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SPA EXECUTIVE

FOR LEADERS IN THE BUSINESS OF WELLNESS



2025 WELLNESS TRENDS

- Wellness without limits
- Taking control from the inside out
- A world of alcohol alternatives

WELLNESS NEWS

Smart fabric converts body energy into electricity

PLUS

2025 travel & wellness trends according to the experts



PUBLISHER

Roger Sholanki

EDITOR, CREATIVE DIRECTOR

Elizabeth Bromstein

DESIGNER

Design Pickle

**AD SALES,
CONTRIBUTING EDITOR,
PRODUCTION MANAGER**

Sal Capizzi



Spa Executive is Book4Time's magazine for leaders in the business of wellness. News, views, and interviews to help you attract top talent, increase customer retention, and offer the best possible guest experience.

Note from the Publisher

Dear Readers,

As 2024 draws to a close, we look forward to a future rich with innovation and transformation in wellness and hospitality. This month's issue of Spa Executive spotlights these emerging trends and solutions designed to elevate guest experiences and redefine operational success.

Our 2025 wellness trends include the growing impact of hyperpersonalization, sustainability, and cutting-edge technology. From wearables offering real-time health insights to eco-conscious wellness retreats and the burgeoning interest in alcohol alternatives, it's clear that the boundaries of wellness are expanding. No longer confined to spas and fitness centers, wellness is now an integral part of daily life and travel. The integration of wellness into spaces like airports, hotels, and public venues reflects a world increasingly focused on holistic well-being. So, it's fitting that we are also rediscovering the timeless appeal of walking – a trend merging luxury travel with wellness – and other experiences that reflect the slow-living trend and a more reflective connection with nature and culture, a perfect antidote to the fast-paced modern world.

This issue also features insights from global wellness and hospitality experts who share their visions for 2025. From the rise of touchless therapies to the growing importance of sustainability and cultural immersion, these leaders are shaping the future of wellness.

As we navigate this dynamic landscape, one constant remains: the importance of innovation. Whether through leveraging advanced technology, embracing sustainability, or curating unique guest journeys, our industry continues to thrive by meeting and exceeding evolving expectations.

We hope this issue inspires you to envision new possibilities for your business. Thank you for being an integral part of the Spa Executive community. Here's to a season of growth, innovation, and well-being.

Warm regards,

Roger Sholanki,
CEO, Book4Time



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Smart fabric converts body energy into electricity

A new smart fabric can convert body heat and solar energy into electricity, meaning wearable tech may soon be able to operate continuously without the need for an external power source.

“Imagine a coat that captures solar energy to keep you cozy on a chilly winter walk, or a shirt that can monitor your heart rate and temperature. Picture clothing athletes can wear to track their performance without the need for bulky battery packs.”

These things are one step closer to possible, now that University of Waterloo researchers have developed a smart fabric with the potential for energy harvesting, health monitoring, and movement tracking.

According to a [research brief](#), the fabric can convert body heat and solar energy into electricity, meaning wearable tech may soon be able to operate continuously without the need for an external power source. Sensors to monitor temperature and stress, and possibly other biomarkers, can be integrated into the material, adding to the body of development

towards integrating advanced textile technologies into wearable technology.

One promising application, says the brief from the University of Waterloo, is smart face masks that can track breathing temperature and rate and detect chemicals in breath to help identify viruses, cancer, and other conditions.

“We have developed a fabric material with multifunctional sensing capabilities and self-powering potential,” said Yuning Li, a professor in the Department of Chemical Engineering. “This innovation brings us closer to practical applications for smart fabrics.”

Li, director of Waterloo’s Printable Electronic Materials Lab, said in a statement: “AI technology is evolving rapidly, offering sophisticated signal analysis for health monitoring, food and pharmaceutical storage, environmental monitoring, and more. However, this progress relies on extensive data collection, which conventional sensors, often bulky, heavy, and costly, cannot meet.

“Printed sensors, including those embedded in smart fabrics, are ideal for continuous data collection and monitoring. This new smart fabric is a step forward in making these applications practical.”

Apparently, the fabric is “more stable, durable, and cost-effective than other fabrics on the market.” Presumably this is referring to other smart fabrics.

This is indeed, not the first smart fabric. Another example is 3DKnITS, developed by [MIT researchers](#). 3DKnITS conforms to the body and senses movements like walking, running, jumping, and yoga poses with high accuracy. Using a process called thermoforming, pressure sensors are integrated into a multilayered knit, enhancing their precision. The fabric, produced via digital knitting technology, enables rapid, scalable prototyping and has potential healthcare applications, such as smart shoes for gait tracking or socks to monitor diabetic foot pressure.



Why RevPAG (Revenue Per Available Guest) is the metric that matters

What is RevPAG (Revenue Per Available Guest) and why is it suddenly the metric that matters in hospitality?

Lately, everyone seems to be talking about RevPAG.

Though it's not new, RevPAG (Revenue Per Available Guest) is becoming more of a buzzword across the hospitality industry, capturing the attention of resort owners, spa directors, and industry strategists. Unlike RevPAR (Revenue Per Available Room), which zeroes in on room occupancy and rates, REV-PAG shifts emphasis to the holistic guest experience and encompasses spending on activities, spa services, dining, and retail. As travelers demand more curated, personalized experiences, and hotels evolve into cultural hubs, social destinations, and all-encompassing retreats, the industry needs an expanded metric for planning and decision making. REV-PAG is that metric, providing a better lens for evaluating the full spectrum of revenue generated per guest and a more robust view of a hotel's financial performance.

Why RevPAG is a valuable metric

What is RevPAG?

