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SocialSeal

The New Wave: Wellness & Spiritual Travel

Decoding Social Search Data for the APAC Market

Wellness & Well-Being in Travel | Kuala Lumpur

Which country in APAC regularly searches for:

"how to find inner peace at 4am"





Which country in APAC regularly searches for:

"chinese natural healing"





Which country in APAC regularly searches for:

"how to de stress on holiday"





Beyond the Spa Day

Social search data reveals travelers are no longer seeking just relaxation. They are seeking **transformation**.

Searches for wellness travel are triggered by daily living problems

Example queries that start triggering wellness travel-related queries:

- "activities for mental health"
- "academic burnouts help"
- "books about/for wellness"
- "boost your immunity"
- "burnt out corporate job"
- "empty void feeling"
- "eastern asian medicine"
- "fatigue recovery"
- "inner peace journey"
- "how to deal with burnouts"

What Drives This **New Wave**

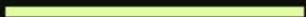
Post-Pandemic Reset

A massive spike in searches for **"immunity boosting retreats"**, **"mental resilience"** and **"health reset"**.

Travelers are proactively managing their well-being.

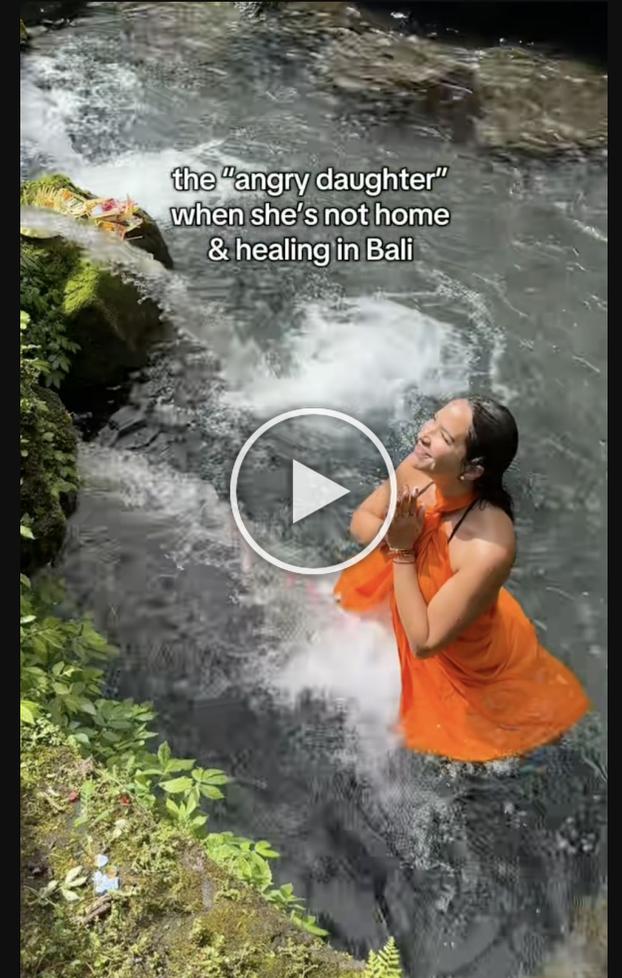
The Burnout Epidemic

"Workplace burnouts", **"feeling overwhelmed"** and **"executive burnout solutions"** are dominant search clusters, especially from professionals in Singapore and Australia.



What Are They Searching For?

- ✔ **Deep Spirituality:** Searches for "Bali healers," "Ayurveda retreats India," and "spiritual awakening" are up, moving past generic yoga.
- ✔ **Active Nature:** "Eco-wellness retreats," "sustainable travel," and "adventure yoga" show a strong link between physical activity and nature immersion.
- ✔ **Cultural Healing:** High intent for "TCM cultural retreats," "ancient wisdom," and "traditional healing experiences," blending travel with heritage.



Regional Search Focus



Dominates

"Wellness & Personal Development"

Social search clusters include **books**.

This market actively researches

"wellness books", "burnt out book" etc.

Emotion-charged searches.

(eg. "feeling overwhelmed at work",

"dont break up while stressed", etc.)



Leads in

"Yoga Teacher Training"

Social search clusters include **how-tos**.

This market looks for tutorials or advice on

"how to reduce stress in men", "how to reduce work stress singapore" etc.

Solution-driven searches.

(eg. "executive burnout symptoms and

solutions", "boosting immune system", etc.)



High intent for

"Holistic Wellness"

Social search clusters are more

transactional in nature.

This markets looks directly for specific products/services: "ayurvedic clinic", "best yoga retreat" etc.

Searches are more bottom-funnel. (eg.

"annual wellness visit", "bali retreats")

Regional Search Focus



The Practical, Active, and Budget-Conscious Seeker

Australian consumers are extremely receptive to high-quality video content that fuses luxury and adventure. Their wellness is an Active, High-Value pursuit, not just a passive spa day.

