Why Wellness Increases Revenue

The purpose of the analysis is to show that wellness is not an option, but a financial upside, measurable in price and occupancy.

We compare:
• Similar locations and segments
• Same number of bedrooms/ accommodation format
The only variable is the presence of wellness infrastructure

Analysis metrics
• ADR - average daily rate
• OCC - occupancy rate

Data sources:
• Airbnb listings (like-for-like units)
• AirDNA / AirROI market benchmarks
• Booking.com (hotels, same districts)

5BR Villas

Wellness vs No Wellness (5BR, Seminyak)

Wellness Villa - Bvilla Spa Five link

ADR: $300–550

Occupancy (OCC): 50–65%

Villa without Wellness link

ADR: $180–300

Occupancy (OCC): 40–55%

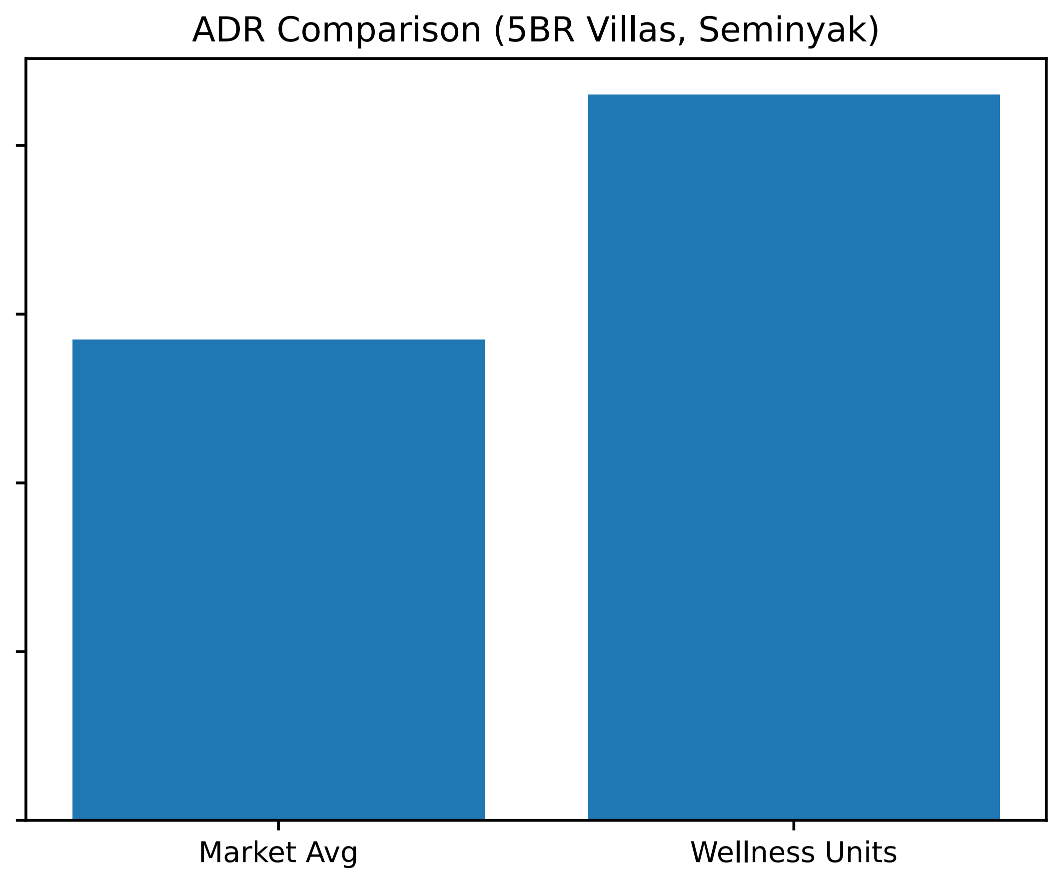
Conclusion: Wellness infrastructure increases ADR by ~40–60% and improves occupancy within the same location and bedroom segment.

