

PHUKET'S NEW LIFESTYLE REDEFINED: THE PIVOT FROM WELLNESS TO LONGEVITY

27th November 2024



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GLOBAL

Wellness Economy SNAPSHOT

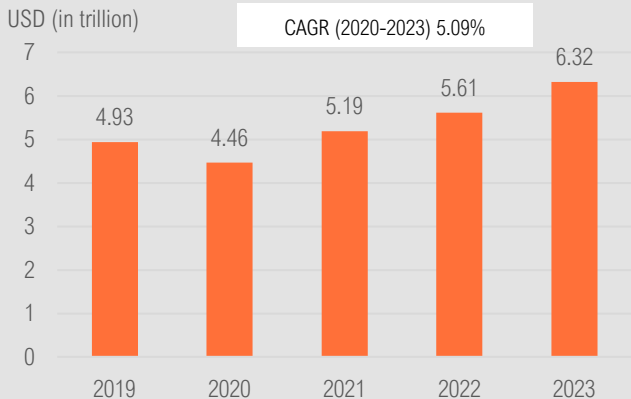
In 2023, the Global Wellness Economy is valued at USD 6.32 trillion, achieving a compound annual growth rate (CAGR) of 5.09% between 2019 and 2023. Following a steady recovery in the post-pandemic era, the sector now represents 6.03% of global GDP as of 2023, surpassing key industries such as the Green Economy, Information Technology, and Sports.

The industry is predominantly driven by the Aesthetics and Cosmetics segment, accounting for 18.8% of the market, followed by Nutritional Wellness and Weight Management (17.0%) and Fitness and Active Lifestyle (16.4%)

