



MABRIAN
A DATA APPEAL COMPANY

HEALTH & WELLNESS TOURISM

SETTING THE SCENE:
GLOBAL EVOLUTION OF TRAVEL MOTIVATIONS

20-22 March 2024

UN TOURISM - 12TH WORLD CONGRESS ON SNOW,
MOUNTAIN AND WELLNESS TOURISM



Full Travel Cycle Analytics

More than **30 sources**
to offer the largest
standardized travel
database

TRENDS
SOCIAL LISTENING
FLIGHT SEARCHES

**Dreaming &
Inspiration**

- AIR CAPACITY
- FLIGHT PRICES
- FLIGHT BOOKING
- ACCOMMODATION

**Booking &
Planning**

- SPEND
- INTERESTS & PERCEPTION
- MOBILE DATA

**Behaviour &
Experience**

TRIP REVIEWS

**Sharing &
Rating**

Wellness Travelers

Engage in preventive, proactive, lifestyle enhancing activities such as

Fitness

Healthy eating

Relaxation

Pampering and healing treatments

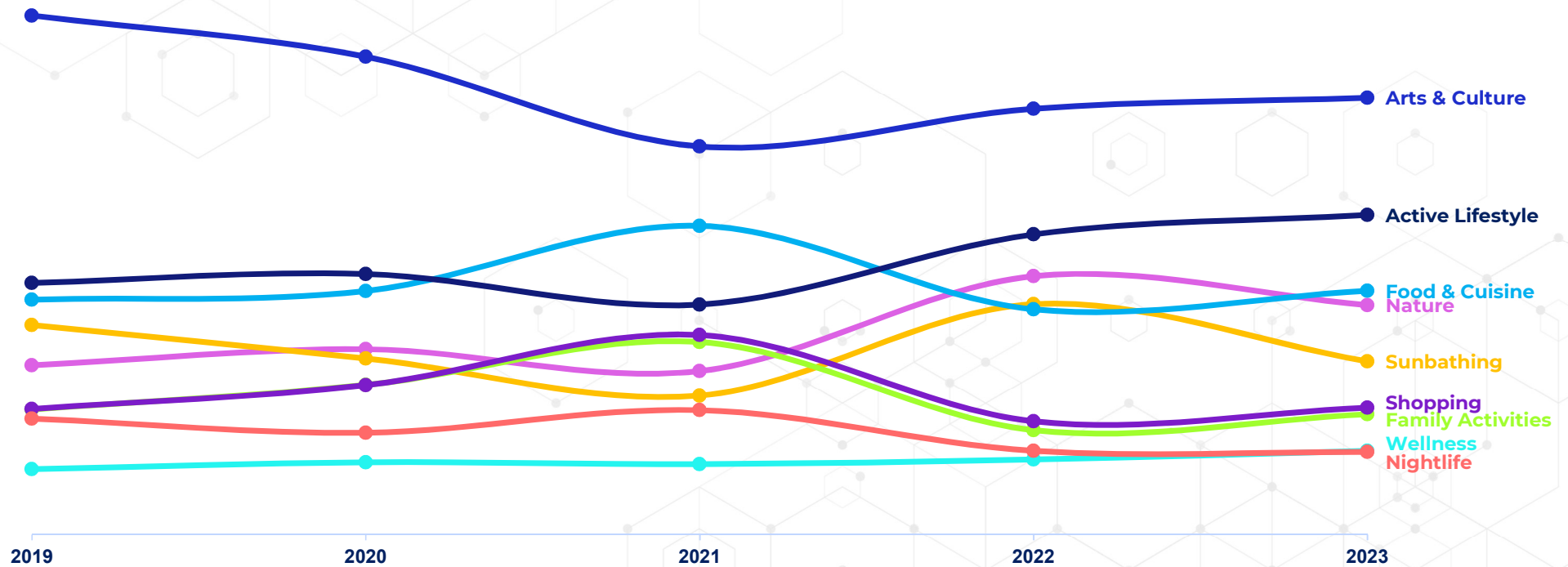




Global Evolution of Travel Motivations

Share of tourist comments between 2019 and 2023

BASED IN 384M TOURIST COMMENTS

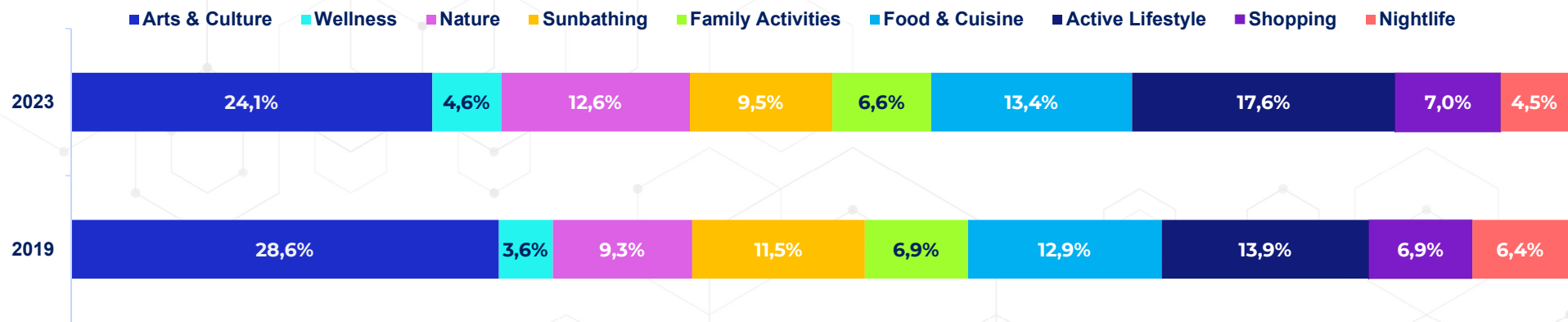


Source: Mabrian Travel Intelligence via social listening



Outdoor Activities are Growing in the Last 4 Years

Share of tourist comments by products. 2019 vs 2023



Wellness +1%p

Nature +3.3%p

Active +3.7%p

Arts & Culture -4.5%p

