

## Wellness Tourism: Top Twenty Destination Markets in 2020

	Wellness Tourism Expenditures					Average Annual Growth Rate		Number of Trips
	(US\$ billions)				Rank in 2022	2019-2020	2020-2022	(millions)
	2019	2020*	2021	2022				2022
United States	\$263.5	\$147.3	\$198.7	\$255.9	1	-44.1%	31.8%	195.4
Germany	\$73.5	\$31.2	\$48.5	\$70.2	2	-57.5%	49.9%	61.6
France	\$34.7	\$22.1	\$28.9	\$35.5	3	-36.4%	26.9%	36.1
Austria	\$18.9	\$11.9	\$11.4	\$19.5	4	-36.8%	27.9%	16.7
Switzerland	\$15.5	\$9.4	\$11.0	\$17.7	5	-39.7%	37.3%	11.3
Japan	\$26.6	\$10.3	\$10.6	\$17.6	6	-61.4%	31.1%	34.5
Italy	\$14.5	\$7.5	\$10.9	\$15.7	7	-48.3%	44.6%	11.6
United Kingdom	\$15.1	\$4.9	\$11.4	\$15.6	8	-67.6%	78.7%	23.6
Australia	\$14.0	\$7.9	\$9.9	\$14.4	9	-43.9%	35.4%	11.9
Mexico	\$12.5	\$5.9	\$10.2	\$13.8	10	-53.3%	53.3%	17.5
Spain	\$10.8	\$3.5	\$6.1	\$11.4	11	-67.7%	80.3%	18.5
China	\$34.4	\$10.7	\$16.0	\$11.2	12	-68.9%	2.3%	40.4
India	\$13.3	\$3.5	\$4.5	\$11.0	13	-73.6%	76.8%	95.3
Canada	\$13.9	\$7.1	\$6.8	\$11.0	14	-48.8%	24.2%	18.1
Thailand	\$16.9	\$4.2	\$2.0	\$7.8	15	-75.1%	35.7%	10.4
Denmark	\$3.8	\$4.3	\$4.9	\$6.0	16	12.6%	18.4%	6.3
South Korea	\$8.3	\$4.4	\$5.0	\$5.4	17	-47.2%	11.3%	20.0
United Arab Emirates	\$2.8	\$2.1	\$2.9	\$5.4	18	-26.3%	61.2%	1.9
Portugal	\$4.4	\$3.0	\$4.1	\$5.3	19	-32.7%	34.2%	5.8
Turkey	\$5.7	\$1.5	\$3.2	\$4.8	20	-74.4%	81.9%	9.2

\* 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.

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



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