

THAILAND 2025
BEING
ELEVATING CONNECTIONS,
INSPIRING WELLNESS



g) guestasy

SPIRITUAL TRAVEL THAILAND

Exploring the Journey Beyond Destination

May 2025

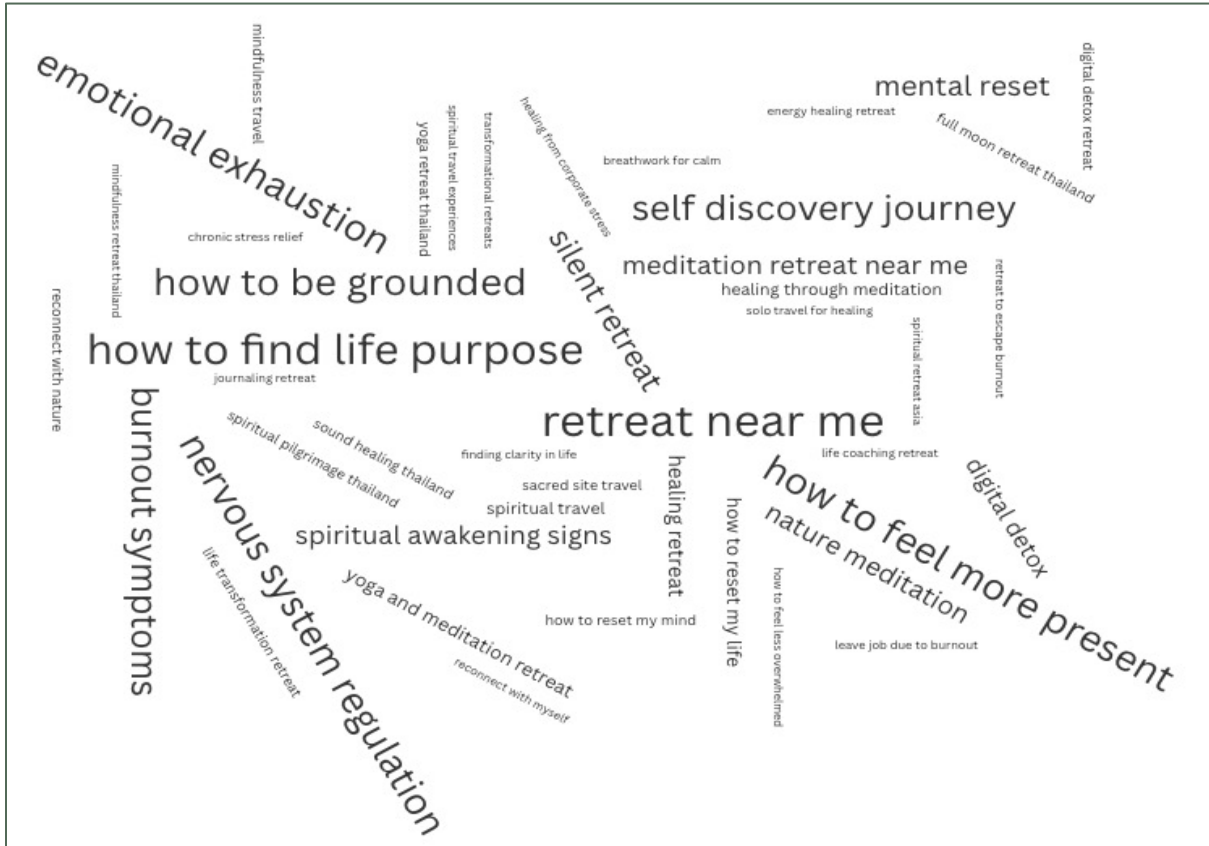
Viona Zhang

Deputy Managing Director, C9 Hotelworks

Devkaran Doowa

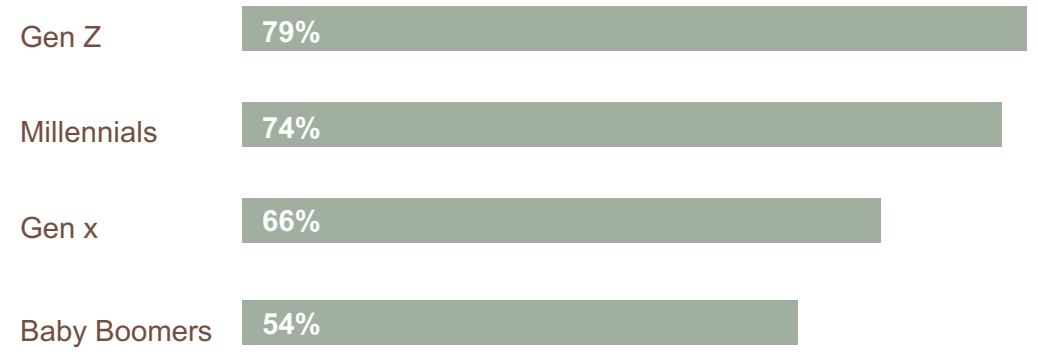
Director, Lohas Hospitality & Guestasy Global