Sunbathing -2%p

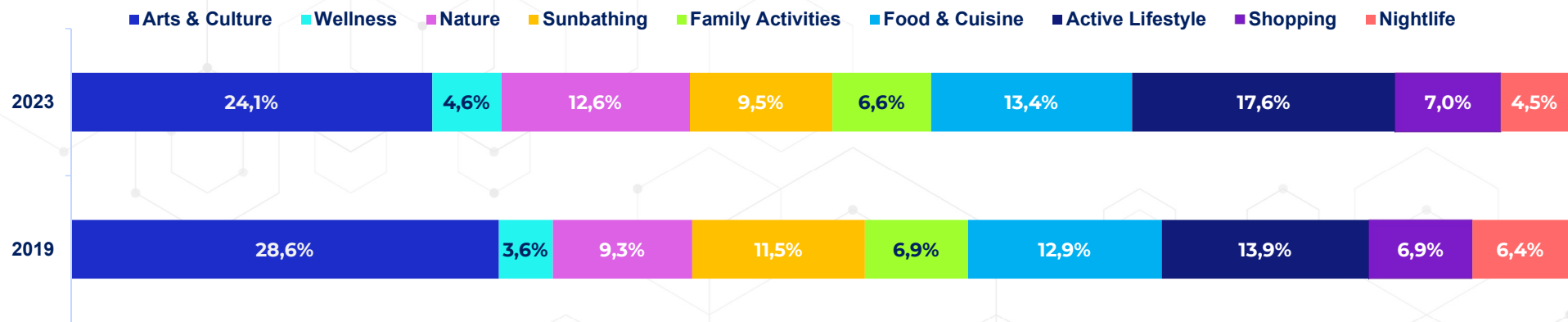
Shopping -1.9%p

Source: Mabrian Travel Intelligence via social listening



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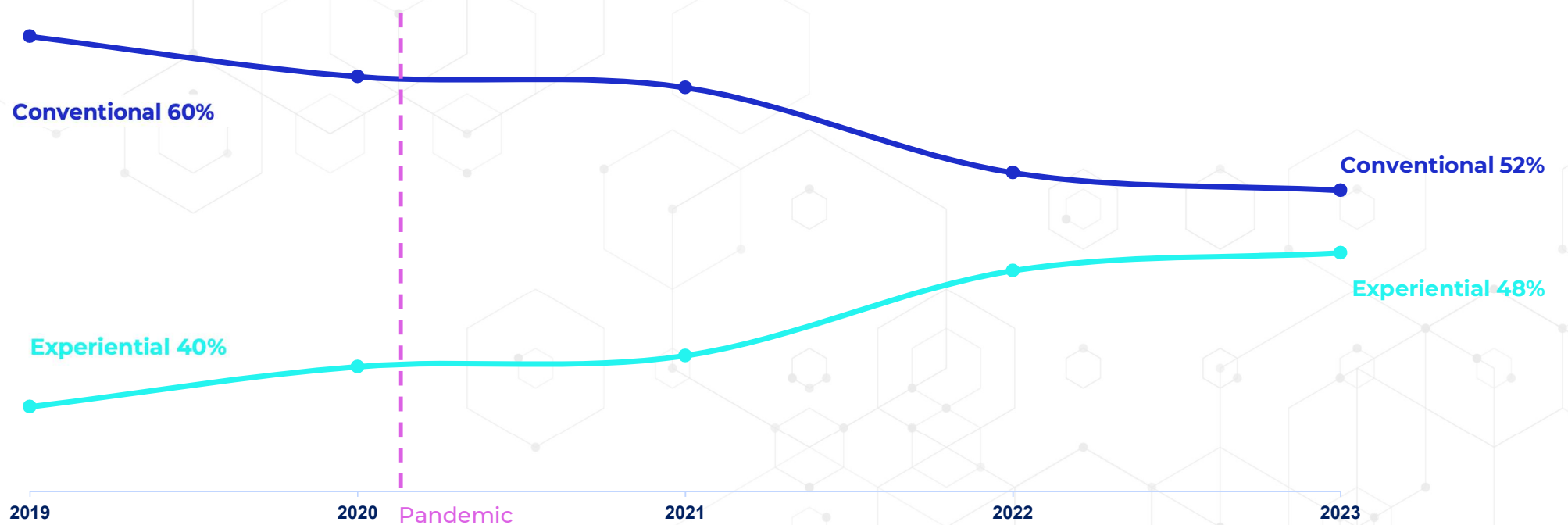
Shopping -1.9%p

Source: Mabrian Travel Intelligence via social listening



Experiential Travel Increases by 8%

Tracking the shift in traveler preferences between 2019 and 2023

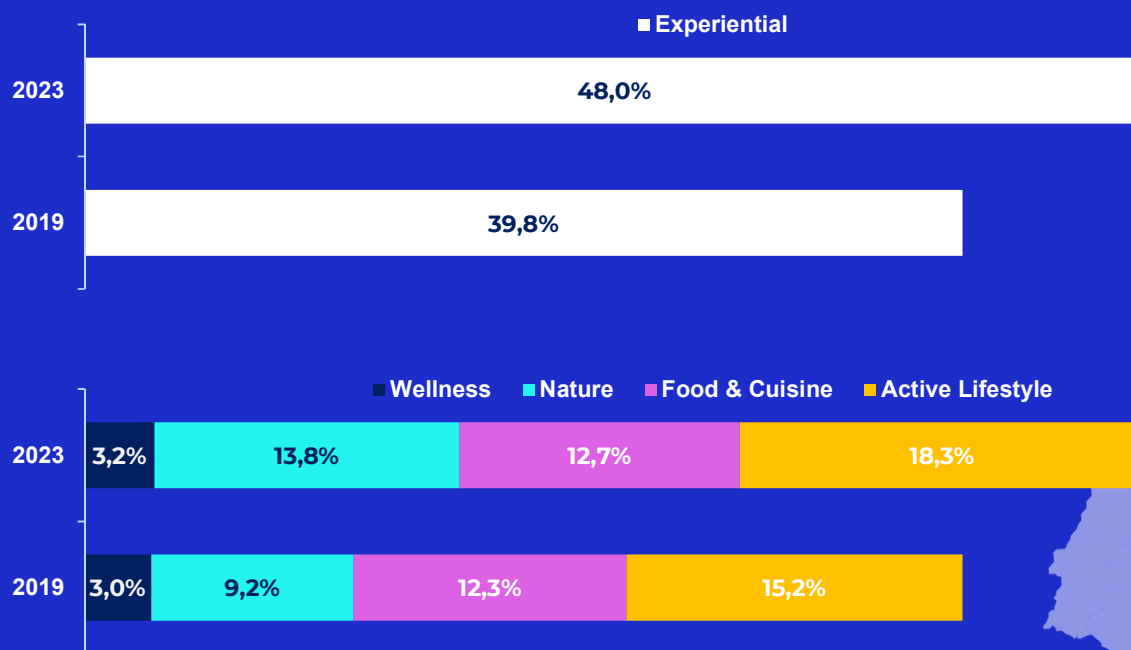


Conventional: Arts & culture, Nightlife, Family activities, Sunbathing, Shopping
Experiential: Active Lifestyle, Food & Cuisine, Nature, Wellness