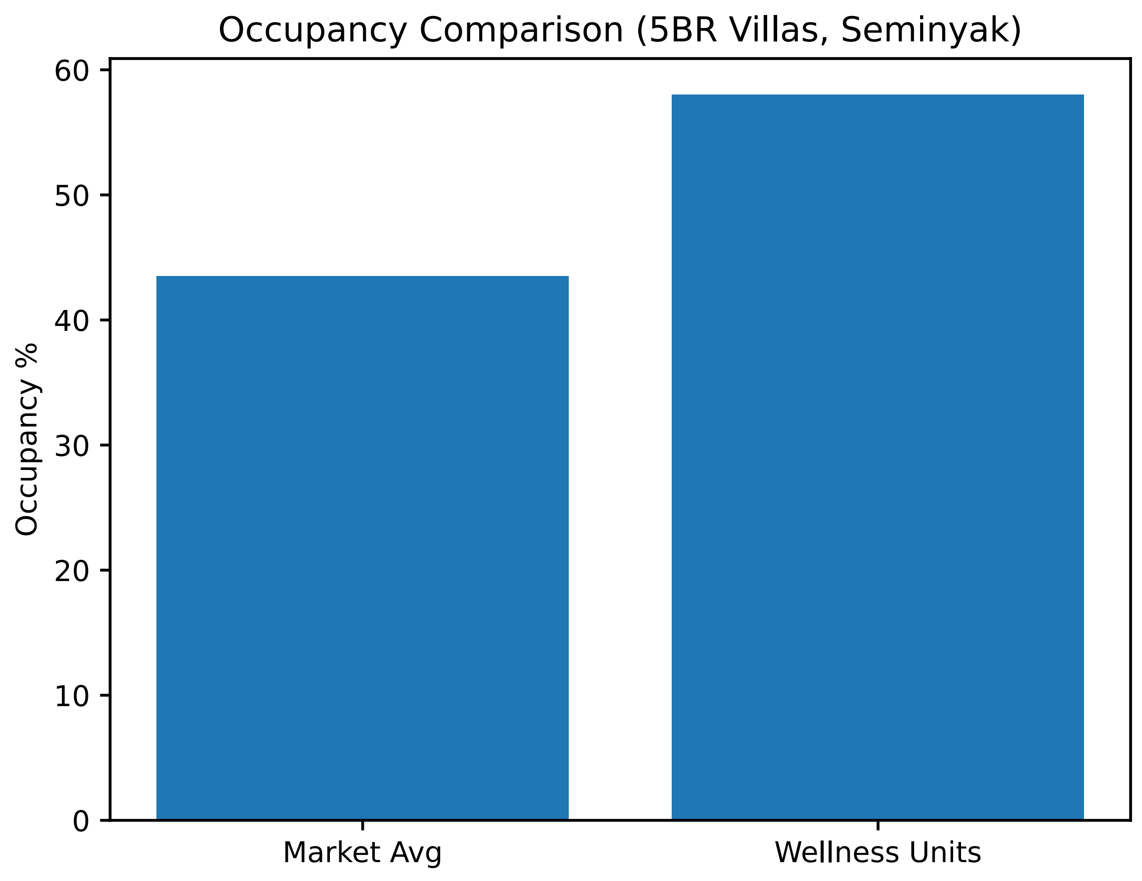
Market Average vs Wellness Villas

Seminyak, 5BR Segment

Average ADR: ~$285
Average OCC: ~43.5%

Wellness Villas outperform the market average both in price per night and occupancy due to differentiation and premium positioning.