RevPAG measures the total revenue generated by each guest during a stay, including all spending across hotel venues and services. This includes:

- Room revenue
- Food and beverage purchases
- Spa treatments
- Ancillary services (pickleball and golf courts, activities, excursions, classes and workshops, etc.)
- Any other on-property spending

Advantages of RevPAG

RevPAG gives a fuller picture of a hotel's financial state by considering all revenue sources. This allows leaders to make more informed operational decisions and aligns with the modern traveler's expectations for holistic experiences. RevPAG highlights opportunities to increase revenue from

all streams and can help drive strategies to encourage guest spending on ancillary offerings. According to data from STR Global, luxury properties already generate up to 40% of revenue from non-room sources, indicating that the desire to spend is there.

Real-time RevPAG data boosts upselling and cross-selling opportunities and facilitates the creation of personalized offers and targeted marketing campaigns based on individual guest spending. RevPAG also allows hotels and resorts to identify high-value guests who may spend more on amenities, even if they book rooms at lower rates.

Frank Pitsikalis, Vice President, Strategy at Agilysys, [says](#):

“RevPAR, while still important, is now an inferior measurement of a hotel's performance. RevPAR looks at the occupancy rates and profitability of

bedrooms but misses the additional revenue that comes from guests spending on other property amenities. In many cases, the guest revenue derived from other amenities and services exceeds the room revenue for that guest. Looking at total revenue from the perspective of the guest, so 'Revenue per guest' or RevPAG is a far better way to assess total profitability and more importantly, future revenue potential."

Pitsikalis compares RevPAG to how Uber transformed the taxi industry by focusing on passengers rather than just the available cab space.

Hospitality executives see the value of implementing RevPAG but feel unprepared

Interestingly, a recent report from [Agilysys](#) found that, while 82% of hospitality executives recognize the value of augmenting RevPAR with RevPAG, more than half (52%) feel unprepared to do so.

The survey of 489 hospitality executives and technology decision-makers across North America, Europe and APAC revealed that, despite readiness to embrace RevPAG strategies, there are significant technological and operational challenges holding back adoption. And, while "enhancing guest experiences" is the leading priority at 68% of properties, doing so is not specifically revenue-per-guest focused. This priority is followed by acquiring new guests (67%) and increasing re-bookings (63%). Leaders do not make RevPAG a property-wide focus even though there is high agreement about the value of doing so.

"The path to High Return Hospitality – a state in which financial and emotional

returns are optimized by perfectly aligning individual guest desires with property offerings and staff capabilities – becomes easier when hospitality executives broaden how they measure and create value," said Terrie O'Hanlon, Senior Vice President at Agilysys. "RevPAG is not just another metric—it is a reimagining of how properties and brands relate to each guest and monetize the moments that matter most. Properties that undertake this transition will set new standards for delivering personal, profitable guest experiences and for elevating operating advantages."

This study dives into roadblocks to adoption and provides a roadmap for hospitality executives to optimize revenue at the per-guest level, elevate guest experiences and stay competitive in the evolving global hospitality market. You can access the full report here: <https://info.agilysys.com/global-hospitality-impact-study-2024>

In a world where travelers are looking for more than just a place to sleep, measuring success by room revenue falls short. RevPAG redefines how hotels measure success. As guests' expectations soar, RevPAG is becoming less of an option and more of a necessity for any property looking to stand out in an increasingly competitive market.





Don't discount! Add value instead: Why adding value beats discounting in luxury hospitality

In many industries, including hospitality, discounting is the go-to strategy for moving merchandise that isn't selling, booking services and amenities that are proving to be less popular than anticipated, filling space during downtime, and attracting new customers.

But is it the best strategy? Maybe not, and it may actually do your brand more harm than good, particularly in high-end sectors like luxury hospitality.

Value-add strategies are a more effective way to enhance customer experience and preserve a luxury brand's prestige. Here's why focusing on added value is a better approach for high-end hospitality businesses.

Reinforcing brand prestige through unique & exclusive offerings

Discounting can make luxury hotels or spas seem accessible to a broader audience, potentially diminishing their exclusivity. Value-add strategies, on the

other hand, reinforce the brand's high-end appeal. Exclusive experiences like private wellness consultations, in-room dining with a personal chef, or access to secluded amenities, enhance the guest's perception of luxury without lowering prices. When guests feel they're experiencing something unique, it amplifies the allure of staying at a high-end resort or spa.

Elevating guest experience through personalization

There's a reason everyone is personalizing everything these days: it works. [Luxury travelers](#) want more than just comfort—they want personalized, memorable experiences that make them feel special, seen, and valued. Offering curated wellness packages, personalized spa treatments, or customized itineraries creates a deeper connection with these guests. By adding these exclusive touches, hotels and spas create lasting memories that foster loyalty and encourage repeat visits, unlike a simple discount that only attracts short-term interest.

Differentiating through wellness & experiential add-ons

Competition is fierce in this industry, and adding value through wellness-focused or experiential add-ons sets a brand apart. These things might include, but are not limited to, guided nature walks, expert-led fitness sessions, or bespoke spa rituals (people can be very creative). These offerings turn a transaction into an immersive experience. By differentiating through unique, high-quality experiences, luxury hotels and resorts stand out in the minds of their clientele.

Preserving profit margins for sustainable luxury

Luxury hotels invest heavily in premium facilities, exclusive locations, and top talent. Besides undercutting perceived value, discounting also eats into profit margins, jeopardizing service quality, while value-add strategies maintain healthy profit

margins. Rather than offering perks that cut into revenue, luxury hotels can increase perceived value by focusing on high-quality experiences that justify the price point — showcasing wellness expertise through personalized consultations, offering curated itineraries, or emphasizing exclusive service standards — helps build the perception of luxury without relying on complimentary credits or add-ons. In the spa, for example, adding hot stones, aromatherapy, or a glass of sparkling wine to an existing service can increase perceived value.

