

NESPRESSO[®]
PROFESSIONAL

HOW TO:

**CATER FOR THE DEMAND
OF WELLNESS TOURISM**



Increasingly, customers are placing wellbeing at the heart of the decision-making process when away from home.

Whether they are visiting a restaurant, going on holiday, or taking a day trip, customers want access to a broad range of wellbeing experiences, from healthy food and drinks to educational opportunities to empower personal growth.

THIS IS KNOWN AS WELLNESS TOURISM

and over the past few years, this industry has seen a huge rise in popularity...





In fact,
the global wellness tourism
market was worth
£491.6 billion
in 2020
and is anticipated to grow to
£791.3 billion
by 2028.¹

So, how can you capitalise on wellness tourism
at your business, and offer your customers
the therapeutic experiences they crave?

Well, at Nespresso® Professional, we've
pulled together our top tips to help you...

SUPPORT HEALTH & FITNESS GOALS



As of 2021, there are over 7,200 health and fitness clubs in the UK, with over 10 million combined members.²

With the ever-growing demand for health and fitness experiences, why not target health-conscious customers by teaming up with a local gym, adding nutritious food and drinks options to your menu or promoting cycle and walking routes to and from your establishment.

OFFER LOCAL AND SUSTAINABLE FOODS AND BEVERAGES



Currently, around

7.2 million

adults in the UK are following a meat-free diet, and a further

6.5 million

intend to become vegetarian, vegan or pescatarian in 2021.³

This is just one example of people's increasing interest in the impact of their food and beverage choices.

So, consider how you can make your menu better meet their expectations **by offering sustainable and ethically produced meat, fish and vegetable dishes.** Further elevate the dining experience **by showing the source of your products,** which can also show support for local producers.



MEET THE DEMAND FOR GREEN EXPERIENCES



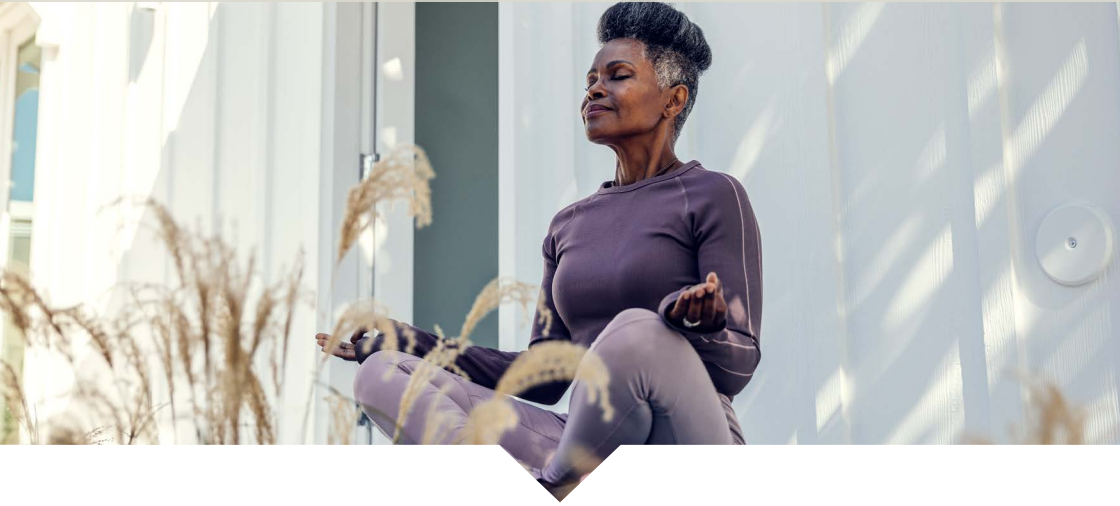
In April 2021, a total of 391,548,094 visits were made to green and natural spaces across the UK.²

From hiking and biking to picnics and nature walks, customers are ever more interested in connecting with nature in the great outdoors.

So, how can you offer green experiences at your business?

Using the principles of biophilic building design incorporate green space outside your building whether that's a green wall or plants outside your door, or a beautiful garden space guests can use for dining or drinking. Whether you're a hotel or a Glamping site, you could offer trips to local parks, wildlife sanctuaries and nature reserves.

EMPOWER PERSONAL GROWTH



The global personal development market size was valued at **£27.65 billion in 2019** and is expected to grow at a compound annual growth rate of **5.1% from 2020 to 2027.**⁴

To support your customers' growing desire for physical and mental self-improvement, consider inviting local experts to run classes on a range of topics – from arts and crafts to cooking and exercise.

This is a great way to offer truly meaningful and memorable experiences that keep your customers feeling engaged, energised, and deeply satisfied.

SUPPORT SPIRITUAL CONNECTION



Spirituality has always been an important part of the human experience, but the way that people engage in this practise has changed over the past few decades, with activities like yoga, meditation and spiritual retreats growing in popularity.

In fact,
meditation is the UK's favourite
form of wellbeing therapy,



with over a quarter **(26%)**
of UK adults saying they have
meditated in the past five years.⁶

To meet the demand for spiritual
connection at your business, **try offering
regular meditation and yoga classes.**

You could also invite local
spiritual leaders to hold talks and
guided meditative experiences.

LET CUSTOMERS RELAX AND UNWIND

Barbers, beauty and nail salons were the top three retail categories that saw the highest growth in 2020,⁷ likely as a result of pent up demand following local restrictions, however, the importance consumers place on that pampering moment isn't set to reduce.



**So, how can you offer your customers
relaxing self-care experiences?**

You could create a comfortable space where customers can relax and unwind with calming lighting, soothing music, and their favourite cup of coffee.

OFFER MINDFUL COFFEE MOMENTS WITH NESPRESSO® PROFESSIONAL

At **Nespresso®** Professional, we offer a range of innovative and compact coffee machines that are designed to deliver intimate and mindful coffee moments.



With the **Nespresso Zenius**, you can offer your customers barista-quality coffee at the touch of a button. What's more, the Zenius offers fast heat up in under 25 seconds and an automated off switch to conserve power – **making it the perfect option for businesses who are looking for more sustainable solutions.**



Right now, you can also give your customers the chance to stay local but experience global with our **Congo Organic coffee blend**, a super smooth coffee with a mild fruity note and alluring sweet cereal and nutty aromas.





To discover how **Nespresso**[®] can help you to deliver meaningful and memorable customer experiences,

VISIT OUR WEBSITE

today, or call

02392 314 441

to speak with a member of our expert team.