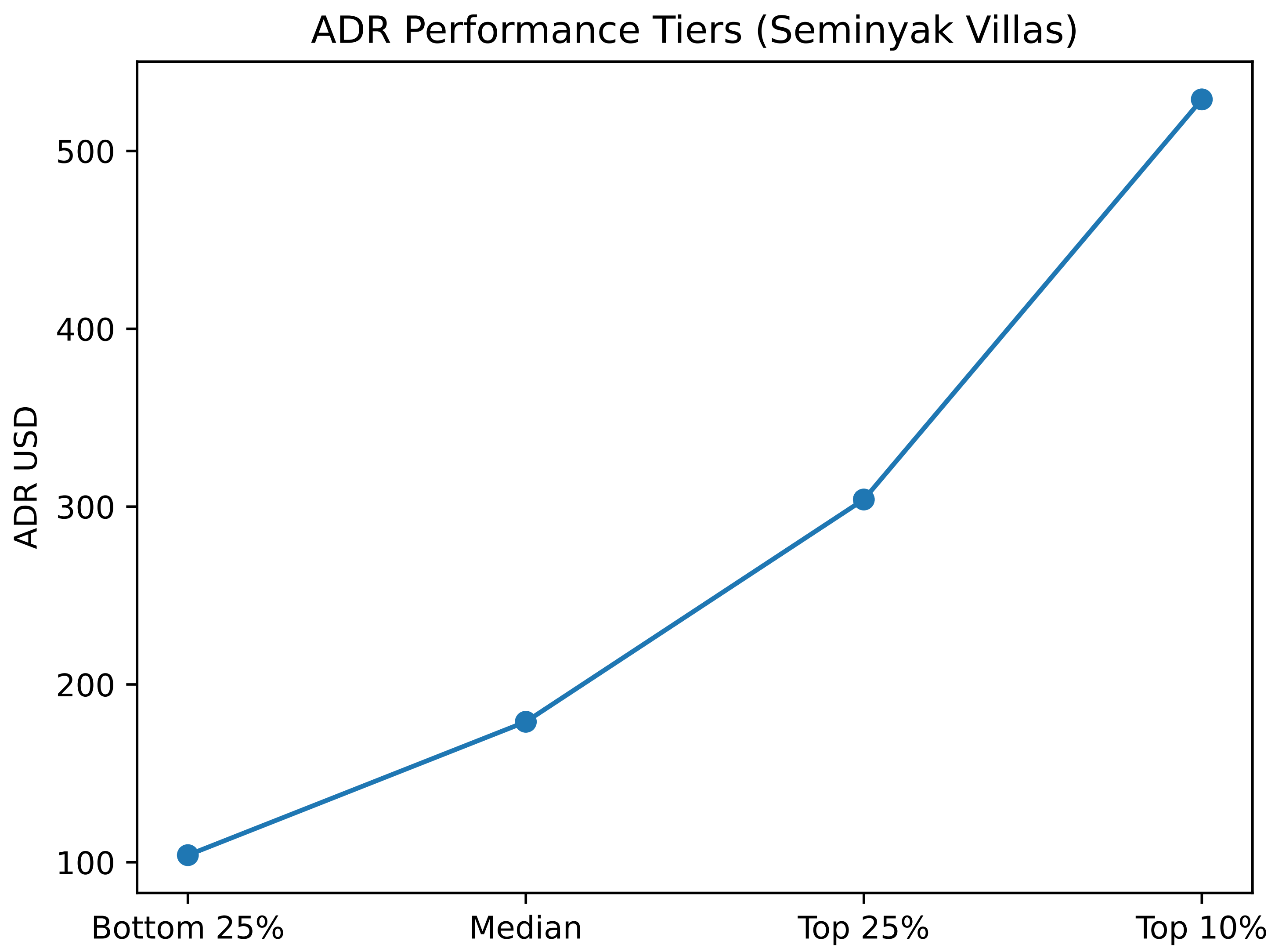
Source: AirROI Seminyak Market Report.

ADR Performance Tiers

5BR Villas, Seminyak

Bottom 25% ADR: ~$104
Market Median ADR: ~$179
Top 25% ADR: ~$304+
Top 10% ADR: ~$529+

Wellness-equipped villas are consistently positioned in the Top 25% and Top 10% performance tiers.



Source: AirROI Performance Tiers, Seminyak.

Hotels (example)