Building loyalty through exclusive access & VIP benefits

Affluent customers appreciate exclusivity and tend to return to brands that make them feel like VIPs. Value-add options like early check-ins, private lounge access, or invite-only events foster a sense of belonging and distinction, building guest loyalty without relying on price cuts. When guests feel like valued insiders, they're more likely to return and spread positive word of mouth — an invaluable asset for any business.

Creating a lasting impression through storytelling & customization

Finally, value-add strategies allow luxury hotels, resorts, and spas to tell their unique brand stories. Offering locally inspired treatments, wellness journeys tied to cultural traditions, or custom room amenities enhances the narrative that the property offers something special. This storytelling approach encourages guests to see the value in a luxurious, unforgettable experience that can't be replicated elsewhere.

Leveraging software to enhance value-add strategies

Modern hospitality software plays an

important role in executing these value-add strategies. Through comprehensive guest profiling, booking systems can help tailor experiences based on preferences and past interactions, making personalization scalable. Advanced property management and spa software allow staff to coordinate exclusive services, such as spa appointments or in-room VIP setups, ensuring a smooth, high-quality experience at every guest touchpoint.

Software can also automate loyalty and rewards programs that offer exclusive access or curated perks, helping luxury brands maintain relationships with high-value clients without lowering rates. Platforms that integrate across departments also make it easy to manage custom packages, track guest preferences, and quickly adapt offerings to stay ahead of trends—all key elements in providing value without relying on discounts.

Value-add strategies are a superior alternative to discounting, preserving both brand prestige and profit margins in an industry where exclusivity and distinction are key. By leveraging technology, luxury hotels, resorts, and spas can maximize value for their guests, ensuring each stay is memorable and unique, all while preserving brand prestige and profitability.





2025 WELLNESS TRENDS

2025 travel & wellness trends according to the experts

We asked global wellness and hospitality experts this question: What trends do you see emerging in wellness and travel for 2025, and how can hotels and spas prepare and adapt?

The landscape of travel, spa, and wellness is always transforming with technological advancements, changing consumer preferences, and shifting global paradigms.

Now, as we approach 2025, hospitality and wellness experts around the world are reimagining how wellness experiences will be delivered, with an emphasis on hyperpersonalization, sustainability, and the integration of cutting-edge technologies.

Leaders like Arch Amenities Group's Catherine Warren are leveraging AI and biometric data to offer deeply personalized treatments, while Lisa Michaelis of Live Love Spa is focusing on touchless and tech-forward therapies that cater to privacy-conscious guests. Rajesh Padinhakkara of Hyatt, meanwhile, is championing sustainability and cultural immersion through eco-friendly wellness retreats and holistic wellness experiences. Together, these leaders are shaping the future of wellness to meet the diverse needs of today's discerning travelers.

We asked global wellness and hospitality experts this question: **What trends do you**

see emerging in wellness and travel for 2025, and how can hotels and spas prepare and adapt?

The experts featured in this report are:

- Catherine Warren, Vice President of Strategic Partnerships, Arch Amenities Group
- Anna Bjurstam, Wellness Pioneer, Six Senses, Raison d'Etre & Bjurstam Consulting
- Lisa Michaelis, Founder & CEO, Live Love Spa
- Laura Lishman, Director of Spa: Multi Site, St Regis Red Sea Resort
- Daniel Spencer, Director of Spa, Agua Caliente The Spa at Sec-he and Sunstone Sp
- Rajesh Padinhakkara, Spa Manager, Grand Hyatt Kochi Bolgatty

From the increasing demand for hybrid wellness experiences to the rise of sustainable practices, from the rise of holistic wellness hubs in Saudi Arabia to India's booming wellness tourism industry, everyone is finding unique ways to adapt and innovate.

Here's what our experts had to say about the ways hospitality businesses are reshaping their approaches to meet the evolving expectations of today's traveler in 2025.



Catherine Warren,
Vice President of Strategic Partnerships, Arch Amenities Group, Boca Raton, Florida

Looking to 2025, wellness travel will be shaped by hyperpersonalization, sustainability, and the growing demand for hybrid wellness experiences.

The future of wellness will increasingly be driven by **data and personalization**. Spas are investing in technology that allows for highly tailored wellness experiences based on individual needs and preferences. AI-driven systems and biometric data can help customize treatments in real time, providing guests with experiences that feel deeply personal and unique. As we've seen at Snowpine Lodge, led by Audrey Nichols, and other properties, this level of hyperpersonalization not only enhances guest satisfaction but also allows for premium pricing of services.

Sustainability is another critical trend. Guests are more environmentally conscious than ever, and they expect the properties they visit to reflect their values. At Snowpine Lodge, eco-friendly practices are becoming a competitive differentiator. Spas that adopt

sustainable treatment options, reduce waste, and even offer carbon-neutral wellness retreats will attract this growing market of conscious consumers.

Wellness tourism is set to continue its upward trajectory. High-end travelers are seeking multi-day wellness retreats that combine fitness, detox, nutrition, and mindfulness practices. At Arch Amenities Group, we see properties positioning themselves as premier wellness destinations by offering immersive, all-inclusive packages that cater to this demographic. Collaborating with wellness influencers and specialized travel agencies will further drive demand and bookings.

The convergence of fitness and beauty is another key trend to watch. More clients are seeking services that merge these two pillars of wellness. Properties like Locust Street Athletic & Swim Club, under Luke Helming's management, are already offering unique treatments that blend recovery-focused massages with skin-tightening facials, appealing to time-conscious clients who want to maximize both health and aesthetic benefits in a single session.

