



“Generation Zen”

Wellness the top priority for Gen Z holidaymakers

- New data reveals Gen Z holidaymakers prioritise wellness as their most important spending priority
- Investment in wellness facilities is delivering stronger returns and year-round demand

Younger holidaymakers are driving a surge in wellness-focused travel, according to new data from Awaze, Europe’s biggest holiday rentals business.

Awaze’s research shows that physical and mental wellbeing are the most important spending priority for Gen Z consumers, outranking fashion, homewares and beauty. This prioritisation of “experience” over other forms of non-essential spending not only means they are taking more holidays than previous generations at a similar age, but that it is shaping the type of holiday they want to take.

More than half of Gen Z holidaymakers (52%) said that they have taken a wellness-focused getaway in the past three years, almost twice as many as older generations, with the same proportion saying they are extremely or very likely to go on a wellness break in the next year.

The demand for wellness

Data from Awaze shows how this shift is influencing booking habits for UK holiday rentals, as younger guests are increasingly demanding properties with features that will enable them to switch off and recharge, including hot tubs, saunas and even a cold water plunge.

Properties with hot tubs now make up 55% of all bookings, up from under 40% pre-pandemic, as what was once seen as a luxury extra has become a must-have for many guests.

The trend reflects changes in guest demographics, with younger couples and adult groups the fastest-growing booking cohorts and most likely to demand these wellness features.

Reviews mentioning wellness or relaxation terms are also five times more likely to receive five-star ratings, underscoring the role of wellbeing in guest satisfaction and repeat bookings.

The return on relaxation

Investment in wellness features is translating to the bottom line for holiday operators. Awaze’s data shows that properties with hot tubs achieve 51% higher average weekly rates and 45% stronger occupancy than those without, driven by growing demand outside of peak booking periods.

Even as cost-of-living pressures squeeze discretionary spending, 43% of Gen Zs have increased their spend on travel in the past twelve months as they prioritise experiences over shopping or other entertainment. 59% of Gen Z holidaymakers said they would be willing to spend an additional £250 or more per person for a break focused on relaxation with wellness facilities, compared to a traditional leisure break in the UK.

Awaze saw a 4% year-on-year uplift in occupancy across its portfolio in Q3 2025, boosted by rising 'shoulder season' demand from younger guests prioritising relaxation lengthening the booking season for UK breaks.

Matthew Price, CEO at Awaze commented: *"The rise in wellness-led travel shows how younger generations are prioritising their physical and mental wellbeing over other things, and redefining what a great break looks like, with huge implications for the entire UK holiday market. Experiences centred around wellbeing and relaxation are increasingly replacing traditional forms of non-essential spending, as young people prioritise investing in how they feel rather than what they own. As self-care becomes more of a priority, features like hot tubs, saunas and hot and cold water therapy are evolving from nice-to-haves to must-haves. Owners who are investing behind more wellness features in their homes, as we are seeing across our Hoseasons brand, are benefitting as they attract new audiences, boost occupancy levels and strengthen returns all year round."*

Case study: Trelay Holiday Park, Cornwall

The benefits of this shift for owners can already be seen across Awaze's portfolio. An example is Trelay Holiday Park in Cornwall, run by Chris Allerston, which has invested in a new development – The Luxury Cornwall Hideaway – featuring eight luxury lodges designed around wellness and comfort, with a private wellness garden, hot tub, private sauna and cold water therapy shower. Launching in February 2026, the investment follows the strong returns generated by Trelay's units with hot tubs, with the average booking value in 2025 between 34 per cent and 42 per cent higher year-on-year than units without hot tubs.

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Notes to editors

Research conducted by Nomad Studios and Customer IQ, among a sample of 1,051 UK travel consumers. The data was collected between 06.11.2025-08.11.2025.

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