

TRAVEL AND HOSPITALITY

Regent hops aboard wellness travel trend with Mediterranean program

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Regent Seven Seas Cruises is focusing on wellness with its latest program

By STAFF REPORTS

Regent Seven Seas Cruises is helping passengers achieve well-being in mind and body through a new program.

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Starting this summer, guests cruising the Mediterranean aboard Seven Seas Voyager can take advantage of Seven Seas Wellness, which will include a series of outings and spa treatments. For affluent consumers, wellness has become a key objective, with many using their time traveling as a means to further their health goals.

Sailing into shape

Those who book Seven Seas Wellness will be able to pick from a list of 10 excursions. These include a Tai Chi class in the garden of the Pharo Palace in Marseilles, France and an exploration of scent's power over mood at a Venetian perfumery, where they will get to take home a personalized scent.

Guests will also be able to experience an include 50-minute treatment in the Canyon Ranch SpaClub facilities on-board. As part of the healthful menu available to travelers, the cruise line will also serve Canyon Ranch Balanced Selection appetizers, entrees and desserts at dinner.

Breakfast at the Pool Grill will now include options such as low-fat yogurt, nuts and exotic fruits.

Rounding out the experience, guests can partake in classes and activities in the ship's spa and fitness center, such as acupuncture, personal training and workshops.



Image source Regent Seven Seas Cruises

"For many of our guests, the pursuit of wellbeing is an essential part of a life well-lived. From eating right and exercising to practicing ways to reduce stress and experience moments that uplift the spirit, wellness is quickly becoming the ultimate luxury," said Jason Montague, president and CEO of Regent Seven Seas Cruises.

Seven Seas Wellness will be available for seven- to 10-day trips to the Mediterranean from May through September, excluding the July 25 voyage. Reservations begin in April.

Wellness tourism is projected for an 11 percent compound annual growth rate through 2020, according to Technavio analysts.

For Technavio's Global Wellness Tourism Market 2016-2020 Report, wellness tourists are split into two groups, with primary wellness tourists traveling entirely for wellness purposes and secondary wellness tourists indulging in wellness-related activities but planning travel for other reasons. Primary wellness tourists traveling internationally outspend the average international tourist by at least 60 percent, signaling a growing and valuable revenue stream for hotels ([see story](#)).

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