Tech-forward wellness experiences are becoming essential for properties looking to differentiate themselves. We see a growing demand for VR meditation, AI-powered skin analysis, and other innovations that elevate the guest experience. Spas embracing these technologies now will be ahead of the curve and able to offer premium-priced, highly customized services that cater to tech savvy travelers.

In 2025, **mental wellness** will take center stage, with more hotels integrating well-being into meetings and events. At InterContinental Miami, under Caroline Wilmot's leadership, there has been a focus on onsite wellness events and group activities like sound healing and mindfulness workshops. This holistic approach not only enhances the guest experience but also positions wellness services as a critical part of the overall hotel offering.



Anna Bjurstam,
Wellness Pioneer, Six Senses,
Raison d'Etre & Bjurstam
Consulting, Stockholm, Sweden

As I look ahead to 2025, I see several exciting wellness trends emerging that really resonate with me. First and foremost, I believe we'll embrace **pleasure health** (wellness can be much more enjoyable than we think ...) and **spiritual well-being**, recognizing their vital roles in holistic health. I also expect a strong focus on **sympathetic nervous system regulation** techniques, which will help us better manage stress in our fast-paced lives. **Hormone hacking** will likely gain traction as people seek natural ways to optimize their health with an obvious focus on female health, but we will also see more focus on male hormone health. I'm particularly passionate about the idea of **listening to our bodies** as an antidote to the overwhelming reliance on wearables and constant monitoring. Additionally, the lifestyle changes associated with **Ozempic** will influence how we approach wellness interventions; for example, the big loss of muscle mass when on GLP-1 medication means that programs will need to be tailored to maximizing protein and heavy muscle-building activities, among others. The longevity trend will keep evolving, promoting practices that extend not just lifespan but also healthspan.



Lisa Michaelis,
Founder & CEO, Live Love Spa,
Tustin, California

Right now, it's all about elevating wellness experiences in new and exciting ways. **Touchless technology has been a constant topic** – think self-guided meditation pods, self-guided pilates reformers, LED light therapy beds, zero-gravity massage chairs with vibroacoustic therapy or robotic massage. It's perfect for guests wanting a more private, contact-free experience.

I'm also seeing **a major buzz around contrast bathing**—those hot-and-cold combos with cold plunges and saunas. It's certainly not a new concept, but it's become wildly popular again for its benefits of boosting circulation, reducing inflammation, and more.

And of course, **CBD is still going strong**. People are embracing it more than ever in treatments and skincare for its calming, anti-inflammatory properties. Finally, there's a renewed focus on retail. Spas are becoming the go-to wellness boutiques and offering a total solution to their guests. In addition to skincare, spas offer activewear, jewelry, supplements, home wellness products, and more.



Laura Lishman,
Director of Spa: Multi Site, St
Regis Red Sea Resort, Riyadh,
Saudi Arabia

With the boom in tourism, conferences, sporting events, and music festivals across Saudi Arabia, the wellness industry too is booming. We are seeing **wellness festivals** being hosted across the Kingdom now, wellness destinations being developed and built, and individuals from all age groups taking an interest in their overall wellbeing. We can see this from the amount of new fitness facilities being opened, holistic classes being held, and spas that are being built. There is even a Saudi Arabian Wellness Association (SAWA) that has been created to connect and bring together wellness professionals and wellness enthusiasts.

There has been and always will be a market for the 'quick fixes' with regards to aesthetic wellness, however, what we are seeing more of now is people wanting to combine this with **longevity treatments, body analysis, and mental wellbeing awareness**. This is what is driving people to sign up for gym memberships, study their mental health, and book retreat-style vacations where they want to feel reenergized and rebalanced. The difference now is that they don't have to travel abroad to seek this, they have everything they need now right here in Saudi Arabia, and this is just the beginning; there is plenty more to come.

With that said, professionals now need to look at their businesses and plan for the longevity of their wellness spaces and offerings. Professionals need to be thinking 3-5 years ahead and building for growth, building for adaptations, and building for an ever-changing industry. Be creative with the designs that will allow for an easy change in the future.



Daniel Spencer,

Director of Spa at Agua Caliente
The Spa at Sec-he and Sunstone
Spa, Redlands, California

As we look toward 2025, **regenerative and restorative travel** is a trend that is increasingly being shaped by technology-driven wellness experiences while intertwining with nature elements. Hotels can meet the trend by incorporating self-care in guest rooms, such as mineral soaks and shower diffusers, alongside meditation apps and nature landscape channels, converting a hotel room into a serene space to return to.

Reimagining traditional hotel business spaces as relaxation and recovery areas presents another opportunity. These can feature acoustic vibrations, sound therapy, AI massage, and wellness pods transforming underused spaces into profitable wellness hubs.

By creatively reimagining spaces – whether through halotherapy booths or EMF grounding materials – hospitality can positionally enhance the guest experience for regenerative health, solidifying the brand's commitment to wellness.



Rajesh Padinhakkara,

Spa Manager, Grand Hyatt
Kochi Bolgatty,
Kerala, India

In India, I have seen **a deepening emphasis on holistic wellbeing, sustainability, and cultural immersion**. Wellness retreats continue to proliferate across the country, offering travelers opportunities to rejuvenate through practices like yoga, meditation, spa treatments, and alternative therapies. There's a notable shift towards **eco-friendly and sustainable travel options**, with travelers increasingly seeking out stays at eco-resorts and engaging in low-impact activities such as cycling and community-based tourism initiatives. **Digital detox retreats** are also gaining traction as individuals seek respite from constant connectivity, providing them with opportunities to reconnect with nature and themselves.