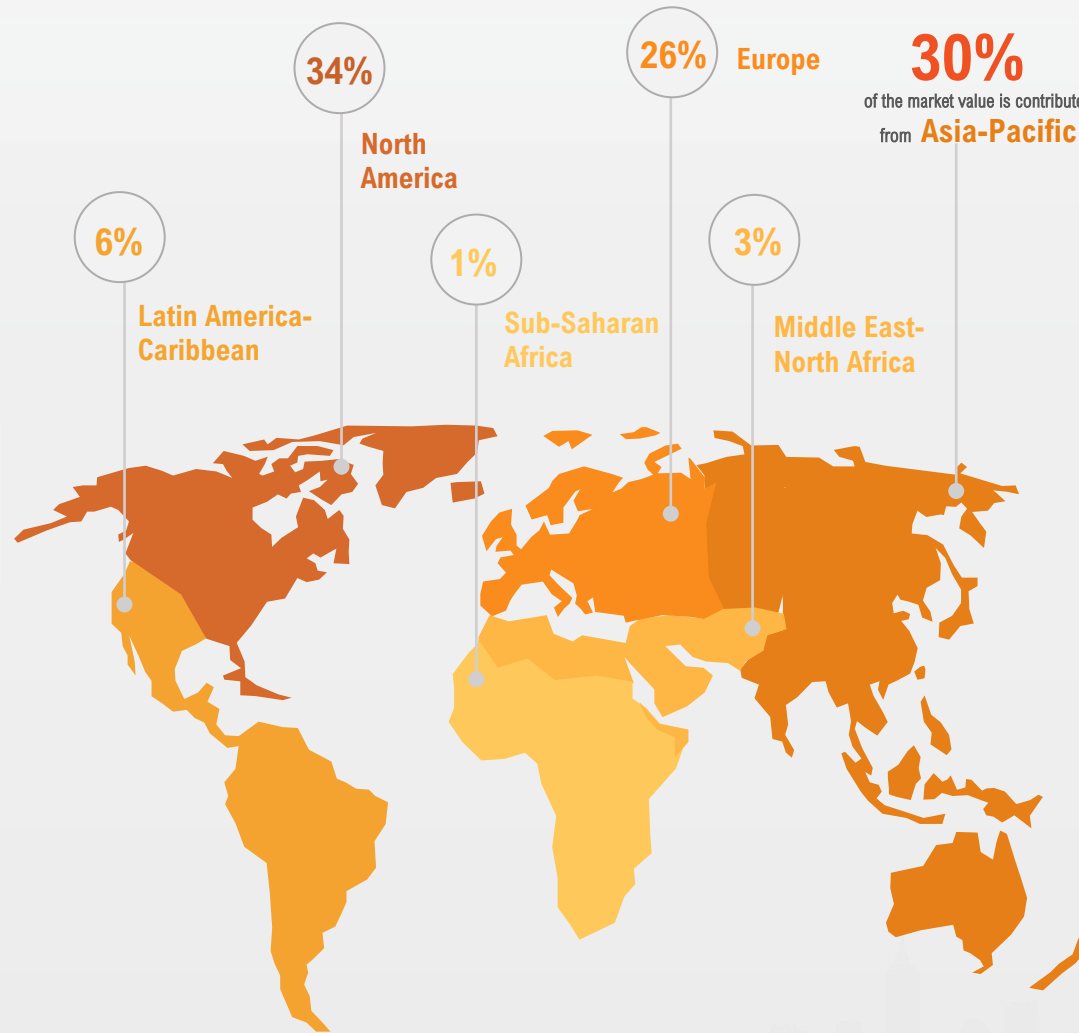
USD6.32 TRILLION

Global Wellness Market Value in 2023

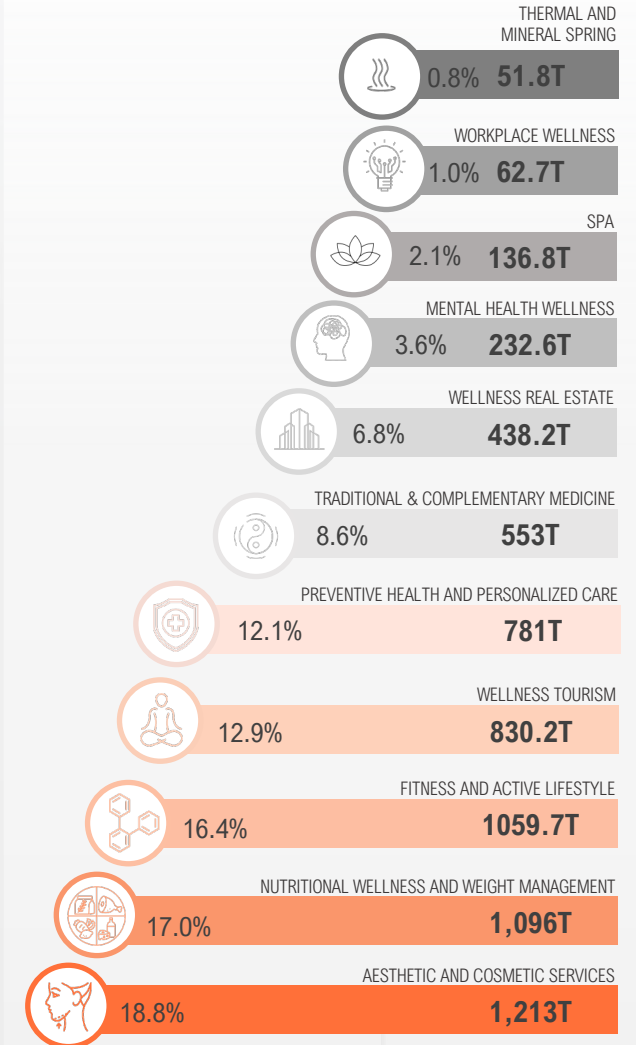
Global Wellness Economy Market Value, 2019-2023



Global Wellness Economy By Region, 2023



Global Wellness Economy By Segments, 2023



Note: Currency is in USD
Data as of 2023 representing the global wellness market value



