

# The Wellness Traveler: A Natural Fit For Arizona

**Camille Hoheb, Founder, Managing Director  
Wellness Tourism Worldwide**



**Start *your* story  
2015**

# Mission & Vision





  
 Wellness Tourism Worldwide

# U.S. Vacationers: Health, Happiness & Productivity

An Essential Report for Travel, Hospitality & Wellness Industries



**Wellness Tourism Worldwide**  
 June 2013

## WHAT MOTIVATES YOU TO TRAVEL ? U.S. CONSUMER Perceptions



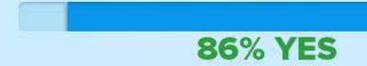
ARE VACATIONS TRANSFORMATIVE?



HAVE YOU EXPERIENCED A TRANSFORMATIVE VACATION?

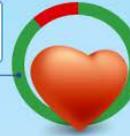


WILL YOU THINK ABOUT VACATIONS IN THE FUTURE AS TRANSFORMATIVE?



**1** CAN A VACATION IMPROVE YOUR HEALTH?

**89% YES**



**2** CAN A VACATION IMPROVE YOUR HAPPINESS?

**91% YES**

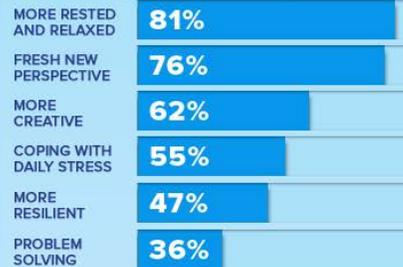


**3** CAN A VACATION IMPROVE YOUR PRODUCTIVITY?

**84% YES**



**4** WHY DO YOU THINK A VACATION MAKES YOU MORE PRODUCTIVE?



### TOP DECISIONS MADE DURING VACATIONS



START A NEW HEALTH REGIMEN

**37%**



CHANGE JOBS

**21%**



START A NEW BUSINESS

**19%**



END A RELATIONSHIP

**14%**



RECEIVED A MARRIAGE PROPOSAL

**10%**



GET MARRIED

**11%**



START A FAMILY

**8%**



RETIRE

**4%**



BUY A HOUSE

**3%**



WTW Wellness Tourism Worldwide  
Improving Well-Being and Economic Growth through Travel

