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HEALTHY LIFESTYLE CHOICES OF GUESTS IMPACT THE TRENDS OF THE HOSPITALITY INDUSTRY

In recent years, there has been a growing demand for healthier options and experiences from guests, including healthier food options, fitness facilities and wellness programs. This trend is largely driven by the increasing awareness and importance of personal health and well-being.

Hospitality businesses that can cater to the health-conscious preferences of guests are likely to see a positive impact on business. For instance, hotels and resorts that offer fitness facilities such as gyms, yoga studios or swimming pools are more likely to attract guests who prioritize fitness and wellness. Similarly, hotels and restaurants that offer healthier food options, such as plant-based, organic and locally-sourced options are more likely to attract health-conscious guests.

Furthermore, hospitality businesses that prioritize sustainability and environmental consciousness are also becoming increasingly popular among guests. This includes eco-friendly initiatives such as reducing plastic waste, using renewable energy and sourcing locally grown food.

The hospitality industry is adapting to the changing demands of guests by offering more options and experiences that prioritize health and well-being. By catering to the needs and preferences of health-conscious guests, hospitality businesses can stay competitive and meet the changing trends in the industry.

