

longevity in hospitality

an industry perspective on the rise of longevity and its implications for hospitality

PKF hospitality

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executive summary

As global life expectancy continues to rise, the gap between lifespan and healthspan is becoming an increasingly important focus for the health and hospitality industries. Longevity addresses this challenge by shifting the emphasis from simply living longer to maintaining physical, mental and cognitive wellbeing throughout life.

This whitepaper explores the interconnection and conversion between healthcare and wellness, highlighting the growing importance of preventive and personalised approaches to health. Advances in diagnostics, technology and scientific research are accelerating this shift, creating new opportunities for innovation.

For the hospitality industry, longevity represents an emerging opportunity to respond to changing guest expectations and evolving health-related needs. Beyond traditional spa and wellness offerings, hotels have the potential to integrate more comprehensive, science-based experiences into their concepts and business strategies.

This whitepaper examines how longevity is reshaping the hospitality landscape, identifies its potential implications for guest experience and hotel positioning and considers the opportunities associated with integrating longevity-driven propositions into hospitality concepts.



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01 introduction

Global life expectancy is increasing, yet healthy life expectancy is not keeping pace. This difference, commonly referred to as the lifespan-healthspan gap, represents the years during which individuals are likely to experience age-related diseases or a decline in overall quality of life. According to the latest World Health Organisation (WHO) estimates published in October 2026, global life expectancy reached 73.3 years in 2023, while healthy life expectancy stood at 62.8 years, resulting in a gap of approximately 10.5 years.

Longevity addresses this challenge by focusing not only on extending lifespan but also on preserving physical, mental and cognitive health throughout life. The sector is growing rapidly and attracting significant investment. According to Longevity Investors, global funding reached USD 8.49 billion in 2024, representing a 220% increase compared to the previous year, with the majority of the 325 investment deals recorded in the United States.

These developments present new opportunities for the hospitality industry. As guests increasingly prioritise their health and wellbeing, longevity is emerging as a relevant travel motivation, encouraging hospitality businesses to rethink standardised wellness offerings and explore new approaches to guest experiences.

However, defining longevity and translating it into hospitality concepts is not straightforward. Longevity shares characteristics with both healthcare and wellness, while introducing additional scientific, technological and preventive approaches. This whitepaper explores these distinctions and demonstrates an industry perspective on the rise of longevity and its implications for hospitality.

02

health optimisation

The overlapping diagram of healthcare, wellness and longevity form an interconnected continuum rather than three separate fields. Each pillar approaches health from a different perspective, while the significant overlaps between them demonstrate how increasingly blurred these boundaries have become.

Healthcare represents the more traditional medical domain, centred on the diagnosis, treatment and rehabilitation of illness or physical conditions. Within hospitality, this is reflected particularly in areas such as medical tourism and rehabilitation retreats, where medical services are combined with accommodation and destination-based experiences.

Wellness shifts the focus from treating illness towards maintaining and improving overall wellbeing. It encompasses lifestyle-oriented activities and experiences such as spa, wellness tourism, nutrition, movement, relaxation and other practices designed to support physical and mental wellbeing. Compared with conventional healthcare, wellness therefore takes a more proactive approach, encouraging individuals to actively manage their health before medical intervention becomes necessary.

Longevity builds on both of these areas but extends the objective further: from wellbeing towards the long-term optimisation of health. It combines lifestyle interventions with increasingly sophisticated scientific and technological tools, including biomarker analysis, genetic testing, data-driven diagnostics and personalised health practices. Rather than focusing simply on living longer, longevity aims to extend the number of years lived in good physical and cognitive health.

