers prefer hotels with sustainable practices.
- Eco-conscious initiatives can increase guest loyalty by up to **50%**
- Sustainable gyms, such as those utilizing Core Health & Fitness equipment, can reduce energy consumption by up to **30%**
- Hotels with sustainable wellness programs experience an average **15%** boost in revenue.

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Source: MDPI

Enhancing Hotel Wellness with Wexer

- **Extensive Library:** Over 1,500 virtual fitness classes, integrating seamlessly with hospitality settings.
- **Round-the-Clock Access:** Enhances accessibility with 24/7 availability.
- **Revenue Growth:** Drives revenue by offering premium fitness experiences.
- **Enhanced Loyalty:** Hotels adopting Wexer's solutions report higher guest satisfaction and loyalty.

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| wexer



Maximize Space with the Nautilus Instinct Line

- **Maximized Space:** Nautilus Instinct Line delivers versatile, space-saving strength training options.
- **Energy Efficiency:** Reduce costs with sustainable, energy-efficient equipment.
- **Guest Satisfaction:** Enhance experiences with high-performance, user-friendly designs.
- **Modern Appeal:** Sleek, durable equipment elevates any fitness center's aesthetics.

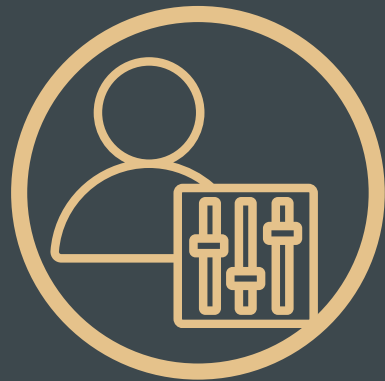


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 **NAUTILUS**

ENHANCING GUEST WELLNESS EXPERIENCES

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Tailored Wellness:
Personalized fitness & nutrition plans.



Smart Tech:
Wearables & virtual fitness integration.



24/7 Access:
Always-on fitness options.



Eco-Friendly:
Sustainable, energy-efficient amenities.



Holistic Care:
Fitness, mental wellness, & relaxation.



Modern Design:
Sleek spaces with versatile equipment.

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Elevate guest satisfaction with innovative, space-saving fitness solutions tailored for hospitality.

Reach out today to learn more:



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