

NORTH Wellness Synergy

H O S P I T A L I T Y G R O W T H M O D E L

**100%
HOTEL
SHOW**

Meet the faces of North



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About Wellness Synergy

Introduction to the Concept

At its core lies a simple truth: when data, creativity, and purpose work together, wellness becomes part of the business model itself — a sustainable rhythm that supports growth.

Curated Experiences

Everything You Need for a Perfect Stay

5,000,000+ Active Tennis Enthusiasts in Europe

(Source: Statista, 2024)

US\$ 6.3 Trillion Global Wellness Economy in 2023

(Source: Global Wellness Institute, 2024)

€294.3 Billion European Wellness Tourism Market (2022) →
Expected CAGR: 11.8% (2023–2030)

(Source: Grand View Research)

Europe Leads the Global Sports Tourism Market
→ 37% Market Share

(Source: Electro IQ)

From Demand → To Strategy: Group Targeting

- Premium travelers are now defined by interests and lifestyle, not keywords
- AI-driven search prioritizes concepts, intents, and experience relevance
- Group targeting campaigns (Tennis | Yoga | Digital Detox | Sports) deliver:
 - Higher relevance & intent alignment
 - Lower acquisition cost
 - Stronger engagement
 - More profitable guest profiles
- From “rooms & rates” → To “curated experiences & communities”



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From Data to Strategy

————— *“Some post stories. Others live them.”*

Wellness as a Way of Living, Not a Service

Wellness is more than a spa or gym. It's an immersive lifestyle experience.

Sport as an Identity & Community Connector

Sports such as running, cycling, yoga, digital detox, or water activities become shared touchpoints.

Extending the Season through Lifestyle Travel

Wellness creates new seasonal windows.

Aligning Brand Identity & Guest Experience

Wellness becomes a storytelling tool for the brand.





MENU

EN

BOOK NOW

Euphoria Retreat Wellbeing Festival Mystras, Greece | Dates:

Euphoria Retreat

— A Beautiful Setting in the Heart of the Greek Peloponnese.

Wellbeing Festival



Digital Detox at Frutt Mountain Resort

Frutt Mountain Resort

Digital Detox offer



Palasiet Thalasso

Palasiet Wellness Thalasso

— Wellness Programs

ADULT ONLY TENNIS HOLIDAYS

Tennis Holidays for Adults.

Since 2006 we've been perfecting our unique formula for our Adult Tennis Holidays. We've managed to achieve a repeat business rate of over 85%! This means that once you try us, you'll want to come back...

[View Destinations](#) 



Tennis Holidays for Adults.

OTAs

Movement & meditation.
Strength and balance.



Sturm Yoga hotel, Germany

— Movement & meditation. Strength and balance.



City Hotels



Resorts & Retreats



Mountain Lodges



Boutique Hodeaways



Luxury Villas

Every Kind of Stay

Any hospitality environment

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The Concept | Luxury with Accessibility

Built on active, nature-driven wellness—movement, calm spaces, and outdoor living shape the entire stay. Luxury is effortless, not exclusive.



Multi-Segments Audience

Athletes, families, couples, professionals—each finds a different path to wellness. The resort serves varied needs without losing its identity.