health care

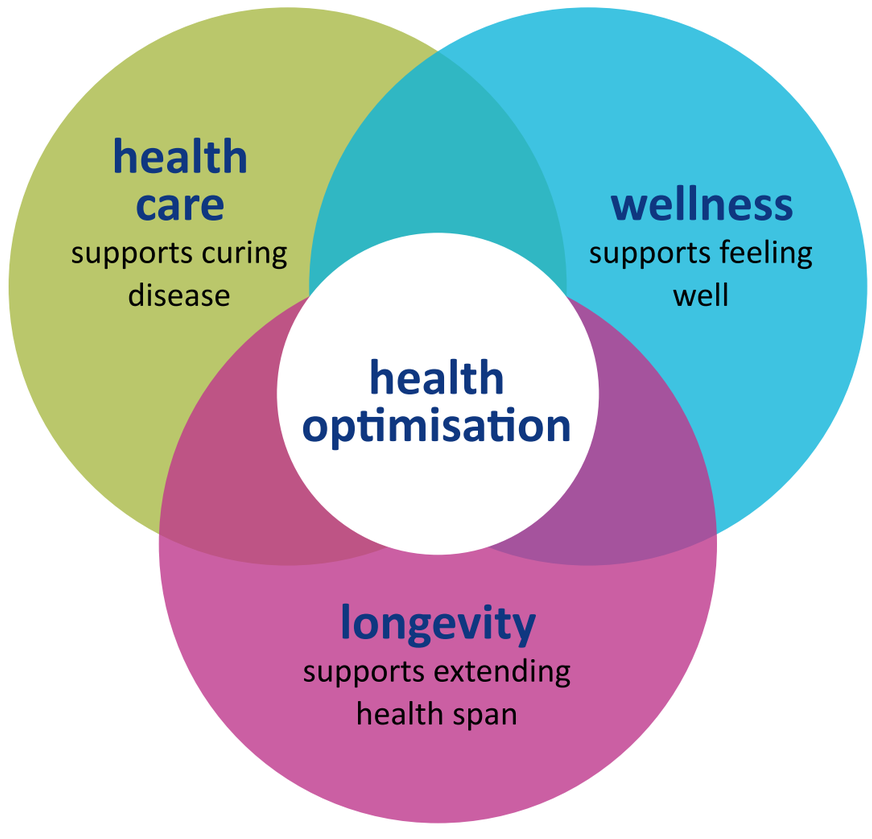
diagnosis, treatment and rehabilitation of illness; e.g. medical tourism and rehabilitation retreats

wellness

proactive, lifestyle-led approach; e.g. spa, movement, nutrition and relaxation experiences that support wellbeing

longevity

lifestyle interventions plus biomarkers, genetics and data-driven diagnostics; extending years lived in good health



Importantly, the framework highlights that these approaches are not completely distinct. Prevention, health monitoring and lifestyle interventions represent important areas of overlap, demonstrating how healthcare, wellness and longevity increasingly complement one another. In practice, many emerging hospitality concepts combine elements from across the spectrum rather than positioning themselves exclusively within one category.

Overall, the spectrum also reflects a broader evolution in the health and hospitality market: from individual products and services towards experiences, transformation and ultimately personalised health optimisation. Reactive and proactive approaches remain useful distinctions, but the increasing convergence of healthcare, wellness and longevity suggests that future concepts will increasingly integrate more than one element.

The increasing convergence of healthcare, wellness and longevity is also reflected in the growing demand for advanced diagnostic technologies. As longevity shifts the focus from general wellbeing towards more personalised and preventive health optimisation, tools such as biomarker analysis, genetic testing and data-driven diagnostics are becoming increasingly relevant. According to Grand View Research, the global longevity diagnostics market is projected to reach USD 4.5 billion by 2033, growing at a compound annual growth rate (CAGR) of 6.4%. Beyond demonstrating the commercial potential of the sector, this projected growth highlights the increasing importance of science-based and individualised approaches in shaping future longevity concepts.

USD 11.76 bn

projected market size by 2030

11.5%

CAGR

source: The Business Research Company, *Longevity Hotel Market Report* (2026)

03 the longevity framework

To understand what longevity means for the hospitality industry and how it can be adapted and integrated, it is important to understand the roots of the notion.