www.wellnesstourismworldwide.com

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## Obesity

26.8%

of adults in **Arizona**  
are obese compared to  
29.4% nationally



# Arizona

RANK: 29

Declined  
from  
2013

2013 Rank: 28  
Declined: 1



AMERICA'S  
HEALTH RANKINGS®

UNITED HEALTH FOUNDATION®

2014 EDITION

### TOP FIVE HEALTHIEST STATES:

1. Hawaii
2. Vermont
3. Massachusetts
4. Connecticut
5. Utah



## Physical Inactivity

23.0% or about

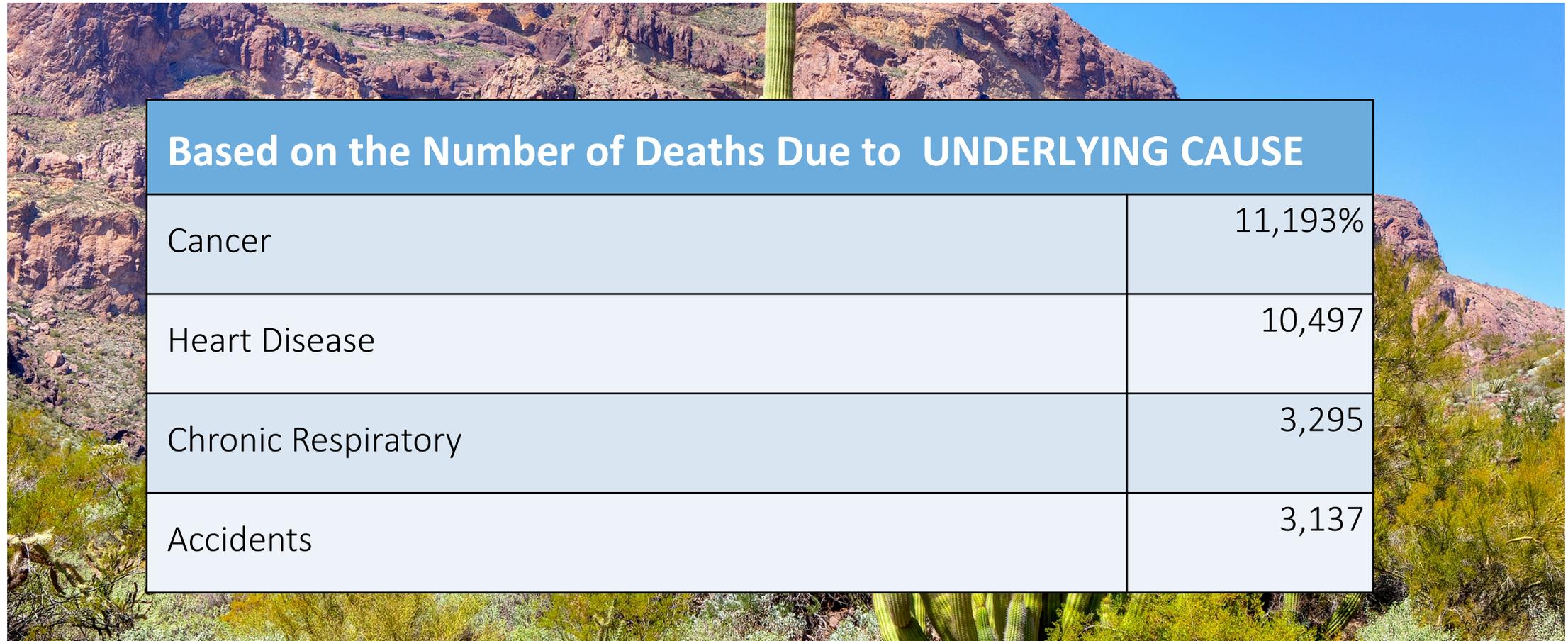
1 in 4

adults in **Arizona** are  
physically inactive compared  
to 23.5% nationally



# Making the Business Case for AZ

## Leading Cause of Death: AZ Residents 2013



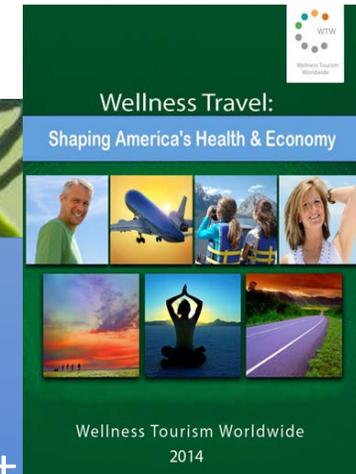
Based on the Number of Deaths Due to UNDERLYING CAUSE	
Cancer	11,193%
Heart Disease	10,497
Chronic Respiratory	3,295
Accidents	3,137



# Introducing a New Way of Thinking...

Wellness tourism is purpose-driven travel ...  
encompassing discovery, transformation and fulfillment  
by promoting engagement between people, cultures & nature.

*- Wellness Tourism Worldwide's definition of wellness travel.*





# TOP 10 WELLNESS TRAVEL TRENDS FOR 2013 2014



Wellness Takes Flight

Healthy Hotels

Rewarding with  
Wellness

Sleep at the Forefront

Breaking Bread with  
Wellness Travel

Mind Matters

Reconnecting through Nature

La Local Vita

Digital Detox

+ 11 Others (free infographic download on both 2013  
& 2014 trends at [www.wellnesstourismworldwide.com](http://www.wellnesstourismworldwide.com))

# Travel Professional Insights

## ? What do you need to sell wellness travel?

Survey participants reported they need:

75%

A better understanding of wellness travel products and services.

60%

A better understanding of wellness consumer demographics.

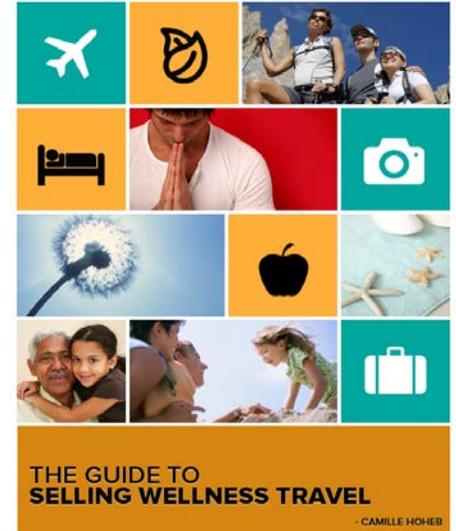
63%

A better understanding of travel motivations.