Australian wellness trends often highlight **sleep optimization**, **gut health**, cognitive health, and a shift toward frugal/budget-conscious wellness (e.g. home workouts, community resources).

Note: Content for Australians should emphasize science-backed outcomes, preventive longevity (Biohacking/Healthspan), and offer clear, good-value-for-money propositions, even in the luxury segment.



Regional Search Focus



The Discerning, High-Value, and Time-Starved Client

The Singaporean market is willing to pay for premium, high-impact experiences for both personal travel and corporate teams. Their focus is on efficiency and **measurable results**, aligning with the "time-starved" nature of these travelers.

Wellness in Singapore is positioned as an "urban wellness haven" leveraging science-backed technologies and precision medicine (e.g. gene-based therapy, bespoke health screening pods). The trend is "Value-Over-Volume" in tourism. However, if the same can be offered elsewhere as a premium experience for cheaper, weaved into a short holiday (eg. Bangkok health checkups), this segment strongly engages with it.

Note: Content tailored to this segment should highlight **exclusivity**, **personalization**, advanced therapies/longevity science, and **privacy**.

Regional Search Focus



The Authentic, Value-Driven Holistic Seeker

The Malaysian consumer prioritizes holistic and spiritual wellness, with a strong focus on **affordable local retreats** and **immediate solutions** for work-related burnout. Inner peace and mental strength are often sought through spiritual and faith-based affirmation (e.g. searches include "spiritual healing retreat" and "penyembuhan islam" (Islamic healing)).

City dwellers (in KL) are looking for **high-value, fast** escapes. Videos with high engagement include **local nature** retreats, and have a **budget** focus (e.g. 'affordable retreats (Under RM250) near KL').

Note: Emphasize the **convenience** ("45 minutes from KL") and **value** (budget-friendly options) of local nature retreats. This market is receptive to transactional/sales-centric content, so feel free to push out some content on short, impactful weekend escape packages with pricing. Combine mindfulness/wellness services with the outdoor adventure that Malaysians are actively searching for.

Meet the **New Wellness Traveler**

We've identified **3 distinct personas** from the data. Let's look at three key segments driving growth in the APAC region.

Traveler Persona: **The Executive**



Who They Are

High-Net-Worth Professionals from Singapore & Australia, facing intense work pressure.



What They Search For

"Luxury wellness retreats Asia", "digital detox", "stress management holidays", "executive burnout solutions"



The Key Insight

This persona is not 'on holiday'. They are on a mission. They value privacy, luxury, and structured programs with measurable results.



Traveler Persona: **The Journeyer**



Who They Are

Culturally curious travelers (all regions) seeking meaning and self-discovery beyond the material.



What They Search For

"Ayurveda retreats India", "yoga and meditation Bali", "spiritual travel Southeast Asia", "bali healers"



The Key Insight

Authenticity is their non-negotiable. They actively search to avoid "tourist traps" and seek genuine, transformative experiences.



Traveler Persona: **The Seeker**



Who They Are

Active and eco-conscious travelers, with a large concentration from Australia & New Zealand.



What They Search For

"Eco-wellness retreats Australia", "adventure and yoga holidays", "nature immersion", "sustainable travel"



The Key Insight

For them, wellness is not passive. It's active. They link their personal health directly to the health of the planet and value sustainability.