Wellness vs No Wellness

Wellness - Courtyard by Marriott Bali Seminyak

link

ADR: ~$160–$220

OCC: 68–75%

The Haven Bali Seminyak - without Wellness

link

ADR: ~$100–$150

OCC: 58–65%

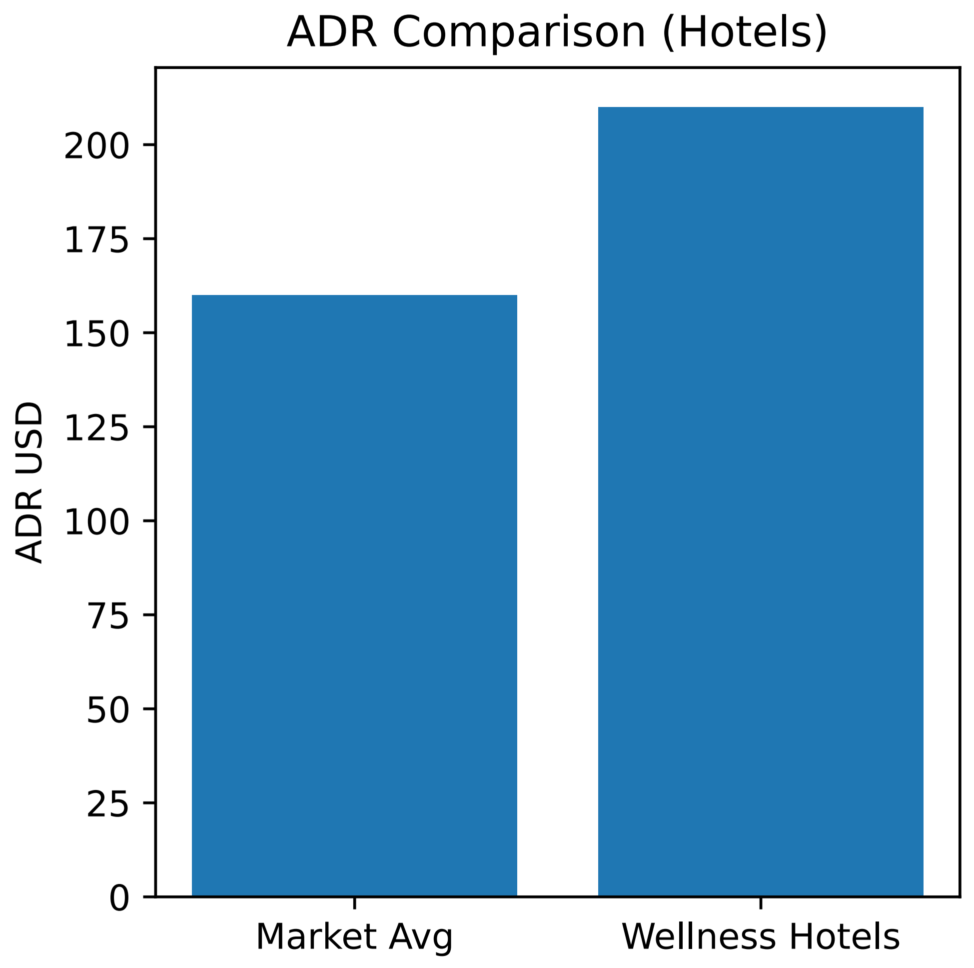
Wellness adds ADR premium and +5–10 p.p. occupancy within the same hotel segment and location.