PROBLEMS

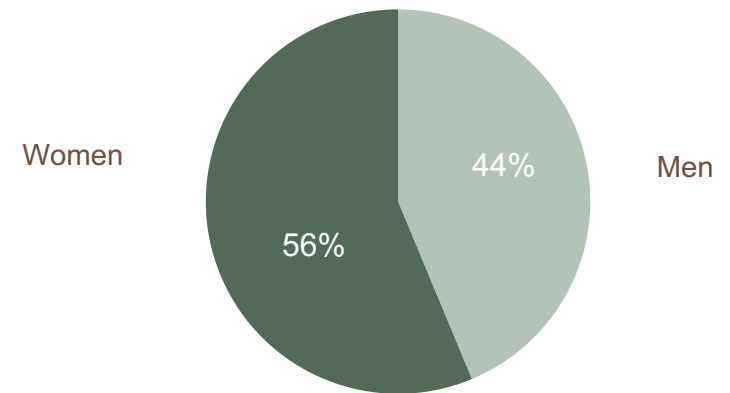


Source: C9 Hotelworks Market Research

INCREASING STRESS AMONG THE NEW GENERATION

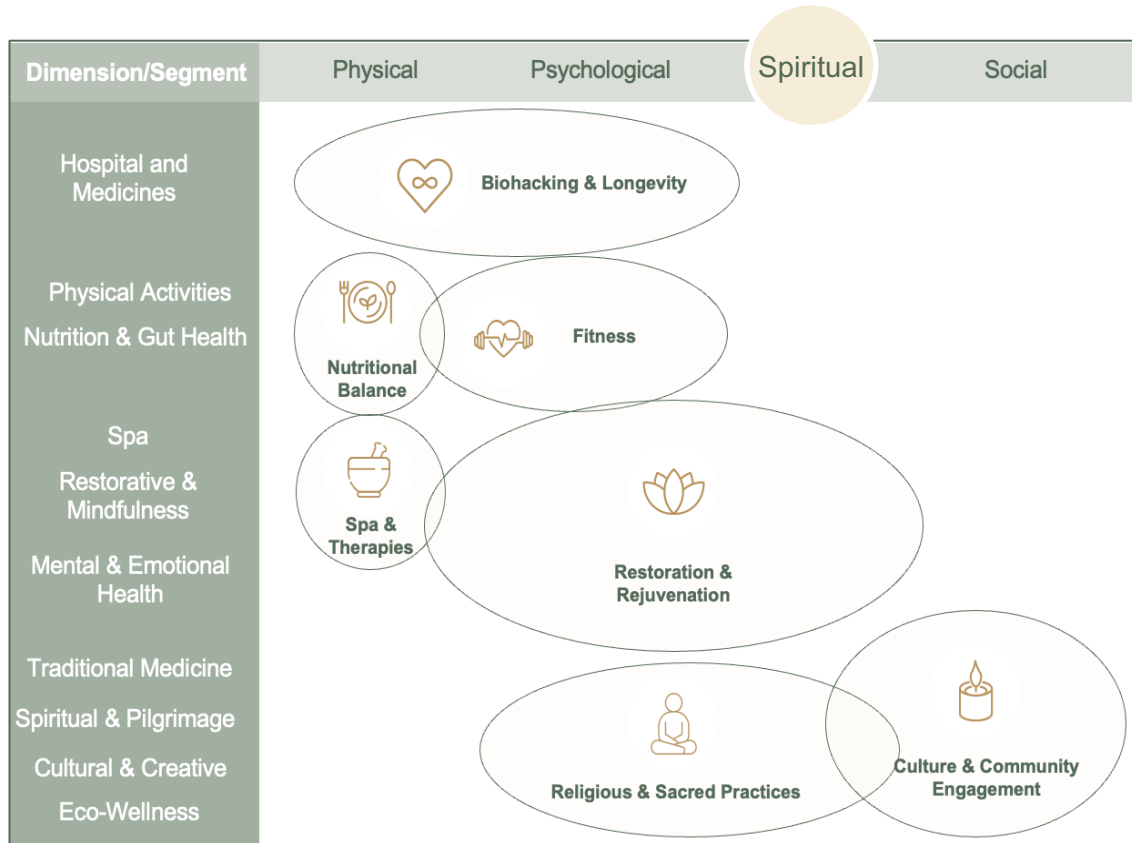


BY GENDER

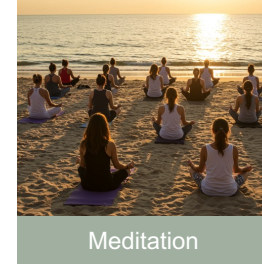


Source: Ipsos World Mental Health Day 2024 Research and C9 Hotelworks Market Research