Sport & Wellness Strategy

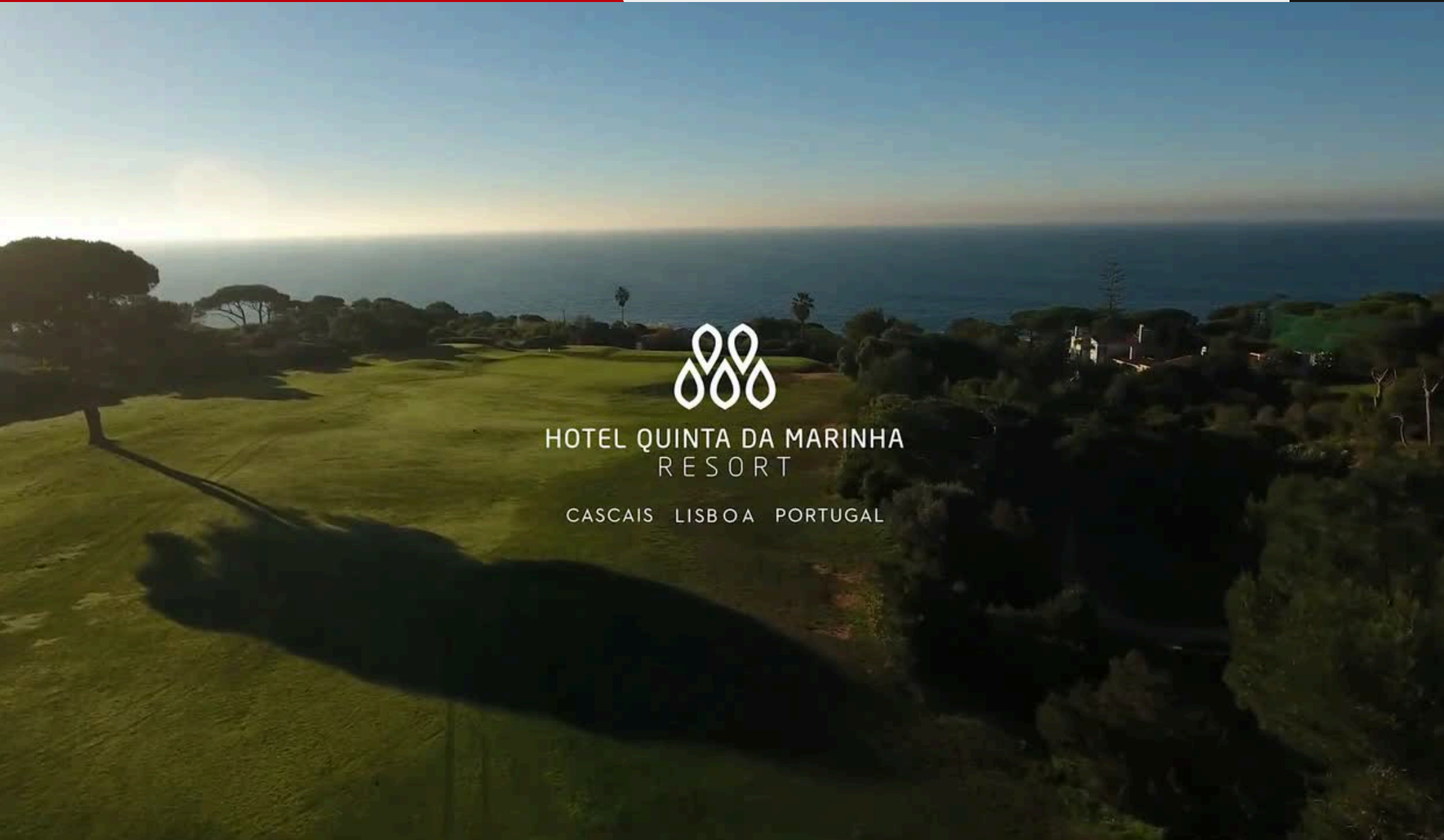
Golf and outdoor sport fuel their positioning, boosting ADR, driving off-season demand, and attracting a high-spending athletic crowd.



Onyria Quinta da Marinha

Refining Growth Through Understanding

"Dreaming is what moves us forward"



Golf dreamed by Onyria

A natural blend of movement, focus, and time in nature—core elements of modern wellness that speak to a mindset shaped by intention, precision, and the quiet confidence of choosing how you recharge.

Rhythm of Well-being

— Live Slowly. Breathe Deeply. Feel Fully.

Holistic Living

Wellness is not a service — it's a state of being. A seamless connection between body, mind, and place.

Mindful Balance

From movement and rest to nutrition and reflection, each experience invites calm energy and inner clarity.

Modern Simplicity

Designed for the new generation of wellness seekers who value slow living, and authenticity.



Sustainability Through Wellness

———— Creating Value That Lasts Beyond the Season

Balanced Operations

Local Collaboration

Resource Awareness

Lasting Impact



Performance & Business Results

Creating Value That Lasts Beyond the Season

- Higher ADR through experience-based pricing
- Stronger occupancy in low-season
- +30–40% engagement in thematic campaigns
- Wellness travelers spend 30–50% more per stay
- Improved review sentiment & loyalty
- Direct booking uplift through concept-driven audiences
- Sustainable differentiation → long-term brand value



How We Work With Hotels

———— Research → Concept → Performance → Growth

The Wellness Synergy Method

- Research & Insights
- Demand analysis, trends, guest personas, competitive mapping
- Concept & Experience Design
- Tennis escapes, yoga retreats, detox programs, wellness festivals
- Performance Marketing
- AI-driven group targeting, segmented campaigns, direct booking funnels
- Growth & Optimization
- KPIs, reporting, review sentiment, long-term differentiation



North Synergy

Thank You

HOSPITALITY GROWTH MODEL
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Proud of being with you

