

preimo

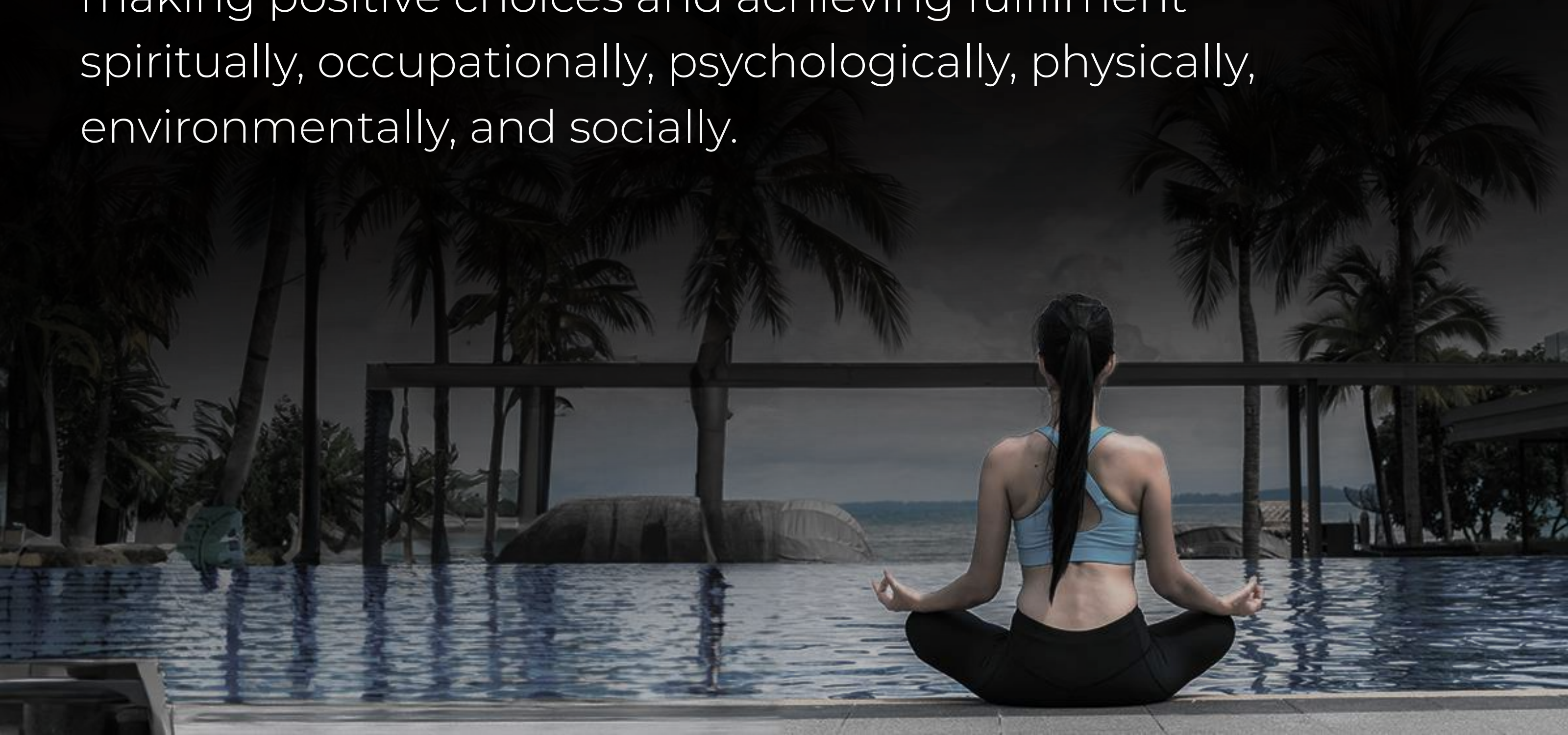
Growth and Impact of
WELLNESS TOURISM
IN DUBAI



Wellness Tourism Market Statistics

The Global Wellness Tourism Market was valued at USD 814.60 billion in 2022 and is projected to grow from USD 915.77 billion in 2023 to USD 2336.34 billion by 2031, with a CAGR of 12.42% during the forecast period (2024-2031). Wellness tourism is becoming an increasingly popular choice for tourists worldwide. Let's explore what wellness tourism entails and its growth in Dubai.

Wellness tourism involves voluntary travel to destinations worldwide that promote health and well-being through physical, psychological, or spiritual activities. It includes making positive choices and achieving fulfilment spiritually, occupationally, psychologically, physically, environmentally, and socially.