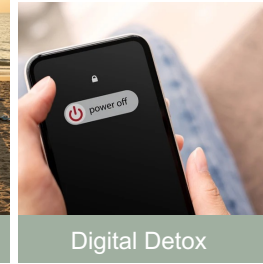
DEFINITION OF SPIRITUAL TRAVEL



Source: C9 Hotelworks Market Research



Meditation



Digital Detox



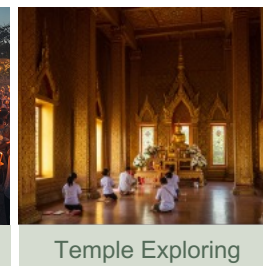
Organic farming



Arts & Crafts



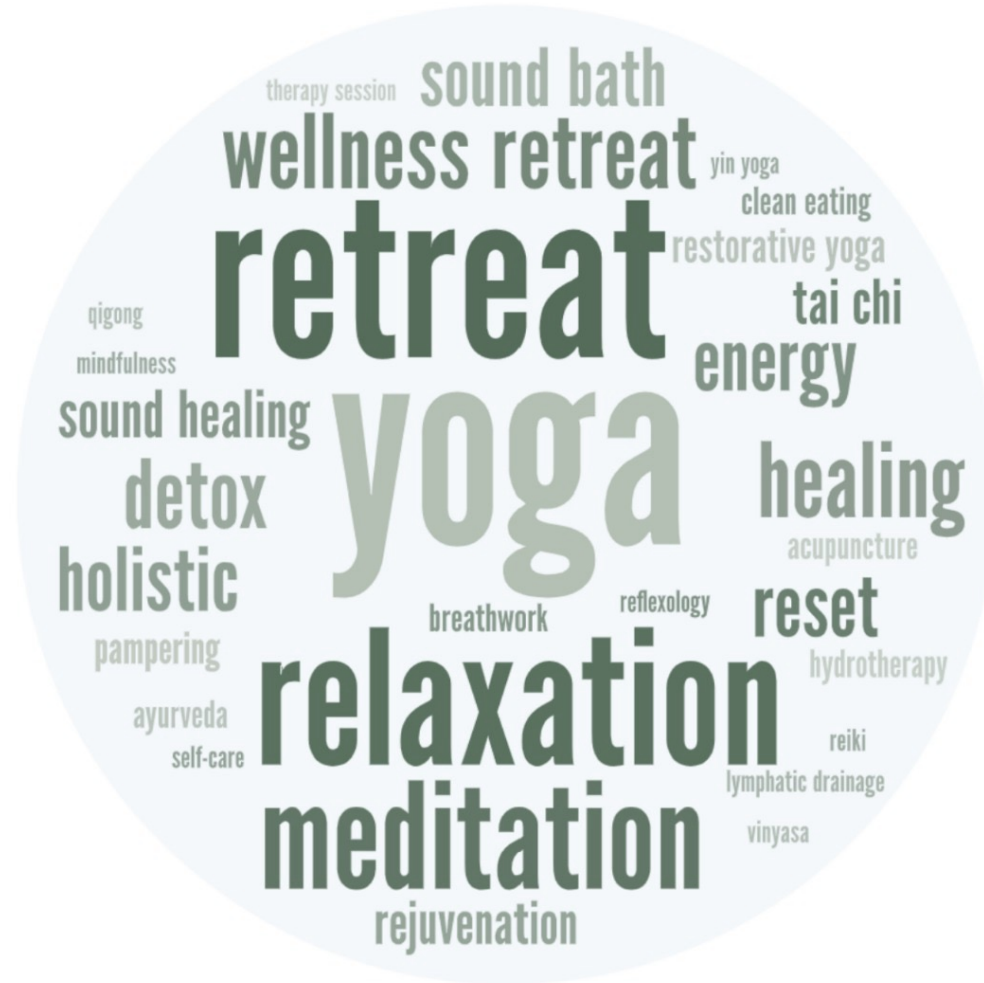
Sacred Rituals



Temple Exploring



WHO IS THE SPIRITUAL TRAVELER?