Moreover, wellness tourism expands beyond traditional destinations, with **Tier 2 and Tier 3 cities emerging as new wellness hubs**, offering

unique experiences and promoting tourism in lesser-known regions. **Medical tourism** remains strong, with India's healthcare infrastructure attracting travelers seeking both traditional medical treatments and alternative therapies like Ayurveda, Naturopathy, etc. **Personalization** becomes paramount in wellness experiences, driven by advancements in technology, enabling travelers to access tailored fitness plans, dietary recommendations, and wellness coaching. Mainstream travel integrates wellness amenities seamlessly, with hotels, airlines, and tour operators incorporating wellness offerings such as in-room fitness equipment and healthy dining options, etc., catering to the evolving preferences of conscious travelers.





2025 WELLNESS TRENDS

Wellness without limits

In 2025, wellness has fully transcended the boundaries of gyms, spas, and health retreats, emerging as a constant companion in every corner of our lives. As we embrace more mobile and flexible routines, wellness practices accompany us from the comfort of our homes to bustling city streets and tranquil natural landscapes. From airports and hotels, to the workplace, and even our daily commutes, we are living wellness.

Leading this shift is wearable technology, with the ability to give real-time prompts for wellness actions based on physical data no matter the time or place. Wearable wellness technology helps individuals manage stress, sleep, and energy on busy streets, at work, at home, and in the wild. These devices are a constant nudge to stop and focus on wellbeing.

Wellness Tourism is one of the fastest-growing travel segments, according to the Global Wellness Institute, projected to reach \$1.4 trillion by 2027. Airports worldwide are embracing dedicated wellness spaces. Lounges provide premium wellness options for travelers seeking relaxation and recovery during transit, offering amenities such as pre-flight facials, Peloton bikes, meditation spaces, massage

chairs, and private nap pods. There are two yoga rooms at Dallas Fort Worth Airport, for example, where travelers can destress and stretch on provided mats. Visitors also find “inspiring” walking paths and an art program featuring multi-million dollar commissioned public art pieces and works of local, national, and international artists, including sculpture, paintings, and mosaics.

Hotels are also making wellness an essential part of the guest experience, embedding each touchpoint to create an environment that encourages relaxation and restoration. Examples include advanced sleep-support technology, in-room fitness with interactive mirrors and yoga mats, and mobile apps that connect guests to custom workout routines. Many hotels also now offer guided excursions that combine physical activity and local culture, such as yoga in scenic spots or forest-bathing walks led by local guides. Dining is evolving, with plant-based, low-alcohol, and customizable options to suit dietary needs. Mental wellbeing is top of mind at many a luxury resort, where spa treatments are increasingly designed to renew, rejuvenate, and destress. Travel itineraries are adapting to offer a blend of restorative and active experiences.

Walking retreats, wellness cruises, and nature-based mindfulness journeys are on the rise, providing immersive ways to connect with one’s surroundings while nurturing mental and physical health.

And public spaces and workplaces have become wellness-integrated. Corporate offices are evolving into wellness-friendly environments with stations for quick rejuvenation breaks, mental health supports, and focused benefits programs. Parks and urban centers are also introducing wellness installations, like sensory gardens or soundscapes, to bring nature’s calm into the city.

Wellness is even taking over nightlife, with increasing numbers of younger people forgoing alcohol and the bar scene and turning to evening activities like stargazing, yoga classes, hiking, and meditation instead.

In 2025, wellness is an omnipresent companion, transforming the experience of daily life and travel. Self-care will be within reach everywhere, reshaping routines and environments to make wellness a constant support in an always busy world.



2025 WELLNESS TRENDS

Walking towards wellbeing

Good old walking is making a bold comeback in 2025 as people rediscover its holistic health benefits. In a world that increasingly values sustainability and mental clarity, long-distance walking offers a slower, more reflective form of exercise that blends physical fitness with mindfulness. As an antidote to high-intensity workouts, walking provides a gentler, meditative path to wellness, offering benefits for both body and mind.

Increasing numbers of people are going the distance – on foot. For a while, low intensity exercise took a backseat to high-intensity workouts like CrossFit or HIIT, but partly driven by pandemic shutdowns and social distancing, between 2022 and 2023, low-intensity exercise saw a 176% increase in popularity, according to Well+Good.

Last year, the Global Wellness Institute listed the Power of the Pilgrimage as a top trend for 2024, stating that pilgrimage trails worldwide are attracting unprecedented numbers of visitors.

“Whether the 9th-century Camino de Santiago in Spain (in 2023, a record half a million people walked it) or Japan’s 88-temple

Shikoku Trail. But a wave of new walking/hiking trails globally are creating cultural, historical and nature “pilgrimages”—because what the majority of modern pilgrims now seek lies beyond religious devotion. Recent data about the Camino de Santiago revealed that only 40% of walkers hitting its trails were walking for purely religious reasons. Most modern pilgrims are seekers, but they’re seeking a blended form of wellness: challenging physical activity, finding inner peace, being immersed in nature and local culture, and spiritual and personal growth. The line between the pilgrimage and the “epic walk” is blurring. And more countries are creating new epic walks and pilgrimages to fight their serious overtourism crises.”

And the long-distance walking trend is continuing into 2025 as people look for more sustainable ways to stay fit and maintain overall wellness. This form of exercise is gentler on the body and easier to integrate into daily routines as it’s accessible and cost effective.