Wellness Tourism in Dubai

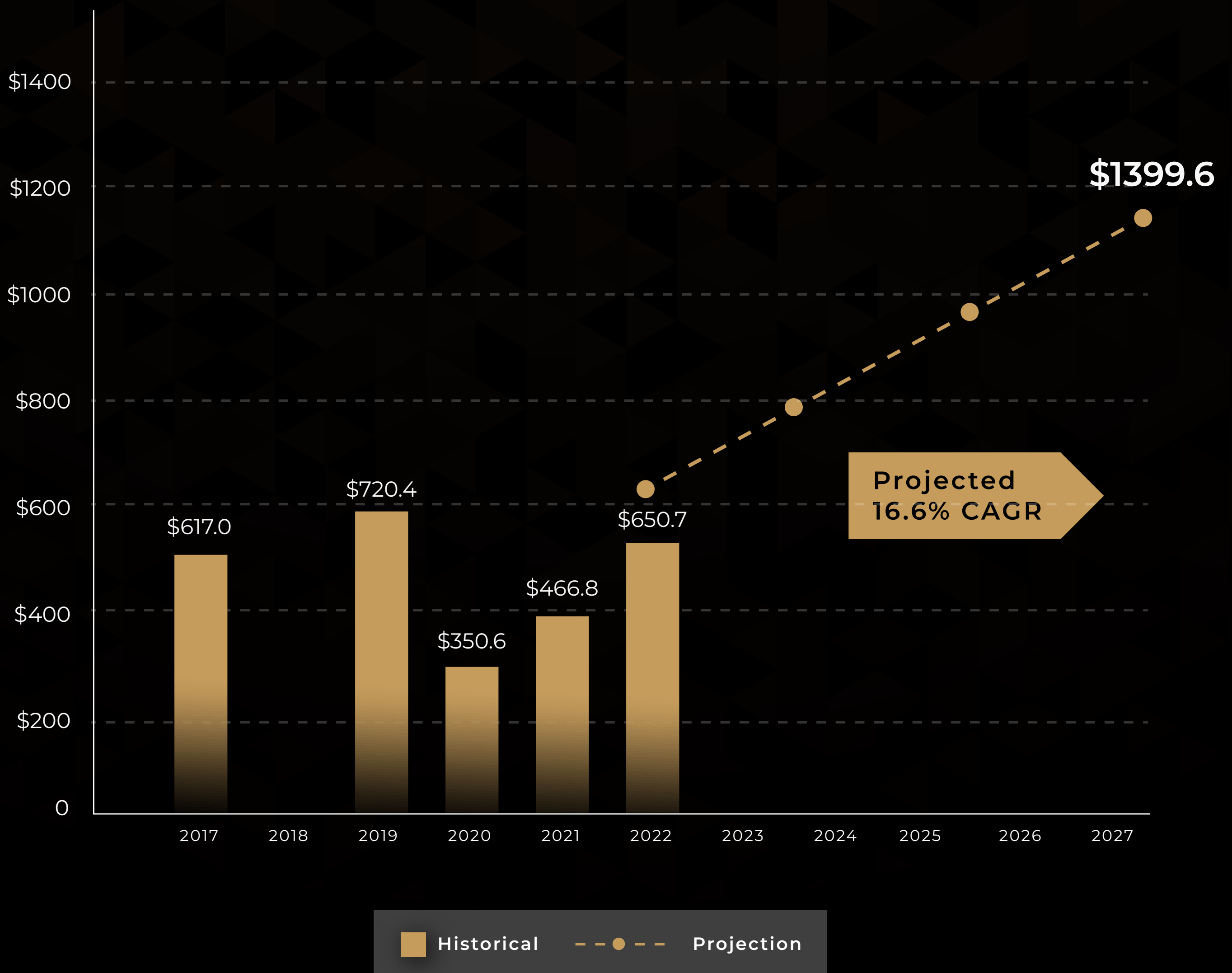
Dubai is experiencing significant growth in wellness tourism, establishing itself as a prime destination for those seeking health and well-being. From top-tier spas to tranquil retreats, Dubai offers a wealth of wellness experiences.

"No region in the world is growing wellness tourism revenues faster than the Middle East and North Africa, which accounted for 18% of the total market in 2022," says Giovanni Beretta, Regional Vice President & General Manager at Burj Al Arab Jumeirah.

Data also shows that well-being holidays are on the rise in the region, with more than six in ten people from the UAE (61%) seeking these experiences. The Middle East has always emphasised traditional spa offerings, with hotel



Here are the Market Trends from the past:



