

TRAVELER TRENDS 2023: DEMAND FOR PHYSICAL AND MENTAL HEALTH



A third of travelers globally recognize wellness as a priority, incorporating travel as an integral part of their routine, according to the report *The 2023 Traveler: Emerging Trends that are Innovating the Travel Experience*.

The study carried out by Hilton Hotel & Resorts addresses traveler trends during 2023 and evaluates the experiences that users are looking for when choosing places to stay, whether for business or events.

“Today, whether you are a transient business traveler or an event planner, **people are closely watching their schedules as well as their destinations to maximize the time they have to build and strengthen relationships while traveling or attending events,**” Gerilyn Horan says, Vice President, Group Sales and Account Strategy.

Traveler Trends in 2023

According to the study, those surveyed indicated that when traveling they look for hotels that have:

- Conscious eating
- Opportunities to connect with the local culture
- Time to disconnect and relax

It also points out that 35% of people seek the ability to address and improve their mental health during their stay in a certain city. Meanwhile, 49% indicated that they traveled to disconnect from their jobs.

Local Food

Regarding food, 32% of global respondents prioritize consuming locally sourced food and beverages.

On the other hand, 53% of those consulted indicated that for their next destinations, it will be important for them to find reliable spaces with friendly services.

Finally, **the study points out that increasingly more travelers are looking for all-inclusive hotels,** or rather, meals and experiences in nearby communities that make them disconnect from their daily routines and relieve stress through physical or relaxing activities.

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