

# 10 wellness vacation questions to ask your clients

Courtesy of Anne Dimon, Founder/CEO Travel to Wellness

*Not all Wellness Vacations are created equal. And, of course, the term means different things to different people. So, for the travel agent, there's an inherent dilemma to find the right fit for your client.*

As with many things in life that involve challenges – finding the right fit begins with asking the right questions. The answers you get will not only help you come to know your client better, it will help that client define and articulate their own needs and wants—making your job of finding something perfectly suited, inevitably easier.

Here, in random order, are 10 questions to ask someone asking you for help in planning a wellness vacation:

**1. What is the goal or intent of the retreat or getaway?** It could be weight loss, “me time” to reassess and reconnect with “self”, learning how to cook and eat more healthfully, to get on a new “fit path” or simply to get away from day-to-day stress and simply “be.”

**2. What is the one thing your wellness vacation MUST include?** It could be anything and most everyone will have a different response.

**3. Do you prefer a guided and tightly scheduled program or something more casual and self-guided?** Some clients will need advice and direction on kick-starting a healthy lifestyle. Others are using the vacation to maintain or promote the wellness lifestyle they already live.

**4. On a scale of 1 to 10, how important is peace, quiet and nature to your wellness vacation?** The answer may immediately rule out big, busy all-inclusive resorts or a city location.

**5. Do you want to have daily fitness and wellness lifestyle classes and lectures available to you?**

**6. What type of environment and accommodation is most conducive for you to relax and de-stress?** Luxury hotel? Country inn? Cruise? Casual all-inclusive? Other?

**7. Are you interested in having on-site medical personal and wellness professionals (i.e. nutritionists, life coaches, chiropractors and other alternative and complementary therapy practitioners) available to you?**

**8. What is your preferred food choice?** (Is the client on a special diet or looking for organic, vegan or gluten-free as their preferred food choice? Food is the root of wellness.)

**9. Do you need a full-service spa or will an available massage therapist be enough?** (If they want a full service spa and are travelling with a significant other, how important is the availability of a couples' suite and couple's lounge areas?)

**10. Do you want to be surrounded by like-minded people?** (The response may suggest you want to avoid a honeymoon destination or a corporate or family resort in favor of a wellness spa, yoga retreat or fitness-based excursion.)

Unlike most vacations, a Wellness Vacation is intensely personal. It begins with a specific intent to maintain, promote or kick-start a wellness lifestyle, and a successful program allows the traveler to return having reached a set goal even if that goal was simply to take a first step.

Obviously, you will need to stay on top of the ever-expanding number of wellness vacation options available or be prepared to create something customized for your client. Either way, the answers to these questions will not only help you find or create the right fit for your client but will help build a relationship that will encourage him or her to return to you again for travel assistance.

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