Now, let's check out the potential Market Trends for the future

Market Size Value in 2023

USD 915.77 Billion

Market Size Value in 2031

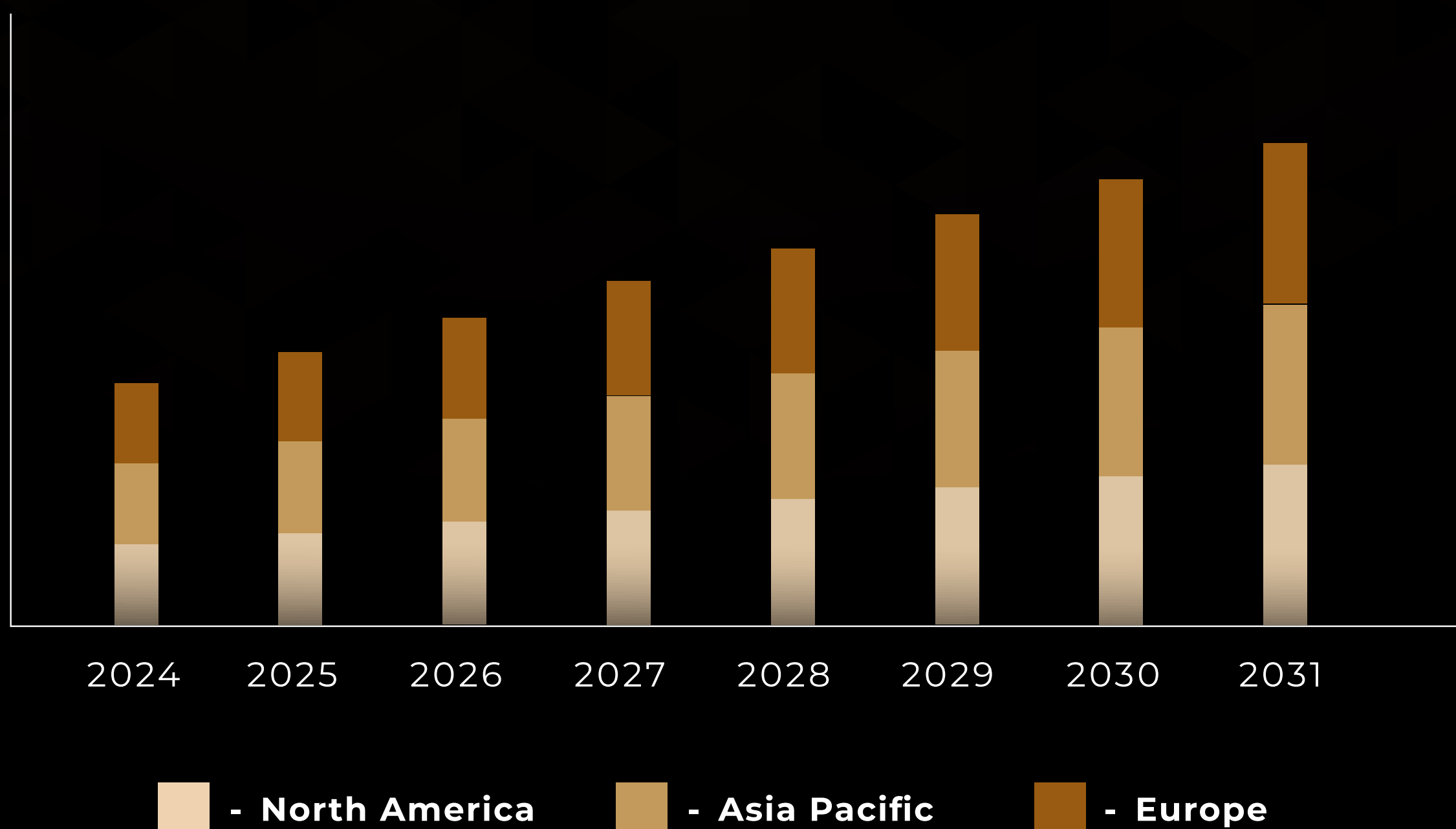
USD 2336.34 Billion

Growth Rate

12.42%

Forecast Period

2024 - 2031



Activities That Are A Part Of Wellness Tourism

1. Spiritual Well-being:

This involves activities and practices that nurture the soul and foster a sense of peace and purpose. Examples include meditation retreats, yoga sessions, and spiritual workshops that help individuals connect with their inner selves and find spiritual balance

2. Occupational Well-being:

Focuses on creating a healthy work-life balance and enhancing job satisfaction. Wellness tourism may include career coaching, leadership retreats, and professional development workshops that promote personal growth and occupational fulfillment

3. Psychological Well-being:

Addresses mental health and emotional resilience. This aspect of wellness tourism offers stress management programs, mindfulness training, and therapy sessions that aim to improve mental clarity and emotional stability.

Activities That Are A Part Of Wellness Tourism

4. Physical Well-being:

Encompasses activities and treatments that improve physical health. Tourists can engage in fitness programs, spa treatments, and nutrition plans designed to boost physical fitness, reduce stress, and promote overall health.

5. Environmental Well-being:

Focuses on the connection between an individual and their surroundings. Eco-friendly retreats and nature-based activities such as hiking, forest bathing, and sustainable living workshops help individuals connect with nature and

6. Social Well-being:

Focuses on the connection between an individual and their surroundings. Eco-friendly retreats and nature-based activities such as hiking, forest bathing, and sustainable living workshops help individuals connect with nature and

Supporting Wellness Tourism

At Preimo, we offer bespoke transportation solutions to enhance comfort and relaxation. Our services seamlessly integrate with your overall wellness journey, ensuring a stress-free and rejuvenating travel experience. Trust Preimo to support your wellness tourism needs with personalised and luxurious transportation options

WHAT SETS US APART?

»» Premium Fleet

Choose from BMWs, Mercedes, and many more premium brands

»» Professional Chauffeurs

Professional chauffeurs ensure a seamless, personalized experience

»» Bespoke Itineraries:

Airport transfers, point-to-point transfers, and corporate solutions tailored to you

EXPERIENCE THE PREIMO DIFFERENCE

Visit [PREIMO.COM](https://preimo.com) or contact us at **+971 56 508 8717**