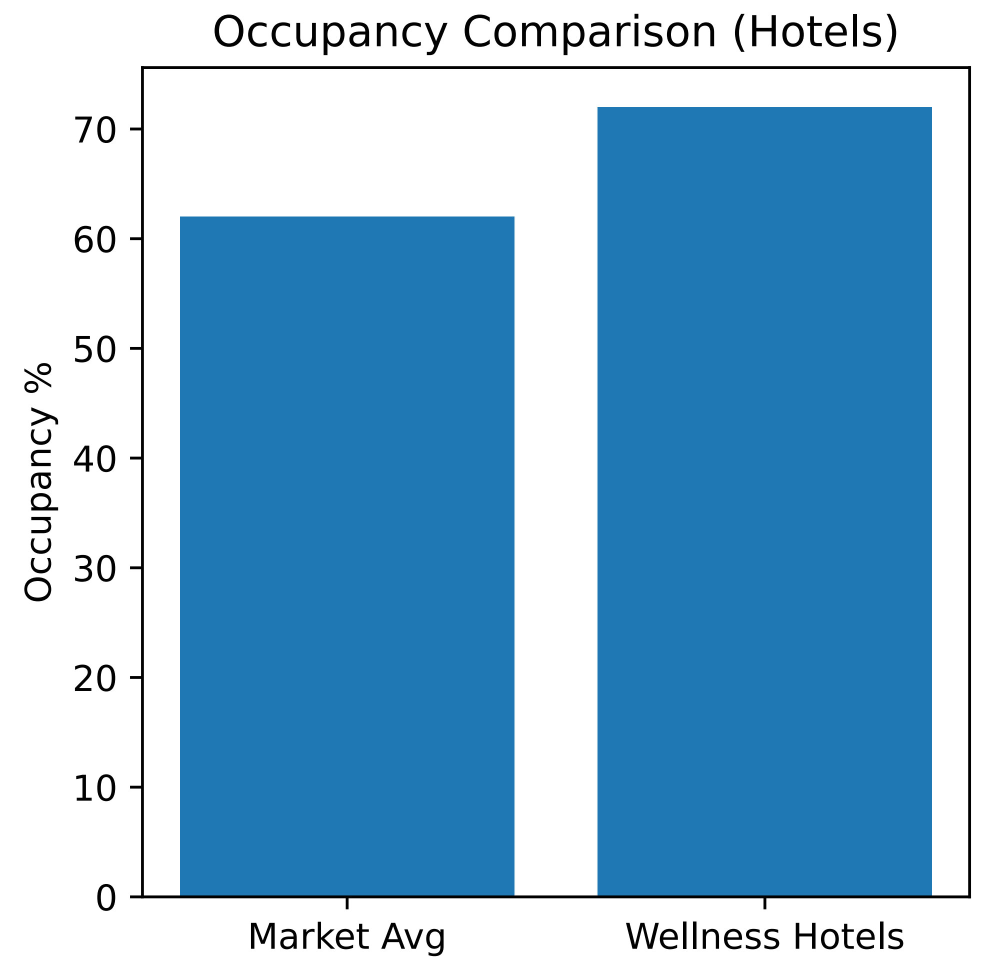
Market Average vs Wellness Hotels

Seminyak / Berawa · Leisure Hotels

Average ADR: ~$160
Average OCC: ~62%

Wellness hotels outperform the market average both in price per night and occupancy due to differentiation and premium positioning.



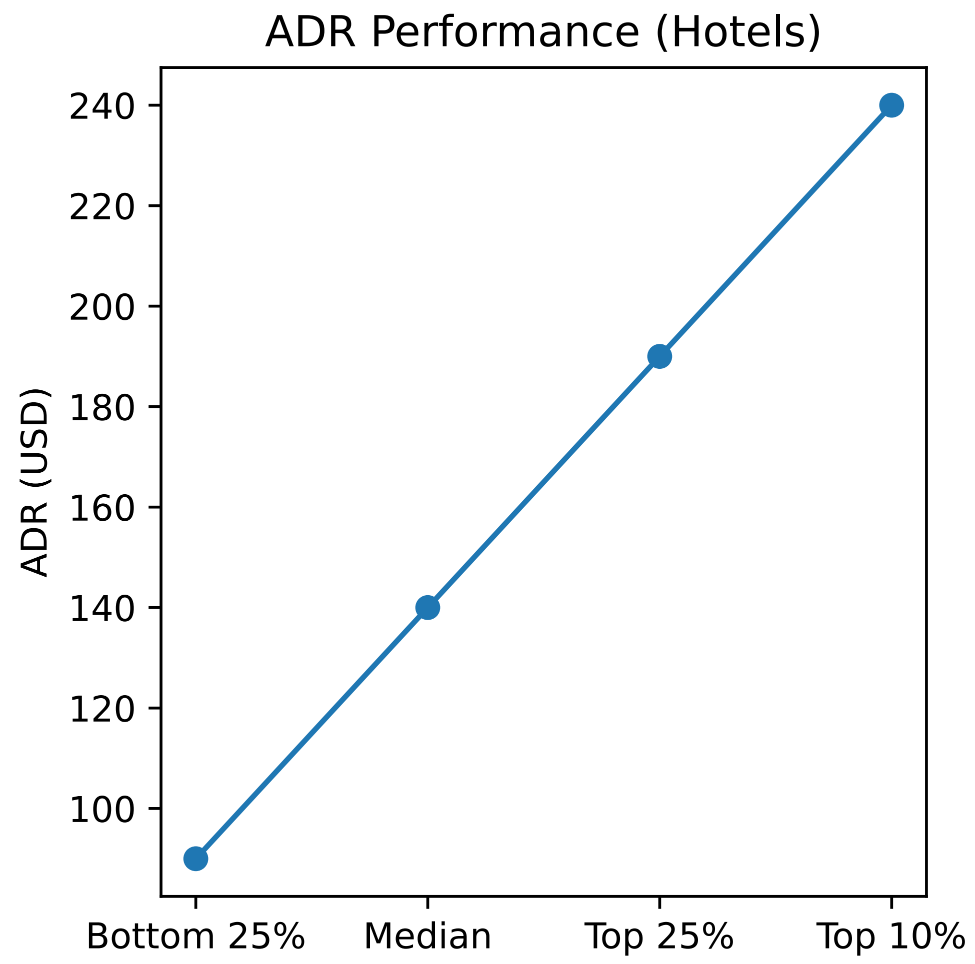


Source: Aggregated hotel market benchmarks (STR, Booking.com)

ADR Performance

Hotels · Same location / same class

Bottom 25% ADR: ~$90
Market Median ADR: ~$140
Top 25% ADR: ~$190
Top 10% ADR: ~$240+



Conclusion: Wellness hotels are consistently positioned in the Top 25% and Top 10% ADR tiers,
indicating a structural pricing advantage within the same market.