Those championing the merits of long-distance walking say it offers a balance between physical activity and mental clarity

that resonates with modern health goals. Walking regularly has been associated with a reduced risk of chronic diseases like heart disease, cancer, and dementia, and studies also suggest that walking may help reduce stress and improve cognitive performance, both because of the exercise and the time spent outdoors and in nature. Moreover, with increasing evidence highlighting the negative effects of prolonged sitting, walking offers a counterbalance, promoting circulation, improving posture, and strengthening muscles that weaken from inactivity.

[Very Well Health](#) reports that “millions” of people have started prioritizing daily walks to boost their physical and mental health. And that some are taking the trend to the extreme, walking 10 miles, or more, in a single day.

This trend is merging with luxury travel to create a new kind of wellness experience. [Luxury walking holidays](#) are combining walking with luxe accommodations and experiences. Dubbed “bootiquing” by Original Travel (via Country Living), this offers a more refined experience for hikers than the traditional rugged backpacking trips

we think of when we think of long-distance walking. After exploring scenic trails, travelers can retreat to hotels that offer indulgent amenities like spas, gourmet dining, and dog-friendly services, ensuring both relaxation and elegance.





2025 WELLNESS TRENDS

Speed x 0.5: slow living

Amid the whirlwind of modern life, the slow living and slow fitness movements are gaining traction, encouraging people to step back, breathe, and embrace a more intentional pace. Rejecting the high-intensity fitness culture, slow fitness emphasizes mindful movements that focus on long-term wellbeing, whether through yoga, tai chi, or even cozy cardio sessions at home.

Slow fitness and slow living are interconnected lifestyle trends that emphasize mindfulness, balance, and sustainability. Both movements are a response to the fast-paced, overstimulating modern world, offering a more deliberate, intentional way of living.

Slow fitness challenges high-intensity workout culture by focusing on a more mindful, body-aware approach to movement, encouraging people to move at their own pace, paying attention to form, breathing, and overall wellbeing. Activities like yoga, Pilates, tai chi, and long, mindful walks are associated with slow fitness. These emphasize the importance of connecting with the body and focusing on long-term health benefits over short-term physical gains.

An extreme example is the TikTok trend of “cozy cardio,” which made the news earlier this year. [CTV reported](#):

“This method of (minimal) calorie burning has gained popularity on TikTok and Instagram ever since a woman named Hope Zuckerbrow began posting videos in late 2022 ... Cozy cardio simply involves walking in place — in the comfort of your home — using a mini treadmill or ‘walking pad.’ No stress, no membership fees, no preening for other, buffer-than-thou gym rats. And you can even have a cup of hot tea by your side.”

Sounds nice, right? “[Slow running](#),” meanwhile, is exactly what it sounds like: running at a slow pace that you could easily maintain for an hour rather than pushing to the limit.

The slow fitness philosophy encourages people to view fitness as a lifelong practice. It promotes recovery, mental clarity, and emotional balance, helping individuals avoid burnout from excessive, high-intensity workouts.

Slow living is a broader lifestyle movement that emphasizes taking the time to enjoy life’s moments, whether that’s through slow eating, slow travel, or embracing minimalism. It’s about creating a more intentional, less hurried existence where quality is prioritized over quantity. Slow living encourages people to simplify their lives, reduce unnecessary stress, and live more sustainably. This often involves practices like reducing consumerism, spending more time in nature, and finding joy in small, everyday experiences.

The [BBC reports](#) that millennials are embracing the concept and that the #SlowLiving hashtag has been used more than six million times on Instagram.

“Gen Z, meanwhile, have pioneered quiet quitting and ‘lazy girl jobs,’ where one does the minimum at work to preserve your energy for the more meaningful parts of your life, be that hobbies, relationships, or self-care. And people across the generations are united in wanting to work less: in the UK, the concept of the four-day week is gaining serious traction. To be facetious about it: hustle is out, and rest is in.” – BBC

The slow living movement is deeply tied to mindfulness and self care, offering a way to reconnect with what truly matters. It may involve adopting a minimalist lifestyle, reducing commitments, and being more present in the moment – a direct response to the pervasive culture of urgency. Slow living also promotes environmental consciousness, encouraging people to consume less and live in harmony with nature.

While busy culture will not disappear, these trends reflect a growing shift in pockets of society toward wellness and sustainability, encouraging people to prioritize mental and physical health through intentional, thoughtful living.





2025 WELLNESS TRENDS

Taking control from the inside out

In 2025, wearable technology is not just tracking our steps; it's transforming how we live, how we learn about our bodies, and how we make choices about our well-being. Moving beyond simple data points, wearables now deliver complex health insights in real time, empowering people to personalize their wellness journeys like never before. These devices could predict when you need to rest before burnout hits, detect subtle shifts in your hormonal balance, or adapt to your unique mental health rhythms.

Home-based health systems are also getting more sophisticated. Together, these technologies offer real-time, in depth health and wellbeing insights and allow people to track and manage these wherever we are. From real-time glucose, blood pressure, and heart rate tracking to AI-powered recommendations, the future promises deeper integration of wearables into our daily lives, turning our homes into self-monitored health hubs.

AI integration is a key advancement, leveraging machine learning models to continuously adapt and personalize health suggestions based on an individual's data. AI-

enhanced decision-making aims to empower users to autonomously maintain better health by adjusting workout plans or following sleep recommendations, for example. This has been employed to date with varying degrees of success but the efforts continue.

Wearables can allow for early detection of issues for those managing chronic health conditions like diabetes or hypertension, and make it easier to share data with healthcare providers for more informed care.

Smart rings are a smaller, more discreet alternative to smartwatches and fitness trackers. The Oura Ring 3 or 4 is said to be the best smart ring available right now. Oura tracks your sleep, activity, and movement, and shines light beams (infrared and red and green LED) through the skin and uses sensors to measure respiratory rate, heart rate, blood oxygen level, and body temperature.