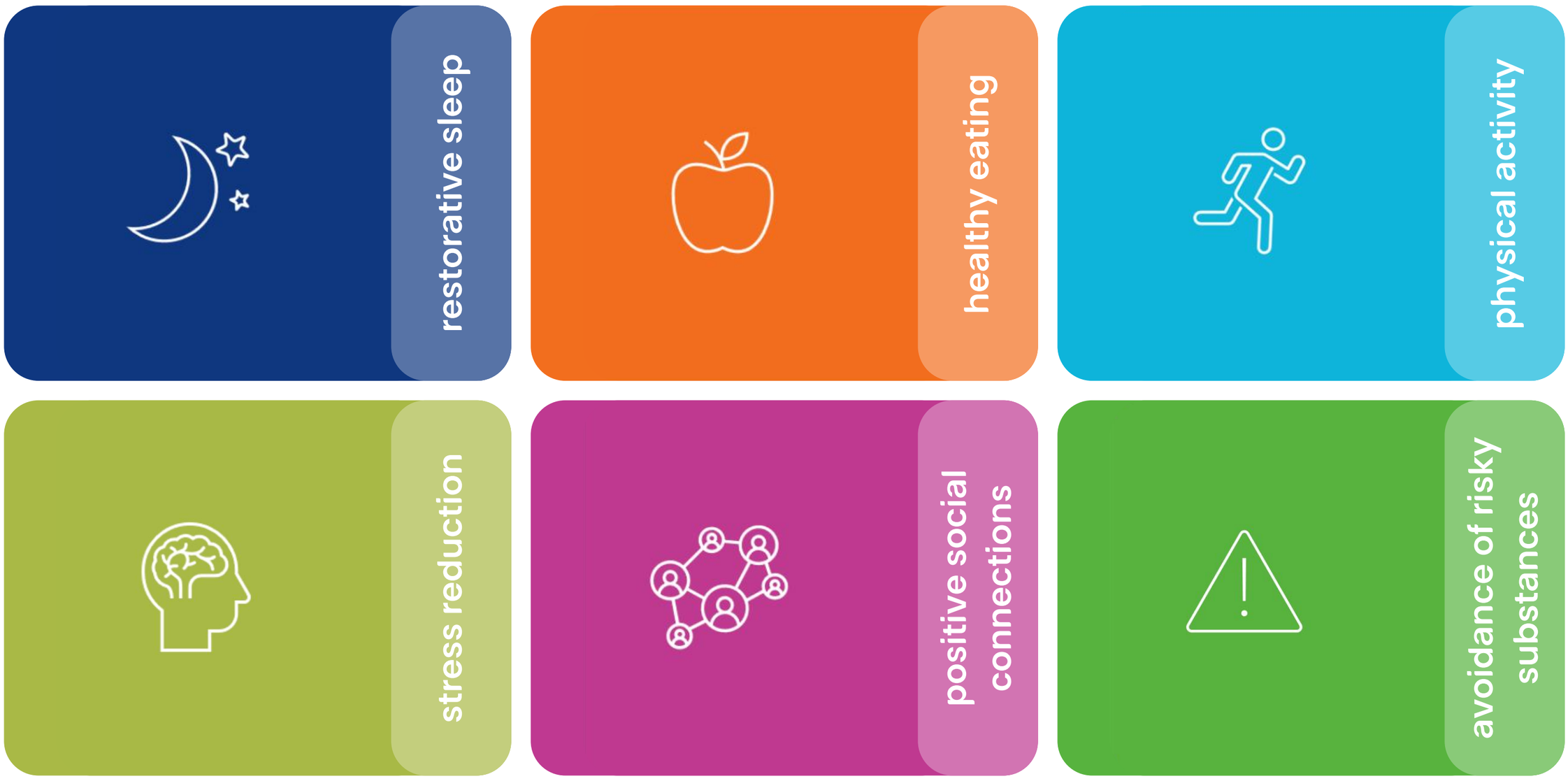
While people today often think of longevity in terms of advanced longevity technologies and supplements, this is not where it originates from. Longevity starts with behaviour and some of the longest observed longevity evidence come from the “Blue Zones”. These are regions where people, on average, live longer and remain healthy for longer than populations in many other parts of the world. Researchers have studied the behaviour of the communities in these regions, such as Sardinia, Okinawa and Ikaria and identified six common behaviours, naturally incorporated into their daily life, that appear to lead to longevity.

Many of these behaviours closely align with the six pillars of lifestyle medicine, which provide a useful framework for understanding the behavioural foundations of longevity: American Journal of Lifestyle Medicine in 2024; “Lessons learned from blue zones lifestyle medicine pillars and beyond.”

