

TRAVEL

Wellness Travel Is on the Rise

NewsUSA

(NU) - Studies show that a yearly vacation is invaluable for health, with benefits varying from lower stress levels to cardiovascular improvements. Adding to these benefits, many travelers are now combining traditional vacations with wellness-gear getaways.

A panel of experts at the annual International Travel Mart in Cannes, France, predicted that, by 2040, 90 percent of luxury tourism will include some aspect of health and wellness.

The global market size of the wellness tourism industry is growing rapidly – faster than travel in general – and is predicted to account for \$678.5 billion by 2017, compared with \$438.6 billion in 2012, according to Statistica Inc.

Much of this growth can be attributed to the maturation of the baby boomer generation, which is more health-conscious than preceding generations. These travelers look for a vacation that integrates their daily healthful routine with traditional aspects of travel. But it's not just baby boomers who are looking to travel in good health – the active family travel market is burgeoning and is expected to continue to grow as well.

So, what is wellness travel? The trend covers all aspects of health, including nutritious menu options, spa offerings and fitness activities. Across the globe, tourism professionals are responding to growing demands by introducing whole food, vegetari-



As travelers lead healthier, more active lifestyles, wellness activities like yoga are becoming part of their vacations.

an and vegan menus, spa packages and active excursions. Hiking, cycling, paddle boarding and kayaking continue to gain popularity.

Tall ship cruise specialist Star Clippers is one travel company that offers a complete wellness experience. Shoreside the cruise line features complimentary water sports and adventurous shore excursions that include mountain biking and kayaking in some of the most beautiful destinations in the Mediterranean and Caribbean.

Onboard, guests are invited to participate in yoga on deck under billowing sails on select yoga-themed sailings, and most cruises afford the opportunity to climb the mast for an exhilarating workout. Massages are available on each ship, and flagship Royal Clipper features a full-service spa. Healthy gourmet meal options are available on all three ships in the fleet for breakfast, lunch and dinner.

For more information, visit www.starclippers.com.