

Africa Wellness Tourism - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

<https://marketpublishers.com/r/A3C8CD4419E7EN.html>

Date: July 2024

Pages: 130

Price: US\$ 4,750.00 (Single User License)

ID: A3C8CD4419E7EN

Abstracts

The Africa Wellness Tourism Market size is estimated at USD 89.56 billion in 2024, and is expected to reach USD 114.24 billion by 2029, growing at a CAGR of greater than 5% during the forecast period (2024-2029).

Wellness tourism is becoming a popular tourism sector as more spas open across East Africa. It is, therefore, increasingly important to have some quality control and certification process in place to ensure that domestic and international guests with high expectations are getting value for money. For example, Uzuri Spa (Leopard Beach Resort & Spa) in Kenya is very sophisticated and is sure to attract an elite market. The hotel has its own branded spa and salon. African safari tourists can pamper themselves and relax in Holmen. In particular, newly opened hotels and lodges have world-class spas, which help them successfully compete in the hotel tourism market.

The rising interest of tourists in sectors such as health, travel, and food are the factors driving the market growth during the forecast period. Factors such as increasing disposable income are increasing customer spending on various social and health wellness services, thereby expected to grow the market. The wellness tourism market is driven by increasingly hectic lifestyles characterized by work-related stress, resulting in a preference for services such as spas, yoga programs, accommodation, and meals, among others.

Vendors in the market are focused on providing quality services to gain competitive advantage. An increasing number of market participants focus on offering advantageous and customized service packages targeted at different consumer groups, increasing competition in the market and increasing the number of consumers opting for

experiential travel.

Africa Wellness Tourism Market Trends

Increasing Number of Tourists in South Africa

South Africa's rich cultural and natural resources are the primary offerings of the country's tourism sector. Developing wellness tourism in South Africa will boost the economy and provide the country with a competitive edge as a tourism destination. The rising number of tourist destinations in South Africa has attracted more customers from the international market. An increasing number of tourists from various developed and developing countries prefer spending on wellness traveling plans to maintain their well-being and health. As maintaining health and well-being is becoming important, the leading players in the hospitality sector are increasingly capitalizing on health-conscious customers. A sedentary lifestyle and a surge in disposable income are expected to boost the demand for wellness tourism due to the rise in the number of health-conscious people.

Increase in luxury wellness resorts in Africa

Luxury travel in Africa remains focused on wildlife and the great outdoors, but a growing number of luxury travelers are seeking wellness and holistic experiences in even the most remote destinations, leading to luxury hospitality businesses across Africa. The future of wellness lies not in spas, gyms, or menus but in thoughtful guest experiences that intuitively respond to each individual's needs. This is the epitome of luxury for modern travelers in this hectic world. For instance, Belmond Mount Nelson in Cape Town, South Africa, is a classic luxury hotel that has recently updated its wellness offerings. New experiences include a yoga tour to the top of Table Mountain. Guests can take a yoga class and enjoy tea and snacks while admiring the iconic views.

Africa Wellness Tourism Industry Overview

The report covers major international players operating in the Africa Wellness Tourism Market. In terms of market share, some of the major players currently dominate the market. However, with technological advancement and product innovation, mid-size to

smaller companies are increasing their market presence by securing new contracts and by tapping new markets. The major players dominating the market are Villa Rosa Kempinski?, Singita, Healing Earth?, Tribe Hotel, and Mazagan Beach and Golf Resort?.

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