Source: Mabrian Travel Intelligence via social listening

Travel Motivations in Europe Follow the Same Pattern

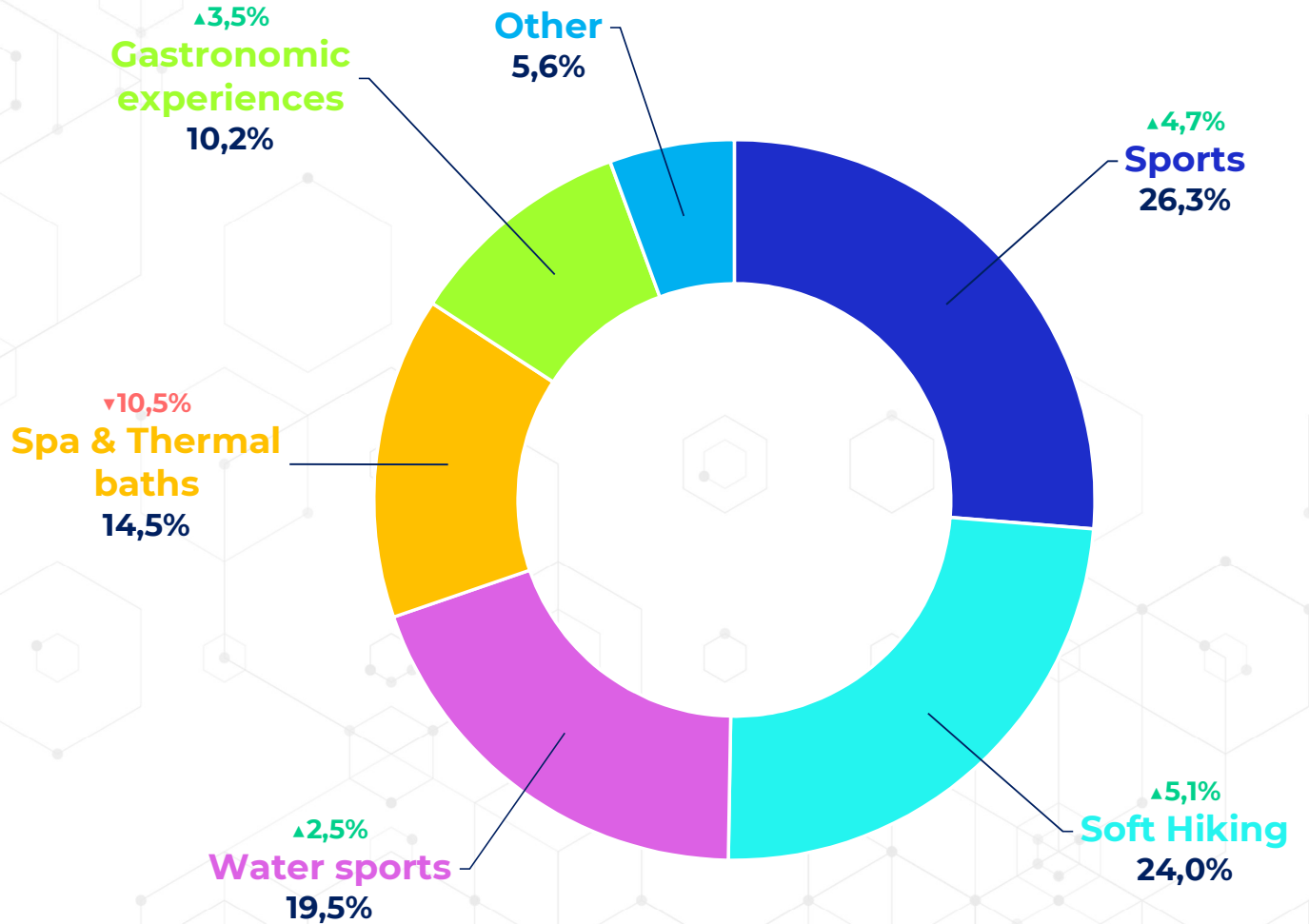
Share of tourist comments by experiential products. 2019 vs 2023