- restorative sleep
- healthy eating
- physical activity
- stress reduction
- positive social connections
- avoidance of risky substances

These behaviours show what lifestyle alone can achieve. However, longevity is influenced not only by lifestyle and behaviour, but also by genetics and underlying biological ageing processes. This is where longevity-focused technologies and diagnostics become relevant, as they aim to better understand, monitor and potentially influence factors that lifestyle interventions alone may not fully address.

The hospitality industry could support all six pillars. The following examples illustrate how each pillar could be incorporated into hospitality, focusing on the behavioural side of longevity.



source: adapted from Kreouzi et al. (2022)

01 restorative sleep

Sleep is essential for physical recovery, cognitive performance and overall wellbeing. A longevity-oriented approach therefore considers not only the amount of sleep, but also its quality and the conditions that support effective recovery. Hotels are especially well positioned to address this pillar because sleep is already a central part of the hospitality experience.

> hospitality examples: Hotels can improve restorative sleep through sleep-optimised rooms with effective blackout solutions, appropriate temperature and air quality control and carefully designed lighting that supports the natural sleep-wake cycle. Pillow menus and other personalised comfort options can further improve sleep quality, while relaxation rituals before bedtime can help guests wind down and transition more easily into restful sleep.

02 healthy eating

Nutrition plays an important role in supporting long-term health, metabolism, gut health and physical performance. Within longevity, the focus is increasingly shifting from simply offering “healthy” food towards functional and personalised nutrition, where food is selected not only for taste and nutritional value, but also for its potential health benefits.

hospitality example: Hotels can support healthy eating through menus that naturally incorporate fibre-rich, fermented and protein-rich foods, helping to promote gut health and muscle maintenance. Functional beverages can further support hydration through added electrolytes and vitamins, while personalised nutrition consultations allow meals to be adapted to individual health goals. This shifts the food offering from simply being “healthy” towards a more functional and guest-specific approach to nutrition.

03 physical activity

Regular physical activity is one of the most established lifestyle factors supporting long-term health and physical functioning. It contributes to cardiovascular health, mobility, strength and overall quality of life. Hospitality concepts can integrate movement into the guest journey rather than limiting physical activity to a traditional gym offering.

hospitality examples: Guided hikes and cycling can combine physical activity with exploration of the destination and support cardiovascular health and endurance. Yoga and Pilates can improve mobility, balance and body awareness, while strength training or personal coaching can help guests maintain muscle strength and physical function.

04 stress reduction

Chronic stress is considered an important factor influencing both physical and mental health. Within longevity, stress reduction therefore focuses on helping individuals regulate stress levels and support recovery through relaxation, mindfulness and other restorative practices. In hospitality, this goes beyond traditional spa treatments and relaxation therapies and can be incorporated into the guest experience through environments and activities designed to promote calm and mental wellbeing.

hospitality examples: Hotels can support stress reduction through guided meditation and breathwork sessions, which help guests calm the nervous system and improve emotional regulation. Spa treatments and other restorative practices can promote physical relaxation and recovery, while acoustically balanced spaces and low-stimulation environments reduce sensory overload and create a calmer atmosphere. Nature-based activities can further support mental recovery by encouraging guests to slow down and disconnect from everyday stressors.

05 positive social connections

Social relationships and a sense of belonging play an important role in overall wellbeing and healthy ageing. Longevity therefore goes beyond individual health practices and also considers the quality of social interaction and human connection. Hospitality can support this pillar by creating spaces and experiences that encourage meaningful interaction between guests.

> hospitality examples: Communal dining concepts and shared tables can encourage spontaneous interaction and make it easier for guests to connect with others. Group retreats and facilitated wellness activities can create a stronger sense of belonging through shared experiences, while community-based events can help guests build meaningful connections beyond the hotel itself.

06 avoidance of risky substances

Avoiding or reducing exposure to substances that may negatively affect long-term health is another important pillar of longevity. Traditionally, this includes limiting tobacco, excessive alcohol consumption and other harmful substances, but the concept can also be understood more broadly to include environmental exposures that may influence health over time. In hospitality, this creates opportunities to support healthier choices while also designing environments that reduce unnecessary exposure to potentially harmful substances.