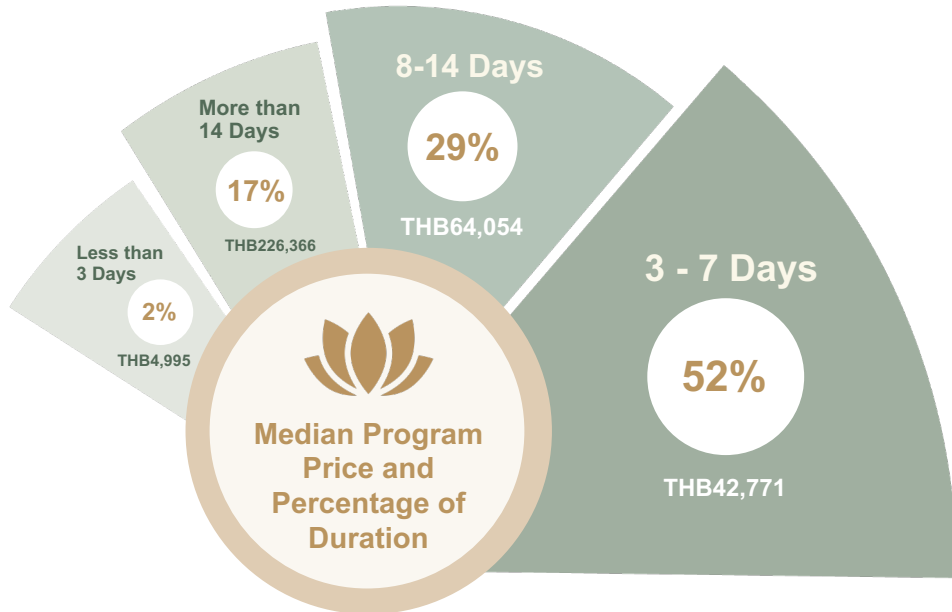
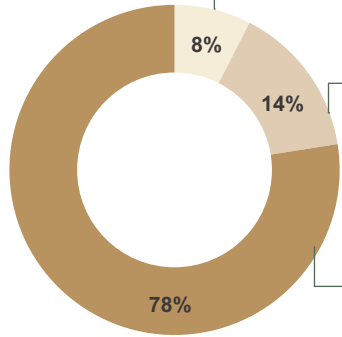


Source: Guestasy Global Insights, 2025

HOW IS THAILAND POSITIONED?

PROGRAM OFFERING

- Culture & Community Engagement
- Religious & Sacred Practices
- Restorative Wellness



Source: C9 Hotelworks Market Research

Pai



Chiang Mai



Phuket



Udon Thani



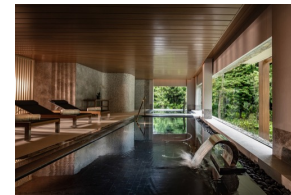
Koh Phangan



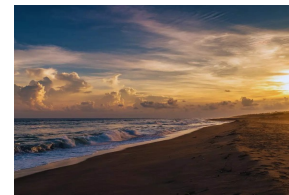
Samui



SO WHERE DO SPIRITUAL TRAVELERS GO?



Retreats at Wellness Hotels



Temples/Mountains/
Beaches/Nature



Dedicated Meditation/
Yoga/Mindfulness Centers

Source: C9 Hotelworks Market Research

HOW TO WIN THE SPIRITUAL TRAVELER



Speak Their Language – Literally and emotionally



Curate Intention, Not Just Experience



Listen, Learn, Localize

ABOUT

C9 HOTELWORKS

Founded in 2003, C9 Hotelworks is a hospitality consulting group specializing in hotels, branded residences, real estate, and mixed-use developments. Headquartered in Thailand, the firm is recognized for its expertise in market research, feasibility studies, and development strategy for hospitality real estate projects across the Asia Pacific, Indian Ocean, and African regions.

C9 Hotelworks has delivered a diverse portfolio of over 700 projects in 110 locations, supporting a wide range of clients and partners—from global hotel brands to leading regional and independent developers.



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