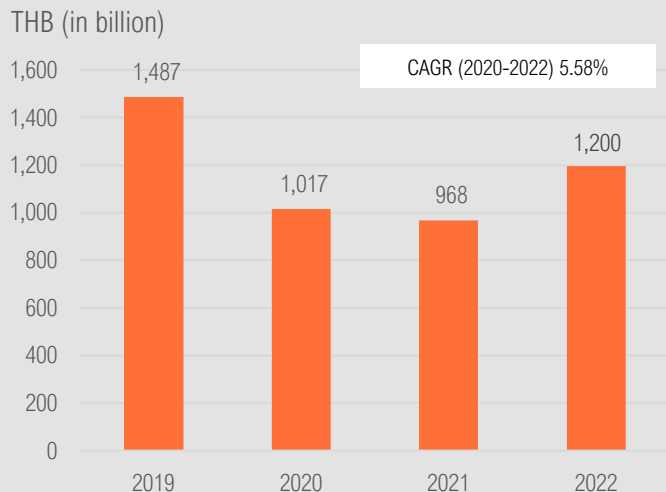
THAILAND

Wellness Economy SNAPSHOT

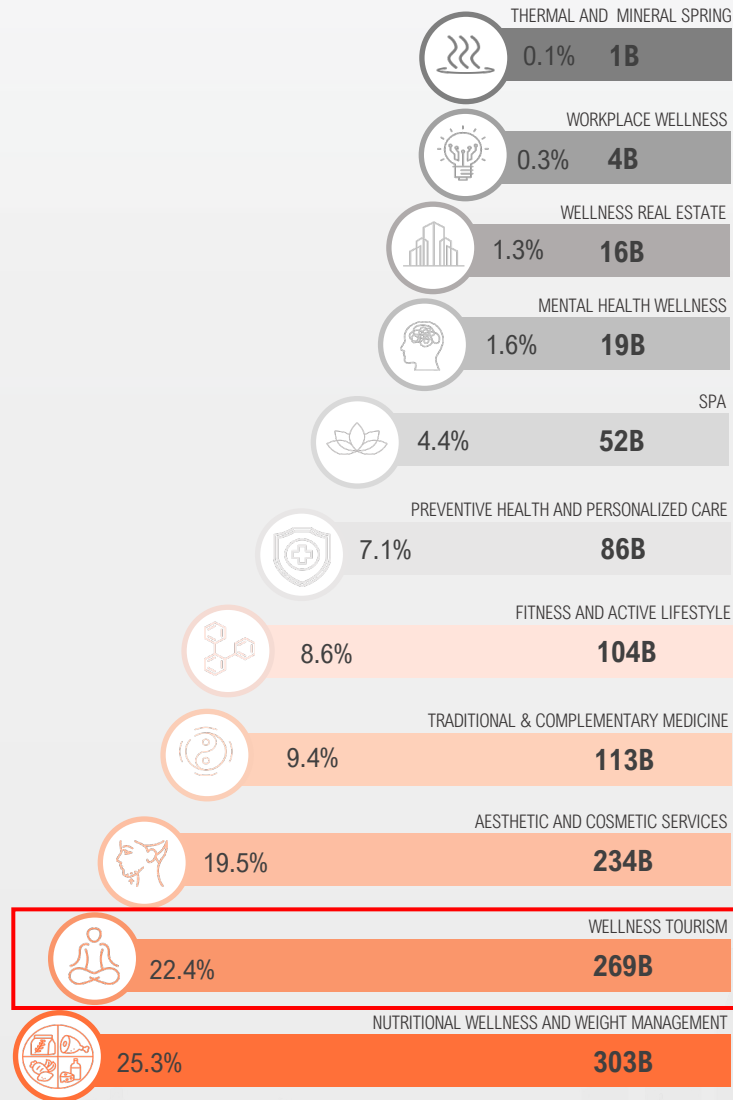
Thailand's Wellness Economy ranked 24th globally in 2022, with a total market value of THB 1.2 trillion. The sector's growth was driven by Nutritional Wellness and Weight Management, contributing 25.3% of the market, followed by Wellness Tourism (22.4%) and Aesthetic and Cosmetic Services (19.5%).

In the same year, Wellness Tourism Expenditures in Thailand reached THB 269 billion, supported by a total of 10 million wellness trips, of which 78% were domestic. Notably, 94% of these trips were classified as secondary wellness trips, where wellness activities or experiences were incorporated as part of broader leisure travel itineraries.

