

Wellness Tourism Trips by Region, 2019-2022

	Number of Wellness Tourism Trips				Average Expenditures Per Trip
	(millions)				2022
	2019	2020*	2021	2022	
North America	221.9	140.8	184.1	213.5	\$1,250
Europe	333.5	175.9	232.2	300.6	\$834
Asia-Pacific	309.9	133.7	148.1	242.4	\$351
Latin America-Caribbean	51.7	25.2	34.7	47.2	\$623
Middle East-North Africa	11.9	4.8	6.2	10.1	\$1,354
Sub-Saharan Africa	7.5	2.7	2.9	5.7	\$878
WORLD	936.4	483.0	608.2	819.4	\$794

** 2020 figures for this sector have been revised since GWI released the previous version of the Wellness Economy Monitor, due to revisions in underlying tourism data from Euromonitor. These updates resulted in a substantial decrease in the country-level and global estimates for overall tourism trips and expenditures in 2020, and thereby a decrease in our wellness tourism estimates for that year. These retroactive updates are likely due to the challenges and delays in public sector data collection efforts during the pandemic, which are the underlying source of Euromonitor's tourism data.*

Note: These figures combine both international/inbound and domestic wellness tourism trips, and they also include both primary and secondary wellness tourism trips. Figures may not sum to total due to rounding.

Source: Global Wellness Institute, based on tourism data from Euromonitor.



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