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Italy Looks to Focus on Wellness Tourism

DESTINATION & TOURISM | JANEEN CHRISTOFF | OCTOBER 12, 2016



PHOTO: Italy is now focusing on wellness. (Photo courtesy Thinkstock)

According to report in [Tourism Review](#), Italy is diving head first into wellness tourism.

The lucrative sector already produces a lot of revenue worldwide, and Italy wants to get a slice of the pie.

“Organizers of Terme d’Italia want to take advantage of the potential of wellness tourism in Italy through promotion, communication activities, both nationally and internationally. According to a study of the sector, conducted by Sri International, wellness tourism generates \$440 billion per year globally as well as 12 million jobs. It also accounts for 14% of the world tourism expenditure,” says the report.

Wellness tourism opportunities will be focused on several regions within the country.

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“The project involves the regions of Calabria, Emilia–Romagna, Lazio, Lombardy, Puglia, Sicily, Veneto and the Autonomous Province of Bolzano. It is dedicated to Italy’s domestic spa and wellness resorts and the aim is to support and stimulate the demand for local spa and wellness services,” says Tourism Review.

While many regions around the world enjoy acclaim as wellness destinations, Italy is not among them and this new strategy aims to put Italy on the wellness travel map.

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“Thus the organizers want to create and promote the thermal tourism product at the national level as well as abroad. A product that is capable of serving the needs of 21st-century tourists,” says Tourism Review.

For more on Italy’s budding wellness offerings, read on [here](#).