

# **Sleep Tourism Market Size, Share & Trends Analysis Report By Purpose (Primary, Secondary), By Travel Type (Domestic, International), By Accommodation (Hotels, Resorts, Retreat Centers), By Region (North America, Europe, Asia Pacific), And Segment Forecasts, 2025 - 2030**

<https://marketpublishers.com/r/SDF776DD18B9EN.html>

Date: February 2025

Pages: 110

Price: US\$ 3,950.00 (Single User License)

ID: SDF776DD18B9EN

## **Abstracts**

This report can be delivered to the clients within 3 Business Days

### **Sleep Tourism Market Growth & Trends**

The global sleep tourism market size is expected to reach USD 148.98 billion by 2030, and is projected to grow at a CAGR of 12.4% from 2025 to 2030, according to a new report by Grand View Research, Inc. The hospitality industry is witnessing a significant shift as sleep tourism gains traction, driven by travelers seeking rest and rejuvenation. This emerging trend aligns with the growing emphasis on wellness and holistic well-being. Hotels are now catering to sleep-deprived guests by offering innovative sleep-centric services and amenities that prioritize quality rest. The pandemic has amplified the need for restorative experiences, leading travelers to re-evaluate the role of sleep in their vacations. As a result, hotels have begun to transform traditional offerings to include sleep-focused programs.

Several high-profile establishments have responded creatively to this demand. Luxury hotels are curating experiences that emphasize relaxation and sleep enhancement, such as soundproofed rooms, weighted blankets, and customizable pillow menus. Some go further by integrating guided meditations, calming teas, and sleep-inducing aromatherapies into their services. By designing environments that promote deep rest, these hotels are redefining the guest experience. Sleep tourism is no longer about where you stay but how well you sleep, marking a shift in industry

priorities.

The rise in sleep-focused offerings highlights a change in traveler expectations. Many now associate vacations with personal wellness rather than just adventure or indulgence. Hoteliers are adapting by creating personalized sleep packages that combine technology, science, and comfort. Smart beds that adjust to individual needs, soundproof environments, and curated relaxation programs reflect this new approach. The aim is to ensure guests leave feeling recharged and refreshed, which enhances overall satisfaction and loyalty.

Luxury brands have taken the lead in this domain, offering bespoke sleep retreats and tailored packages. From boutique hotels with specialized sound therapy to urban retreats with AI-powered sleep technologies, the focus is on blending science and luxury. These experiences often include access to fitness centers, spa treatments, and wellness consultations, ensuring a holistic approach to relaxation. This comprehensive offering sets the tone for the future of hospitality, where wellness and sleep quality become key differentiators.

As the sleep tourism trend continues to grow, it is reshaping the travel industry. Hotels are not just places to stay but spaces designed to optimize well-being. This evolution underscores the importance of addressing modern travelers' needs while promoting a balanced, healthy lifestyle. By prioritizing rest and relaxation, the industry is unlocking new opportunities to connect with guests on a deeper level, offering them an experience that transcends the conventional.

### Sleep Tourism Market Report Highlights

Based on purpose, secondary sleep tourism trips held a major market share in the overall sleep tourism market in 2024. Travelers on general leisure or business trips increasingly seek accommodations that enhance their sleep quality. These secondary wellness trips focus on integrating sleep-boosting amenities, such as pillow menus, blackout curtains, and smart beds, into standard hospitality offerings.

Based on travel type, international sleep tourism is projected to grow rapidly from 2025 to 2030. International sleep tourism is poised for growth as wellness-focused travelers seek transformative experiences abroad.

Based on accommodations, hotels emerged as dominating accommodation in the sleep tourism industry in 2024. Hotels are leading the sleep tourism industry by integrating wellness-focused innovations that cater to the growing demand for quality sleep experiences. With

offerings like Bryte's smart mattresses, available in luxury properties such as Park Hyatt New York and Waldorf Astoria Monarch Beach, guests can customize firmness and use relaxation technology like Somnify for improved rest.

The sleep tourism market in Asia Pacific is expected to grow from 2025 to 2030 as travelers seek restorative experiences to combat stress, burnout, and sleep disruptions. Destinations like Thailand, Bali, Sri Lanka, and Vietnam offer tranquil settings, combining natural beauty with innovative sleep wellness programs.

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