Case Study: The Journeyer creator

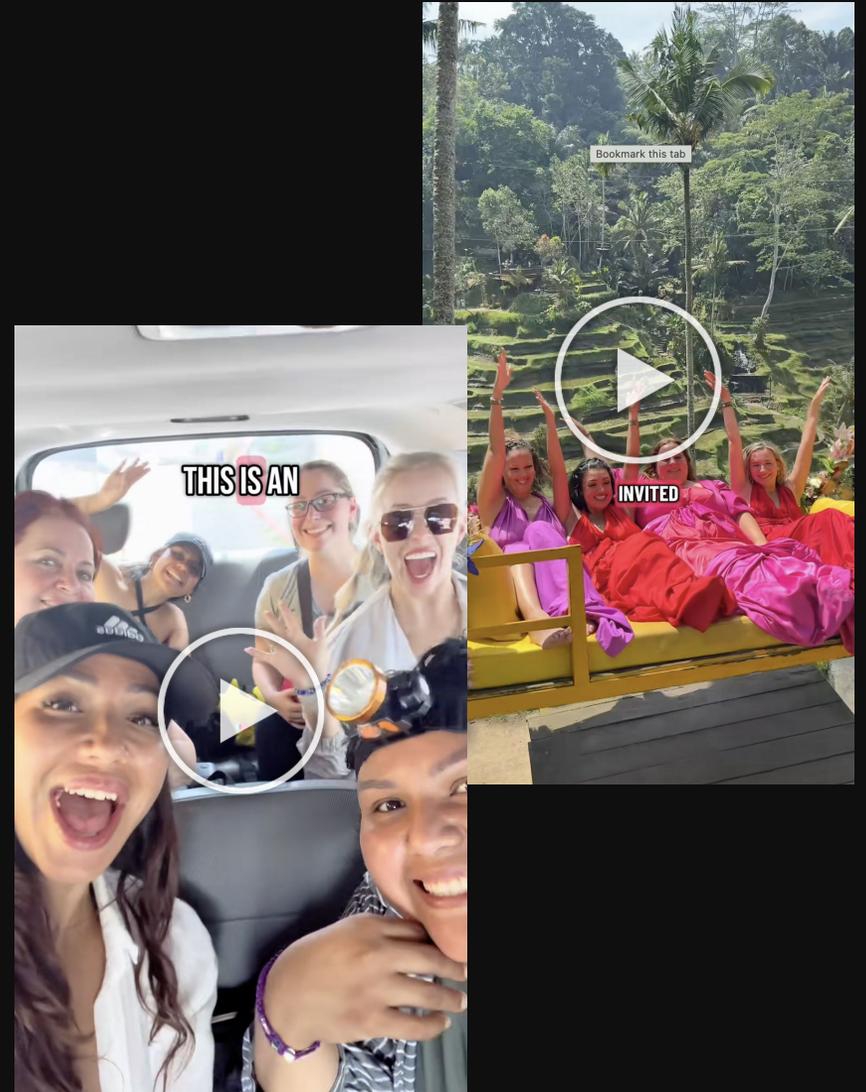
@andreaboldbodytravels

This creator (from the supplied data) effectively ranks for **21 high-intent keywords**, across various countries, from Australia, Malaysia to Singapore. Keyword coverage includes "Bali healing retreat" and "spiritual healing retreats."

The Insight: Their content is not just "pretty." It is specific, answers the "eat, pray, love" spiritual journey query, and builds authority. The content perfectly captures the Journeyer persona.

She has a niche: **Female-only**, in groups.

She encourages 'sisters' to come join her on their healing journeys.



Turn up the 'how-to' guides

The market is actively searching for solutions to burnout, both individually and for corporates.

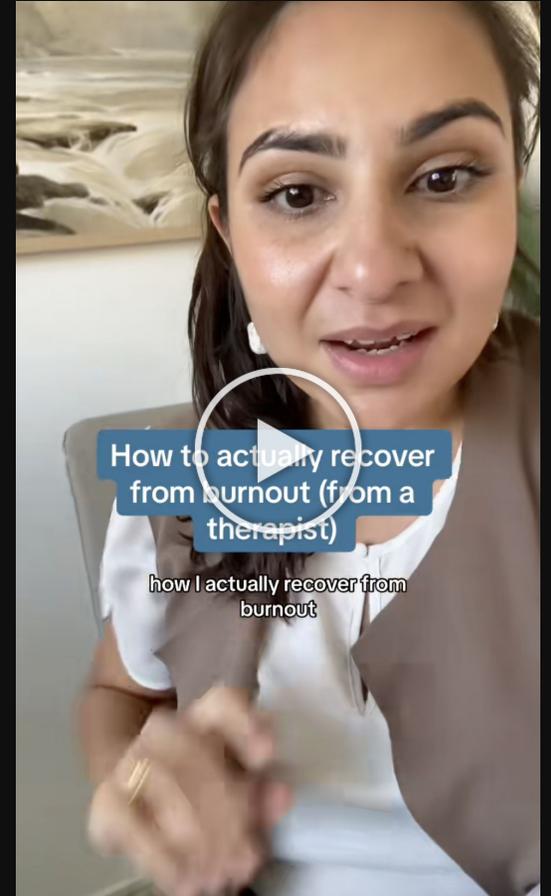
Videos that perform the best in the related search clusters offer **direct advice** on various issues.

(eg. how to actually recover from burnout (from a therapist))

Leveraging **'how-to' content** on burnout-related topics, showing authority and knowledge on the topics aid in **increasing value-driven engagement**.

It takes a long time and high cost to see a psychiatrist in Australia, making international retreats a potential alternative solution.

Framing wellness retreats as an **immediate, holistic alternative** to slow and fragmented systems makes the content more engaging.



The Key Takeaway

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Wellness Travelers are no longer just booking a trip. They are searching for a solution to a problem- be it **burnout**, **disconnection**, or a **lack of meaning**.

||

- Insights from Social Search data

*Plan content as a way of answering their intent-
be ranked on AI + Social Search!*



Thank You

If you found these insights interesting, feel free to reach out to find out about what **intent gaps** and **opportunities** you can leverage on social video platforms to **rank on AI + Social Search**. Be discovered by high-intent audiences **already** searching for you.

Have an amazing session!
- [Angelica](#)

