

UDC 338.486:615.8

Kovalenko D.¹, Kerwin E.²

¹body therapist, 3D BODY SPA Inc., New York/ New Jersey, USA

²student, Bon Secours Memorial College of Nursing, Richmond (VA), USA

THE PLACE OF WELLNESS TOURISM IN THE US SPA INDUSTRY

In 2024, total revenue from the US SPA industry reached a record \$22.5 billion, which means about 5.8% growth compared to 2023. This indicates a stable recovery after COVID-19 and a revival of interest in self-care and wellness.

The number of SPA facilities in the US is kept at about 21,980 locations.

The top 3 most dynamic segments include:

Medical SPA (Med SPA) - where cosmetic procedures (injections, lasers, aesthetic procedures) are performed;

Day SPA - the most common type of facility (over 78%), the difference of which is a stay in the facility for 8-24 hours.

Hotel and SPA resort - provide wellness tourism.

Wellness tourism is travel, the main purpose of which is to improve health, physical and mental well-being, self-care and relaxation with a focus on wellness experiences:

1. SPA treatments;
2. Yoga and meditation;
3. Detox programs;
4. Healthy nutrition and fitness activities;
5. Deep sleep restoration and mental practices;
6. Prevention and longevity programs.

This is not just a «vacation», but a trip aimed at improving the quality of life and health.

In 2025, the global wellness tourism market is estimated at approximately 989–1,000 billion USD, and by 2035 it may exceed 1,700 billion USD due to average annual growth of ~5.8%.

The vast majority of wellness trips in the US are domestic (within the country), and Americans spend significantly more on wellness trips than the average tourist in the world.

Main trends in wellness tourism

1. The search for meaning and deep recovery

People are increasingly choosing not just a beach or a city, but wellness programs:

- yoga and meditation;
- retreats for mental-wellbeing;
- digital detox - giving up gadgets;

- sleep programs to optimize rest.

2. Specialized and personalized retreats

In addition to classic SPA with massages and saunas, there is a growing demand for:

- «Sleep tourism» - trips focused on quality sleep;
- «Longevity retreats» - programs for longevity;
- detox programs;
- fitness tours;
- holistic retreats for body and mind balance.

3. Wellness in travel - not just for relaxation

Modern wellness tours include:

- fitness tours;
- natural nutrition and healthy cooking courses;
- stress management programs;
- mental health and mindfulness classes.

4. Integration with other travel trends

Wellness tourism intersects with the following trends:

- «skillcations» - trips to learn new skills;
- wellness cruises (wellness programs on board);
- nature retreats and eco-wellness;
- wellness tours for Gen Z and Millennials who are actively investing in

their well-being.

Examples of popular wellness programs in the USA:

1. Staying at wellness resorts with full-fledged wellness programs;
2. Retreats with yoga and meditation practices;
3. Digital detox retreats (without technology);
4. Sleep and relaxation programs;
5. Active wellness treks (a combination of nature and physical practices).

Wellness tourism in the USA is a large, dynamic and growing part of the travel industry, offering targeted, health-enhancing, deeply personalized trips focused on physical and mental well-being.