> hospitality examples: Hotels can support this pillar through alcohol-conscious concepts that offer attractive low- and non-alcoholic alternatives, making healthier choices easier without reducing the social experience. Smoke-free environments further limit exposure to harmful substances, while improved indoor air quality through effective ventilation and filtration can reduce guests' exposure to pollutants and support a healthier overall environment.

Together, the six pillars show that longevity is strongly influenced by everyday lifestyle choices. For hospitality, they provide a practical framework for integrating healthier habits into the guest experience and create the basis for more advanced longevity concepts and services.

04 supply & demand

Building on the six longevity pillars, the following section examines how these underlying health and wellbeing needs translate into market demand and shape the positioning of hospitality offerings. Understanding both the demand and supply side is essential, as successful longevity concepts must align travellers' expectations with an appropriate hospitality offering.

On the demand side, the focus lies on the needs, motivations and expectations that create interest in longevity-oriented travel and hospitality experiences. On the supply side, hotels respond to these expectations through different levels of longevity integration, ranging from relatively simple adaptations of the existing guest experience to highly specialised concepts supported by advanced technology and medical expertise. The appropriate positioning ultimately depends on the target guest, concept, infrastructure and available resources.

demand drivers

Demand factors describe the underlying needs, motivations and expectations that create interest in longevity-oriented travel and hospitality experiences. Rather than focusing on a specific hotel or destination, they explain why travellers seek longevity offerings in the first place. Two key demand drivers can be identified: the desire to escape the pressures of modern life and changing attitudes towards health, prevention and wellbeing.

demand driver 1: escape and recovery

One important demand driver is the desire to temporarily step away from the pressures of modern everyday life. Urban environments can expose individuals to factors such as noise pollution, limited access to nature, constant digital connectivity and high levels of stress, all of which may negatively affect physical and mental wellbeing. In addition, long working hours, constant availability, insufficient recovery and poor sleep can increase the need to disconnect and refocus on personal health.

Longevity travel can respond to this demand by offering environments specifically designed around recovery, calm and wellbeing. The motivation therefore goes beyond simply travelling to a different destination; it reflects a desire to create distance from everyday routines and environments that may contribute to stress and negatively influence health.

demand driver 2: proactive health management

A second important demand driver is the broader shift in how people perceive and invest in their health. Health is increasingly seen not only as something to address when problems arise, but as something that can be actively maintained, monitored and optimised over time.

This is reflected in a growing willingness to spend on preventive health, diagnostics, personalised services and measurable health outcomes. Longevity travellers increasingly expect experiences to be tailored to their individual needs, goals and health profiles rather than receiving standardised wellness offerings.

Greater awareness of healthy ageing and long-term wellbeing further strengthens this demand. Longevity hospitality therefore appeals to guests who want to take a more active and preventive approach to their health and are willing to invest in maintaining their wellbeing over time.

destination resort vs. urban hub

destination resort	dimension	urban hub
remote/exclusive, chosen for natural or cultural value	**location**	high-traffic city center
leisure travelers, vacationers	**guest profile**	locals, business travelers, frequent visitors
immersive stay, usually starting at seven nights minimum stay	**visit pattern (frequency)**	short, frequent, on-demand visits
low – usually unique setting	**scalability**	high – repeatable format across cities
package/stay-based pricing	**revenue model**	membership, pay-per-visit
planned in advance, vacation time	**guest commitment**	Impulse or routine, fits into existing schedule
high – resort-scale real estate, ground-up build	**capex (investment)**	medium – integrated into existing buildings/leases

supply factors

Supply factors describe how hospitality providers respond to the growing demand for longevity-oriented travel. They reflect how hotels translate changing guest needs into concrete concepts, services and experiences. Two key dimensions can be identified: the geographical positioning of the concepts and the range and depth of the longevity offering.

supply factor 1: geographical differentiation

Hospitality providers can respond to longevity demand through different location-based models. A key distinction can be made between urban longevity concepts and destination-based longevity concepts, as the role of places differs significantly between the two.