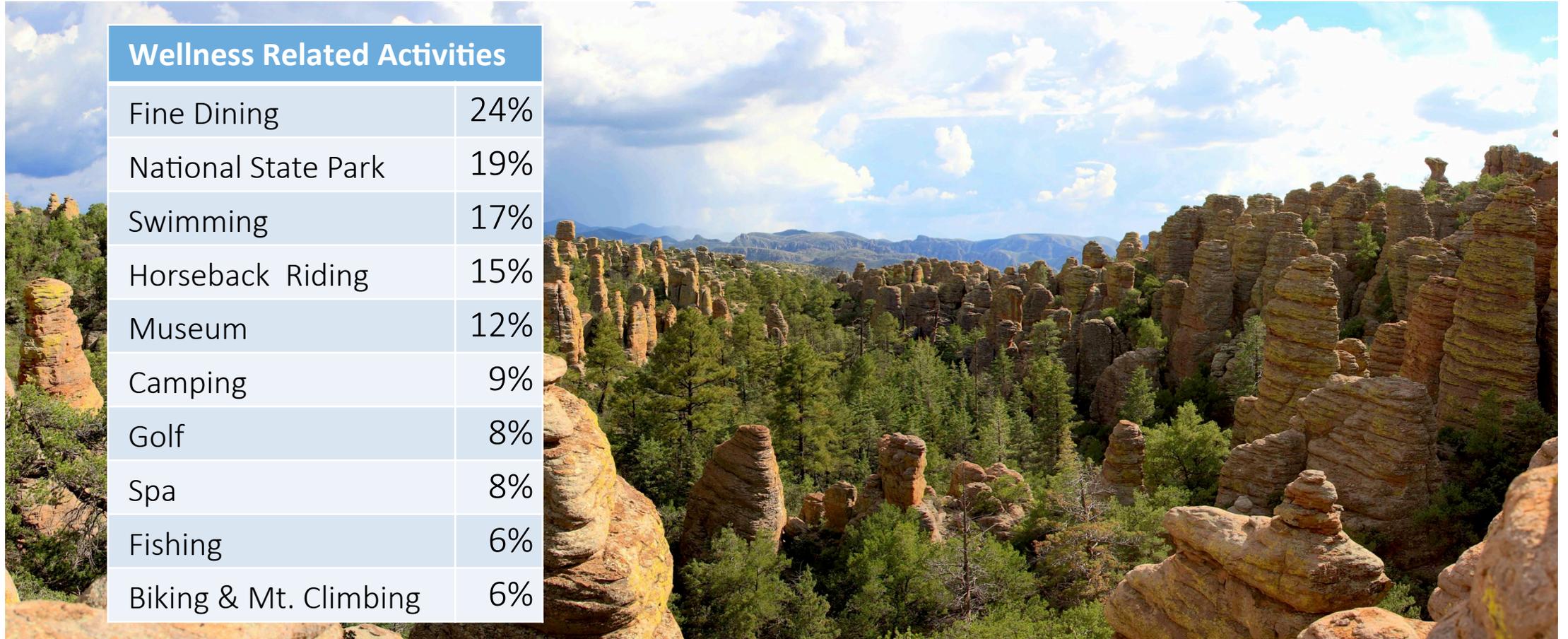
35%

A better understanding of health issues.

Your tours, hotels, parks, restaurants, cultural attractions desperately needed!



# Visitors Participating in Wellness Activities



Source: Longwoods International, 2014

# Arizona's Special Activities of Interest

Arizona's Special Activities of Interest	
Historic places, sites and landmarks	36.90%
Cultural activities & attraction	27.00%
Exceptional culinary experience	19.60%
Eco-Tourism	10.30%





# From Spa Industry to Broad Wellness Reach



*ARIZONA*  
**SPA & WELLNESS**  
ASSOCIATION, INC.