[Emteq Labs](#), meanwhile, recently announced the development of glasses using technology to measure facial expressions, eating habits, attention, and physical activity, which the company promises will unlock “transformative

insights into emotions and behaviors with profound impacts across a wide range of applications,” including weight management and mental health.

More wearables designed to support mental health include the Apollo Neuro, which claims to help manage stress and challenging life transitions, promote a healthy lifestyle, naturally calming the user's mind and body with soothing vibration frequencies to aid with sleep, energy and focus.

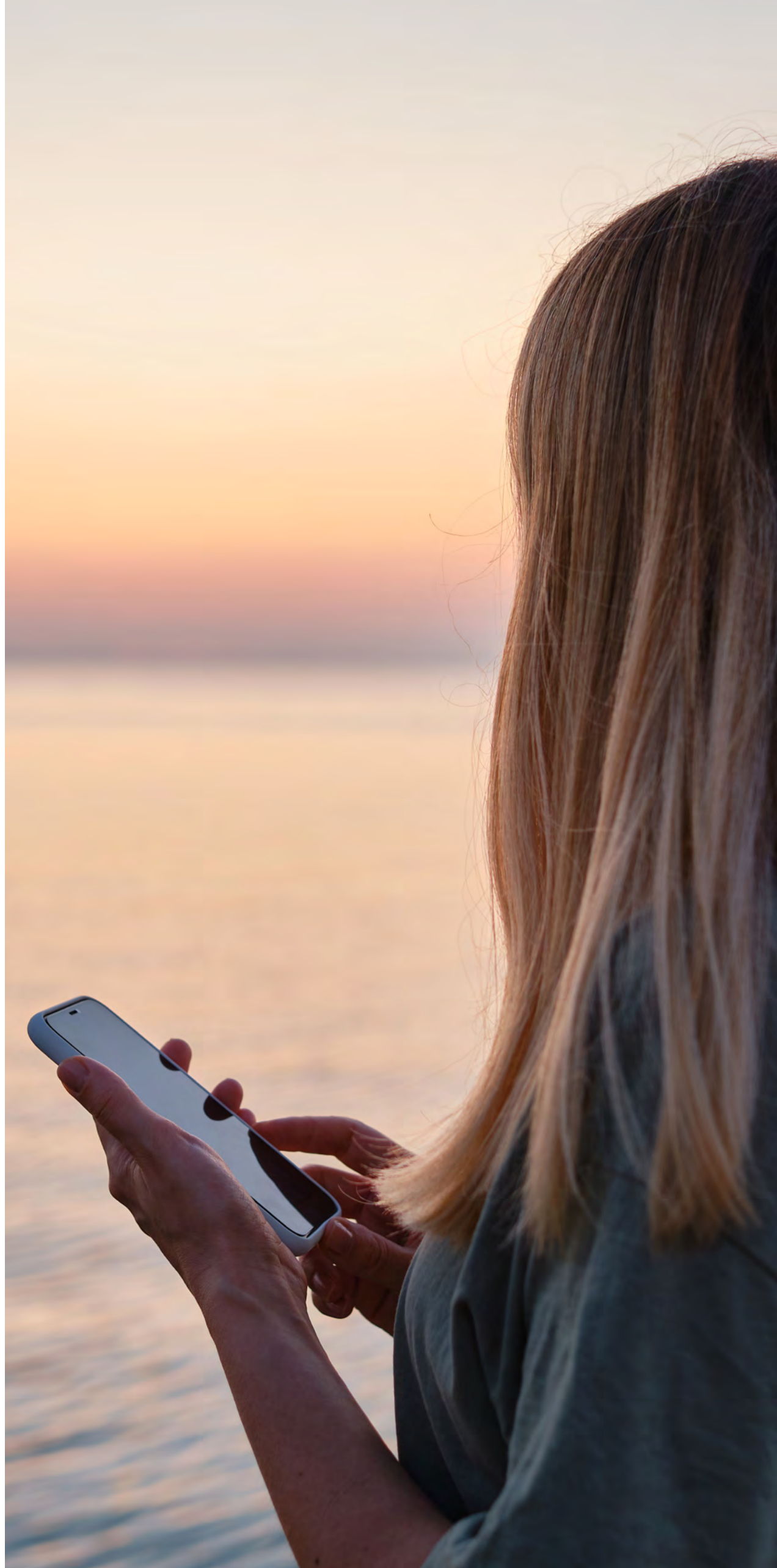
And wearables will track your hormonal health. [Corti](#), for example, tracks the biomarkers cortisol and melatonin, and several inflammatory markers, through non-invasive passive sweat-sensor technology to monitor stress, sleep, and metabolic health.

Also interesting: Researchers at [Washington State University](#) are exploring the potential for wearable devices and music to help manage substance abuse disorders, following the idea that reducing stress can help avoid potential relapse.

Beyond wearables, smart home devices are playing a larger role in health monitoring. These technologies offer integrated solutions, from monitoring environmental conditions like air quality to using smart scales and mirrors that track body metrics and suggest adjustments in real-time.

And ZOE, the microbiome testing company, wants to revolutionize personalized nutrition, and will analyze an individual's gut microbiome, blood sugar responses, and dietary patterns, then offer tailored food recommendations to improve digestion and overall health.

As these tools grow more sophisticated, they empower us to monitor and understand our bodies like never before, pointing to a future where we're more in tune with our physical and mental health, making well-informed, proactive choices that enhance our quality of life.





