

## Accor unveils new wellness design

- A Monitor Desk Report

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Accor announced the release of a new white paper that will shape the future of the hospitality industry, ushering in a new era of spa and wellness design.

Making Waves: Rethinking Spa and Wellness Design for a Modern Era shares the priorities for well-being that Accor believes are most relevant now and how the global hospitality group is advancing innovative ways to deliver wellness through its unrivalled portfolio of global hospitality brands.

The thought-provoking report leverages the insights, predictions and analysis garnered from a symposium held by Accor's Global Well-being, Strategy, Design, and Development team, and features perspectives from Accor specialists and renowned industry experts around the world. Based on this collaborative forum, Making Waves, the white paper, explores the future of the wellness industry while touching on key

consumer shifts and trends.

“Wellness has become a leading driver and differentiator for us, particularly in the areas of luxury and lifestyle design. It is also an exciting area of design that touches the hearts and lifts the spirits of our guests more profoundly than almost any other aspect of the hotel experience,” says Anne Becker Olins, Global Chief Design & Technical Services Officer – Ultra Luxury & Luxury, Accor. “With Making Waves, we aim to educate, inspire and innovate the ways in which the hospitality industry approaches wellness and well-being design.”

Accor’s research of 7,500 consumers across six countries revealed that wellness is a priority for 79 percent of its guests. This dovetails with the findings of industry experts, such as Skift’s 2023 Luxury Traveler Survey, which found 80 percent of travelers say well-being influences their travel decisions. Furthermore, according to ISPA’s 2024 spa-goer survey, “Spa memberships are emerging as a significant trend in the wellness and hospitality industries, driven by a growing societal desire for self-care, relaxation and holistic well-being.”

One of the themes explored in Making Waves, is the shift toward membership clubs among hotel spas and fitness clubs. This is supported by Accor’s own push to lead the industry in building hotels not just for travelers, but for its local communities.

“We are approaching spa design in the same way – for the people who live next door or who work down the street. We are creating clubs, thermal facilities, wellness centers, and fitness offerings that are on par, or better, than the local gym. Our hotel spas are where the locals want to go to get fit, to be social, and to feel better,” says Emlyn Brown, Global SVP of Well-being, Strategy, Design, and Development at Accor.

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