# Weaknesses/Barriers: AZ Wellness Travel

Unaware of  
Wellness Travel

Doesn't  
Understand  
Concept or  
Relevancy

Resistance to  
Change

Non-Action &  
Stagnancy

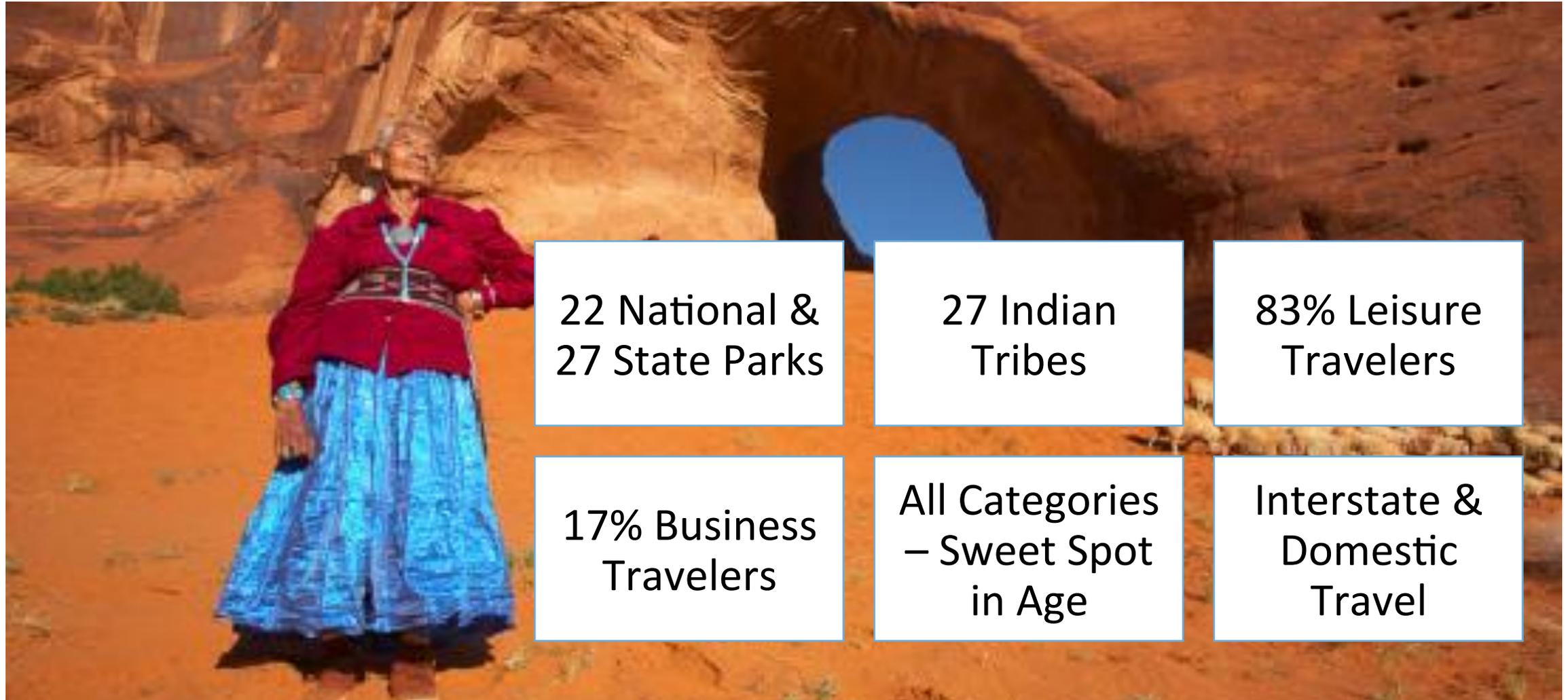
Lack of Investment

Loss of Market  
Share

AZ Health Ranking

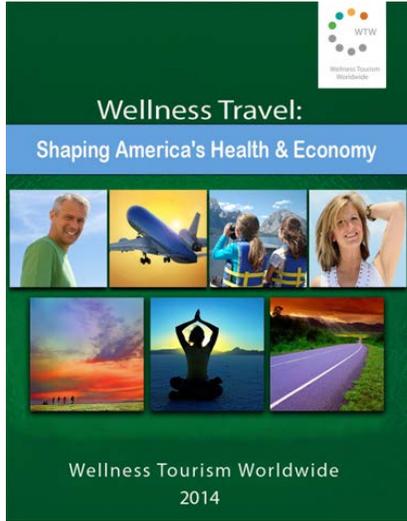


# Strengths/Opps: AZ Wellness Travel

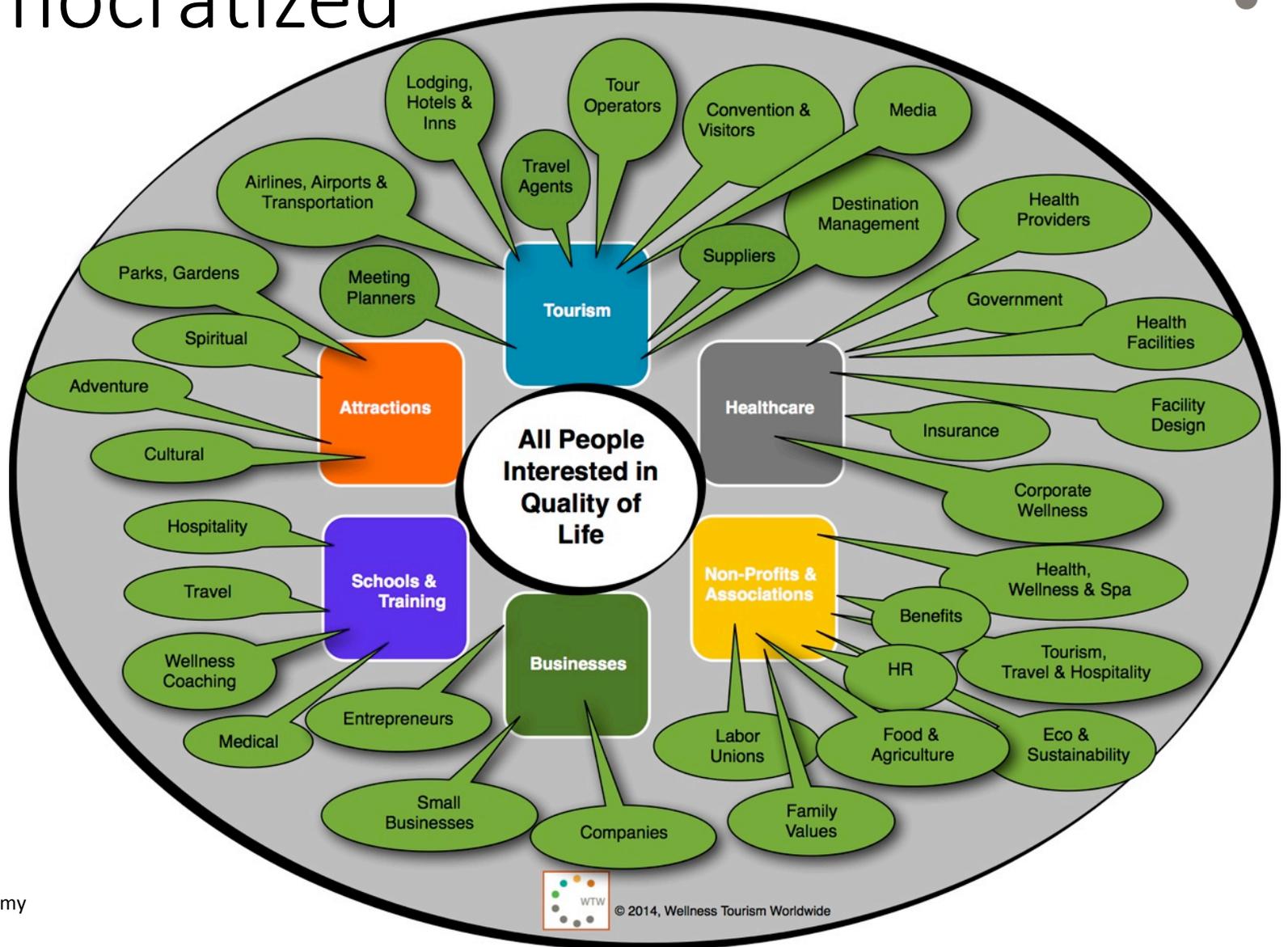