A world of alcohol alternatives

With health and wellness taking center stage, a growing number of people are reconsidering their relationship with alcohol, sparking a surge in alternatives that prioritize mindful drinking. From sophisticated mocktails to adaptogenic beverages, these alcohol-free options allow for social engagement without compromising wellness goals.

Driven by changing social dynamics and a shift toward wellness, the trend towards reducing alcohol consumption or cutting it out entirely reflects a shift towards mindful living where people want to enjoy socializing without the negative effects of alcohol. Whether motivated by health, mental clarity, or simply a change in lifestyle, the range of alcohol alternatives is expanding, providing more options for those rethinking drinking.

NC Solutions reported that more than two in five (41%) people were trying to drink less in 2024, a seven percent increase over 2023. Sixty-one percent of Gen Z planned to drink less in 2024, up 53% from 2023, and nearly half (49%) of millennials were doing the same, an increase of 26% from the previous year.

One of the most noticeable developments in this space is the surge in availability of non-alcoholic beverages. From sophisticated mocktails to non-alcoholic beers, wines, and spirits, consumers are finding flavorful options that allow them to partake in social occasions without booze. Brands like Seedlip and Athletic Brewing have gained popularity for offering complex drinks that mimic traditional alcoholic beverages, minus the intoxicating effects.

Venues and bars are also catching onto this trend, offering more alcohol-free options on their menus, and entirely alcohol free bars are also opening up. This shift allows people who are moderating or abstaining from alcohol to still enjoy the ritual of drinking, whether it's a non-alcoholic beer at a pub or a mocktail at a dinner party.

If not giving up alcohol entirely, the concept of mindful drinking encourages people to make more conscious choices about when, why, and how much they drink. The sober curious movement, meanwhile, invites people to reflect on their relationship with alcohol without necessarily committing to full-time sobriety.

Some people are turning to other alternatives, like adaptogenic drinks, which are believed to reduce stress and support overall well-being. Wellness brand Apothékary, which promotes the use of herbs, adaptogens, and superfoods to help people achieve balance and well-being through natural products, markets its natural, plant-based tinctures as alcohol alternatives. These have names like Wine Down and Take the Edge Off.

And cannabis, now widely legalized, it's becoming an alternative for those seeking a different kind of buzz in some places. People are opting for THC and CBD products to unwind, particularly in social settings. A recent study even found that daily cannabis use has surpassed daily alcohol use in the U.S. for the first time.

This growing trend reflects a broader cultural shift where people are increasingly prioritizing their health and well-being. The movement away from alcohol doesn't mean the end of social drinking, but rather an evolution of how people think about drinking. As the demand for alcohol-free options rises, we will continue

to see innovative beverages, wellness-based alternatives, and new ways for people to enjoy socializing without alcohol playing a central role.





Featured property: Botanic Sanctuary Antwerp

Botanic Sanctuary Antwerp is an opulent, five-star destination built on the site of a 13th Century monastery.

Botanic Sanctuary Antwerp is an opulent, five-star destination “hidden away” in the heart of the city offering an exceptional level of luxury hospitality that combines a profound sense of history with modern comfort and convenience. The hotel is Antwerp’s first member of the Leading Hotels of the World, and the site’s history dates back nearly 800 years.

Historic records show that in 1238 an order of monks set up a monastery and the St Elisabeth hospital for the local sick and poor on the grounds. An infirmary and chapel were added in the 1400s, and in the 16th century an onsite apothecary and medicinal garden followed. In 1798, the hospital was taken under the management of Antwerp’s Board of Almshouses, and the premises underwent further construction over the coming years and centuries.

Today, the monastery has been converted into a hotel.

Botanic Sanctuary Antwerp opened its doors in 2022. The botanical garden and apothecary are still operational, the infirmary and chapel have been beautifully restored as event and wedding spaces, and the property features tranquil gardens, five restaurants, and a spa. The recent restoration, which began in 2017, preserves the legacy of historic buildings and breathes new life into the property with a focus on its tradition of botanical study.

Besides 108 rooms and suites, all located in five old original buildings, Botanic Sanctuary Antwerp has five gourmet restaurants with four Michelin stars, a three-story Botanic Health Spa & Club, a 14-room conference center, a restored 19th century apothecary, a wedding, classical concert and event venue in the 15th century chapel, and a “secret venue” for VIP members’ devoted to Scotch whisky.

Each of the 108 rooms is unique – no two are alike and the modern additions meet strict standards of sustainability. The Spa Suites have their own private spa treatment spaces plus a Finnish sauna, whirlpool, Technogym bike, treatment table, and separate shower.

Botanic Health Spa

The sleek and luxurious Botanic Health Spa is a leading destination spa in an oasis of calm offering sophisticated next-gen technology. Traditional hands-on treatments, provided in 10 treatment rooms by a team of therapists using a range of healing modalities, are complemented with state-of-the-art cellular analytic equipment that allows guests to quickly access a detailed physical assessment.

The spa operates in partnership with the apothecary, just across the courtyard, which stocks a variety of tried and tested herbal and plant-based remedies.

Spread over three floors, the 1,000 square-meter spa features a panoramic swimming pool, panoramic Finnish sauna, Kneipp walk, ice fountain, Himalayan salt-stone sauna, infrared sauna, steam bath, reflexology basins, infinity whirlpool, herb and vitamin bar, and relaxation area. Treatments, services, and experiences include cutting edge cellular-analysis, traditional European medicine, traditional Chinese medicine, yoga, meditation, and mindfulness classes, manicures, pedicures, and waxing, massages and full-body treatments.

The holistic focus of the Botanic Health Spa is on a mix of healing and preventive methods, while the “synergistic combination of Traditional Chinese Medicine (TCM) and Traditional European Medicine (TEM) that is the quintessential expression of the spa.





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