Thailand Wellness Economy Market Size, 2019-2022

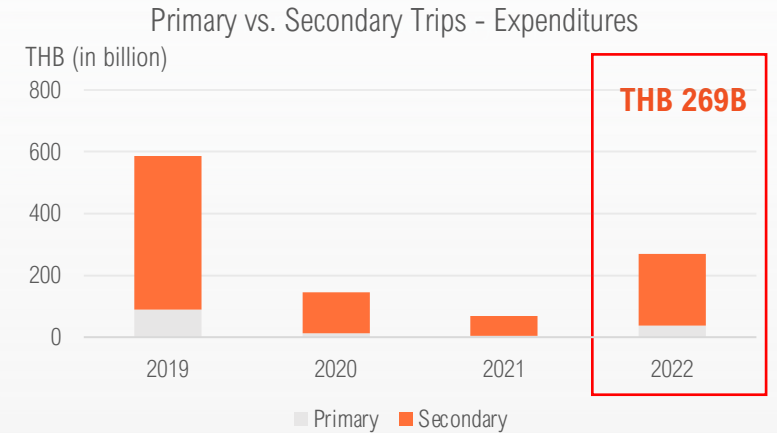


Thailand Wellness Economy By Segments, 2022



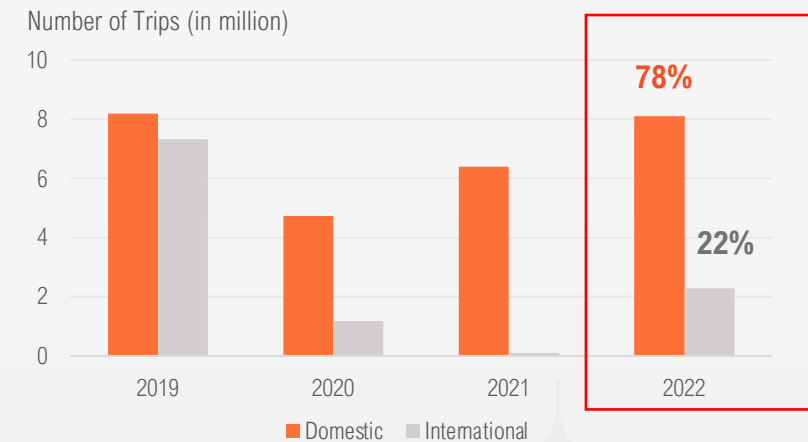
Note: Currency is in THB
Exchange Rate USD1 = THB34.6
Data as of 2022 representing the global wellness market value

Wellness Tourism Trips and Expenditures



Note: Primary Wellness Trips refer to travelers engage in wellness activities as a primary motivation of the trip.
Secondary Wellness Trips refers to travelers engage in wellness activities as part of a broader leisure itinerary

Domestic vs. International Wellness Tourism Trips



Source: C9 Hotelworks Market research, The Global Wellness Institute



PHUKET WELLNESS TOURISM MILESTONES

LONGEVITY & LIFESTYLE

As Phuket evolved into a premier global wellness destination, the concept of "Longevity Tourism" has taken center stage. This holistic approach integrates physical, mental, medical, nutritional, and lifestyle wellness to promote extended, healthier living. The island now boasts a range of world-class facilities, from international hospitals to luxury retreats and state-of-the-art wellness centers, offering customized programs tailored to individual needs. Several notable wellness-focused developments are underway, such as Bumrungrad Hospital Phuket and the Clinique La Prairie Wellness Resort, further cementing Phuket's position as a leader in the longevity and wellness tourism market.

AESTHETIC AND COSMETIC

With the expansion of medical tourism, Phuket cemented its position as a global medical hub, particularly in the aesthetic and beauty enhancement sector. By 2016, aesthetic treatments dominated the island's medical tourism market, comprising 80% of the total, with cosmetic surgery leading at 48%, followed by anti-aging treatments and dental care. To address this growing demand, specialized facilities such as Bangkok Hospital Sririroj's Phuket Plastic Surgery Institute were established. Furthermore, hospitals and clinics partnered with travel agencies to develop integrated medical and wellness packages, positioning Phuket as a comprehensive destination for healthcare and leisure experiences.

EXPANSION INTO MEDICAL

The early 2000s marked a pivotal shift in global medical travel trends, positioning Thailand as a prominent destination for medical tourism. This transformation was fueled by government-led initiatives, including the "Amazing Thailand" campaign (2000), which showcased the country's unique blend of spas, hospitals, and herbal products, the Thailand Health Expo (2004), and tax incentives for healthcare investments aimed at attracting international patients and travelers. Phuket became a key player in this transformation, driven by the establishment of international private hospitals such as Phuket International Hospital (1982) and Bangkok Hospital Phuket (1995).

THE RISE OF SPA

As Phuket emerged as a premier global tourism destination in the 1990s, traditional Thai massage and spa practices became central to its hospitality and tourism offering. Spa tourism was integrated into the visitor experience, appealing to international travelers with its cultural authenticity and affordability. Phuket quickly established itself as a hub for spa facilities, setting a benchmark in the industry with luxurious spa offerings becoming standard among hotels.