Source: Arizona Office of Tourism, Longwoods International, 2014

# Wellness Democratized



- ✓ Individuals
- ✓ Families
- ✓ Businesses
- ✓ Communities
- ✓ States



Source: Wellness Travel: Shaping America's Health & Economy

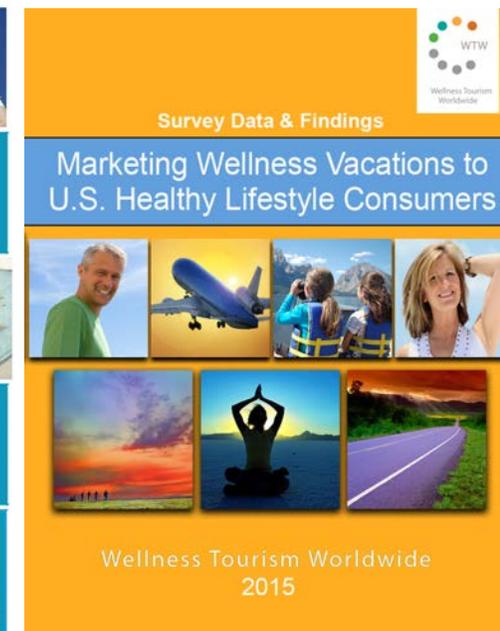
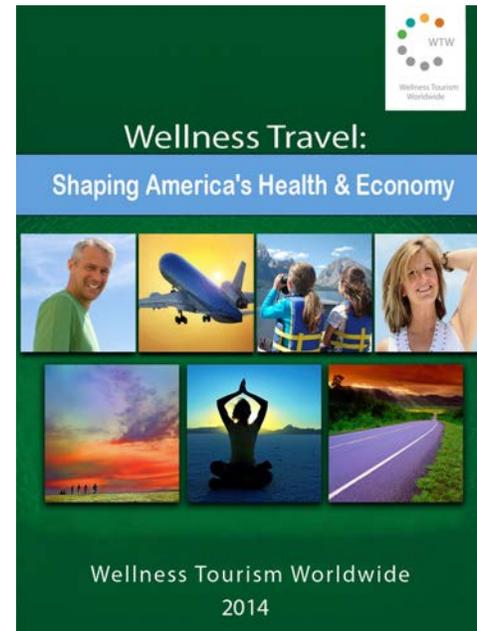
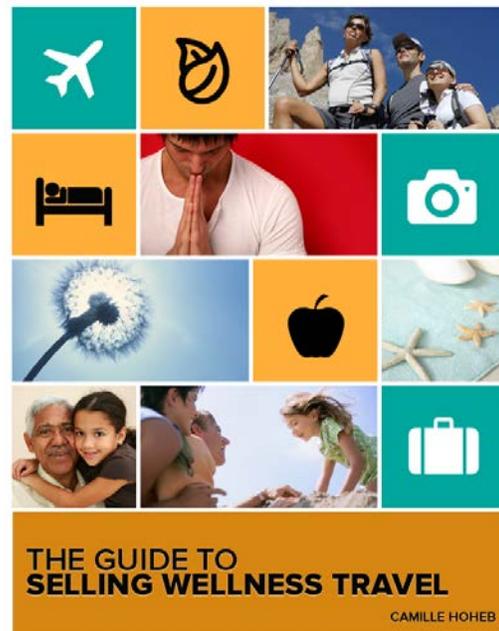
