

# Wellness Tourism Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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## Abstracts

The Global Wellness Tourism Market reached USD 995.3 billion in 2024 and is on track to experience a remarkable growth rate of 13.2% CAGR between 2025 and 2034. As wellness tourism continues to gain momentum, this booming industry reflects an increasing global emphasis on health, self-care, and overall well-being. Travelers are seeking transformative experiences that promote relaxation, rejuvenation, and mindfulness, from spa retreats to yoga resorts. The trend is driven by a desire to disconnect from the stresses of everyday life and find a more balanced approach to physical, mental, and emotional health. This surge in wellness tourism can also be attributed to the growing awareness of the importance of mental health, the influence of social media, and an evolving wellness culture. More people now view wellness as an essential component of their lifestyle rather than a luxury. As wellness tourism evolves, the demand for a wider variety of travel experiences focused on overall well-being will only continue to rise.

The market is categorized into two main segments based on travel type: international and domestic tourism. In 2024, the international wellness tourism segment garnered USD 567.2 billion and is projected to grow at a CAGR of 12.8% between 2025 and 2034. International travelers are increasingly seeking wellness experiences that offer personalized yoga sessions, meditation, expert consultations on nutrition, and rejuvenating spa treatments. These experiences often take place in idyllic locations designed to promote relaxation and healing. However, domestic wellness tourism is also gaining significant traction. In the wake of rising global travel costs, many individuals are opting for shorter, local wellness retreats. This shift allows travelers to unwind and de-stress without the financial burden or time commitment of international travel.

When analyzing the market share by gender, women accounted for an impressive 78% share in 2024. The demand from women is expected to continue growing at a robust CAGR of 13.3% between 2025 and 2034. Women are increasingly embracing wellness tourism in all its forms, including detox retreats, yoga getaways, and mindfulness vacations. These wellness journeys often incorporate activities such as juice fasting, calorie restriction, and other health-focused practices aimed at improving overall well-being and promoting weight management. The surge in wellness tourism for women is a testament to the growing awareness of the importance of self-care and mental health.

In North America, the wellness tourism market generated USD 229.2 billion in 2024 and is forecasted to grow steadily at a rate of 13.1% CAGR between 2025 and 2034. The United States plays a key role in this market expansion, driven by a growing focus on health-conscious living, increasing demand for stress-relieving experiences, and the rise of wellness resorts and retreats. Moreover, improvements in travel infrastructure, a push for sustainable tourism practices, and the introduction of virtual wellness services are contributing to market growth in the region. The U.S. is quickly becoming a hub for wellness tourism, offering everything from immersive wellness retreats to cutting-edge health resorts.

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