Inside Wellness: Main Demand Drivers

Share of tourist comments evolution 2019 vs 2023

**BASED IN 6.7
MILLION
COMMENTS IN
TRIPADVISOR**

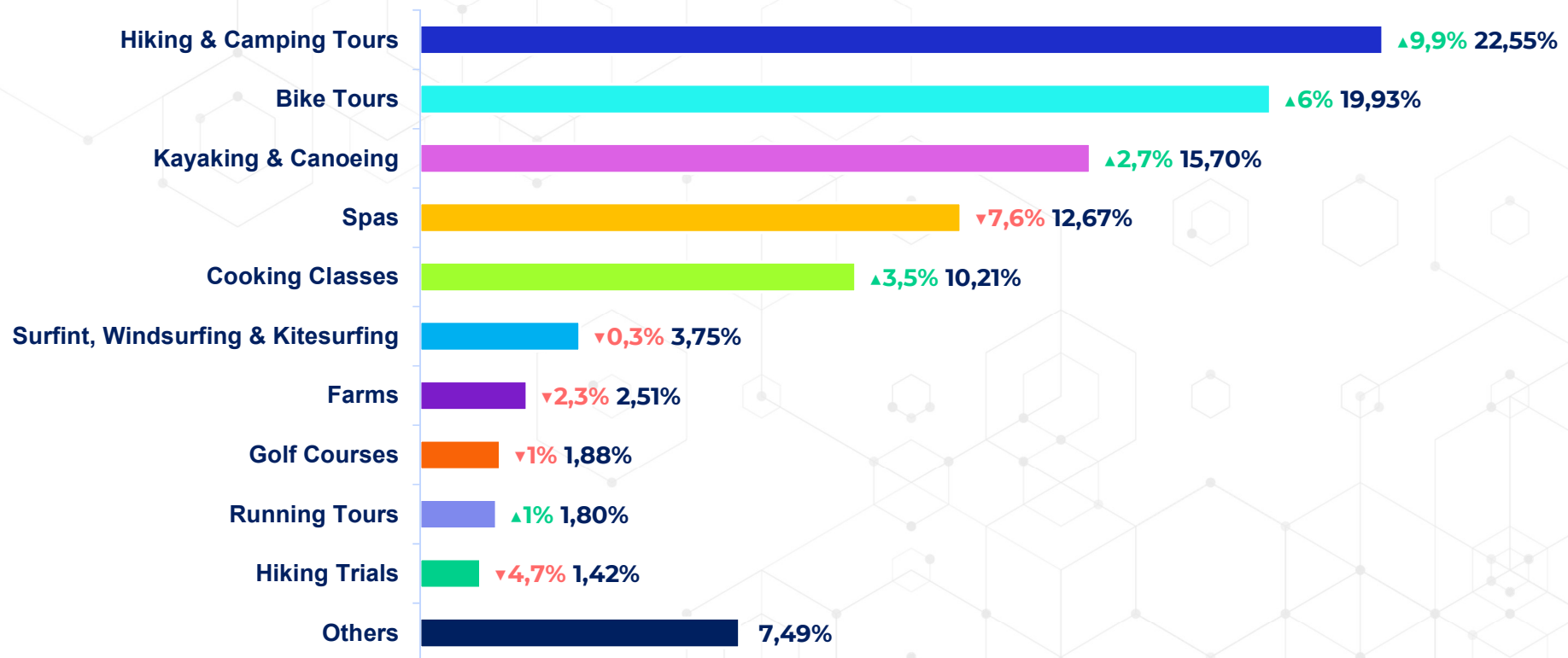


Source: Mabrian Travel Intelligence via social listening



Top 10 Experiential Activities Across the Globe

Share of tourist comments evolution 2019 vs 2023



Source: Mabrian Travel Intelligence via social listening



Most comprehensive data intelligence solution for **Travel & Tourism**

INFO@MABRIAN.COM

MABRIAN.COM

Let's talk!



Carlos Cendra

CHIEF MARKETING
& COMMUNICATIONS OFFICER

CARLOS@MABRIAN.COM

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