2020s

2010s

2000s

1990s

Source: C9 Hotelworks Market Research



LONGEVITY: ROAD TO LONGER AND HEALTHIER LIFE

Healthy Eating

Consuming balanced, nutritious foods to support overall health.



Medical Advancement

Innovations that prevent disease and extend lifespan.



Mental Wellbeing

Fostering emotional resilience and cognitive health.



Lifestyle Environment

Living in eco-friendly environments with clean air, water, and access to nature.



Source: C9 Hotelworks Market Research



KEY PHUKET WELLNESS BUSINESSES

WELLNESS RESORTS:

- STAY Wellbeing and Lifestyle Resort
- Amatarà Welleisure
- Banyan Tree Veya Phuket
- Keemala
- Hilltop Wellness Resort
- Thanyapura
- Atmanja
- Santosa Phuket
- Chivitr
- Suuko Wellness
- The Mangosteen

CLINICS/HOSPITALS

- Bangkok Hospital Phuket
- Bangkok Hospital Sririroj
- BDMS Wellness Clinic Laguna
- VitalLife
- Icellaré Lifespan Center
- Lyfe Medical Wellness
- Citycare Medical & Wellness Center
- Demarest Clinic
- Bumrungrad International Hospital*

Note: * Pipeline Projects

RESIDENCES

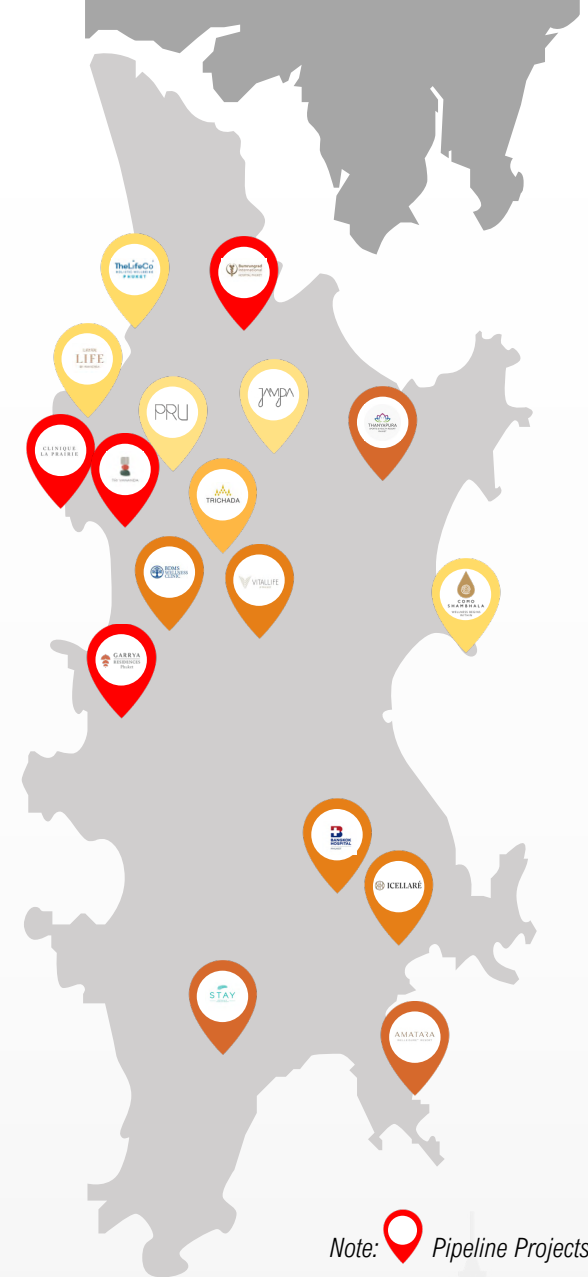
- Garrya Residences*
- Tri Vananda*

WELLNESS CENTERS

- Wellness by COMO SHAMBHALA POINT YAMU
- Layan Life by Anantara
- Holistic Wellness at Amanpuri
- Asaya by Rosewood Phuket
- KRU Precision Wellness at the Slate
- Life Balance Phuket
- Phuket Island Wellness
- The Lifeco Phuket Wellness and Detox Center
- Clinique La Prairie Wellness Resort*

MICHELIN GREEN STAR RESTAURANTS

- Jampa
- PRU



Note:  Pipeline Projects

Source: C9 Hotelworks Market Research





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