Urban longevity concepts are primarily convenience-driven and designed to integrate health and longevity services into everyday life. Typically located in major cities, they may offer diagnostics, performance testing, IV therapies, recovery treatments or nutritional coaching. Here, the location mainly supports accessibility and frequent use, while the longevity offering itself could often be replicated in other urban markets.

Destination longevity, in contrast, is more strongly place-driven. In these concepts, the surrounding environment, local resources, traditions or cultural practices become part of the longevity experience itself. Examples include Japanese onsen culture, Ayurveda in India, Turkish bathing traditions, thermal spa destinations or Nordic sauna culture. In this case, hospitality responds by building the longevity proposition around the specific characteristics of the destination, creating an experience that is more difficult to replicate elsewhere.



source: adapted from Global Wellness Institute (2018)

supply factor 2: range and depth of offerings

Hospitality providers can respond to longevity demand at very different levels of intensity. At one end of the spectrum, longevity can be integrated through relatively accessible lifestyle-oriented elements such as sleep optimisation, healthy nutrition, movement, recovery and stress reduction. These measures can often be incorporated into an existing hotel concept with limited structural change.

At the other end, highly specialised longevity concepts may include advanced diagnostics, biometric testing, individualised treatment plans, medical supervision and technology-based therapies. These offerings require significantly greater investment, specialist expertise and dedicated infrastructure.

Where a hotel positions itself along this spectrum therefore depends on its target guest, available infrastructure, investment capacity and overall brand positioning.

everyday habits vs. clinical counterparts

breathwork, rest, meditation, spending time in the nature	**longevity**	cortisol & HRV[2] monitoring, red light therapy
community, group activities	**positive social connections**	social wellness
increase NEAT[1] activity, varying exercise routine	**physical activity**	VO_2 max testing[3], zone training[4]
balanced meals, fibre, protein, fermented foods	**healthy eating**	personalised nutrition plans, gut microbiome profiling
consistent sleep schedule, no screens before bed	**restorative sleep**	circadian lighting[5], wearable tracking, sleep diagnostics
no smoking, no alcohol	**avoidance of risky substances**	lymphatic drainage, senolytics[6]

simple/low-cost → **specialised/high-cost**

*Neat[1] (Non-Exercise Activity) is every movement a person does throughout the day, which is not a workout, for example taking the stairs, cleaning the house
*HRV[2] tracks the time variation between heartbeats, which is directly linked to the ANS (Autonomic Nervous System). A high HRV means the body is highly stress resilient, a low indicates the body is experiencing chronic stress.
*vo_2 max testing[3] measures your cardiorespiratory fitness, how efficiently your heart, lungs, and muscles work together during exercise.
*zone training[4] means structuring your workout based on different intensity zones, it ranges from zone 1 to 5
*circadian lightning[5] imitate the sun, to keep your body's natural clock running
*senolytics[6] is a medicine designed to find and destroy damaged and old cells

takeaways

Overall, longevity travel is driven by both the desire to escape the pressures of modern life and a growing willingness to actively invest in long-term health. Together, these motivations demonstrate that longevity is evolving beyond a traditional wellness offering into a more conscious and preventive approach to health and lifestyle.

For the hospitality industry, this shift presents both opportunities and challenges. As guest expectations evolve, hotels are increasingly encouraged to move beyond conventional spa and wellness experiences towards more personalised, preventive and science-based offerings. The growing convergence of healthcare, wellness and longevity creates opportunities for new hospitality concepts, differentiated positioning and innovative service offerings.

However, successfully integrating longevity into hospitality requires more than introducing individual treatments or technologies. Concepts must be aligned with their target audience, supported by credible expertise and capable of delivering meaningful guest experiences. At the same time, operators need to carefully consider how longevity offerings can be integrated into existing business models while maintaining a clear and consistent positioning.

Looking ahead, longevity has the potential to become an increasingly relevant differentiator within the hospitality sector. Its long-term success will depend on the ability of hospitality businesses to translate evolving health-related expectations into credible, accessible and economically viable concepts that create lasting value for both guests and operators.

The hospitality market is evolving, but its full potential remains to be explored. The question is: which hospitality concepts will successfully turn longevity from a growing trend into a sustainable competitive advantage?

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