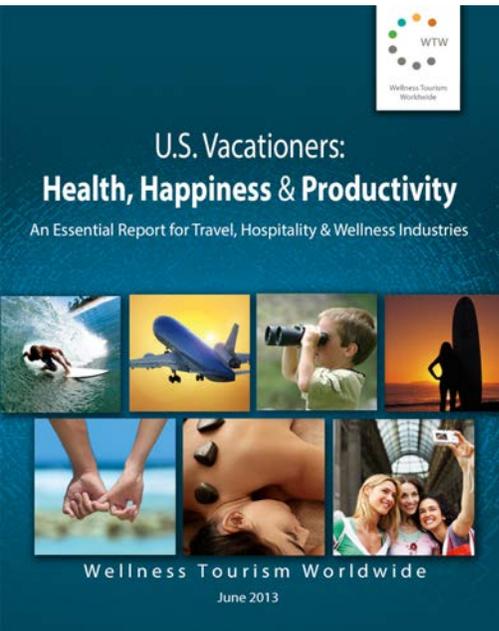
# The Opportunity & Unmet Need



# Our Services



Research | Education | Training | Workshops |  
Consumer Promotion | Travel Trade Promotion  
Network Coming Soon!



# Thank you

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**Wellness Travel Journal**

*Travel Happy. Travel Well.*

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