Source: Aggregated hotel market benchmarks (STR, Booking.com)

Villas: Wellness vs No Wellness (Sanur)

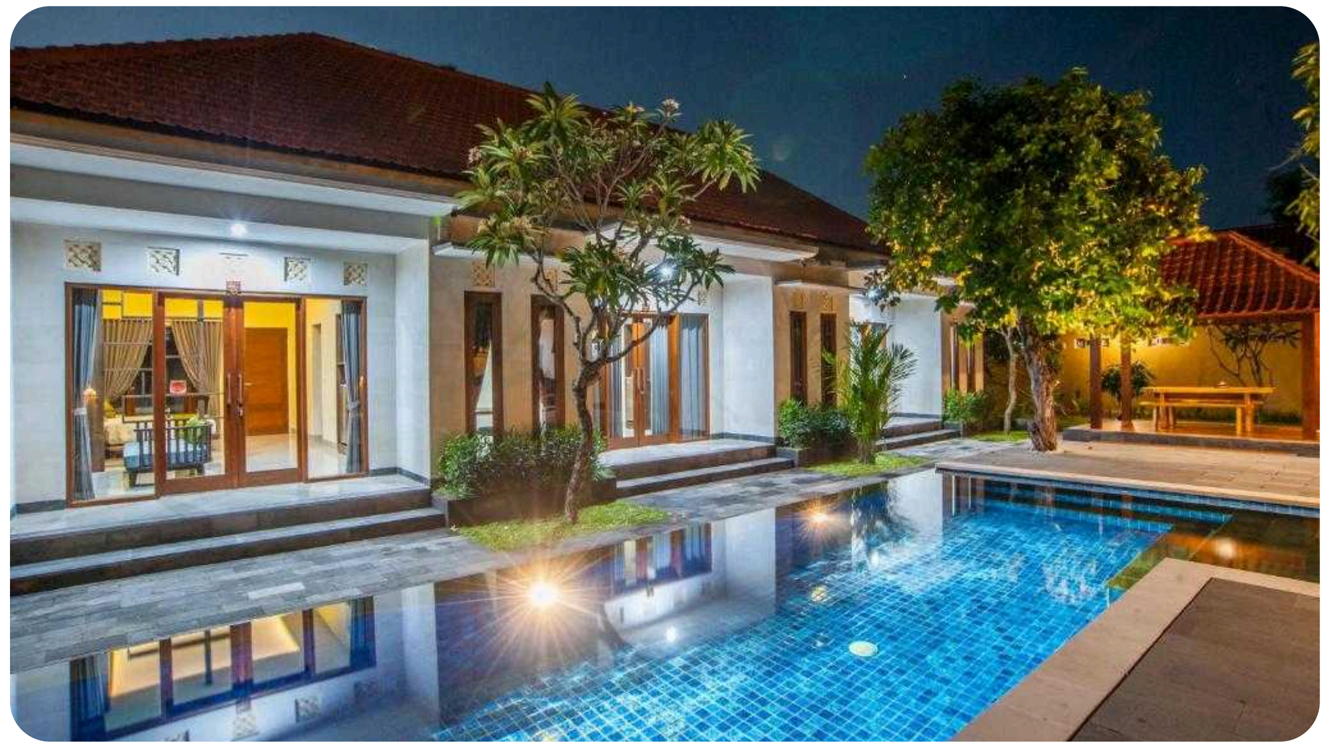
Wellness - Kayumanis Sanur Private Villa & Spa

link

Unit type used: 2–3 Bedroom Private Villa

ADR: ~$260

OCC (market benchmark): ~60%



Astana Made Villas Sanur - without Wellness

link

ADR: ~$160

OCC (market benchmark): ~45%

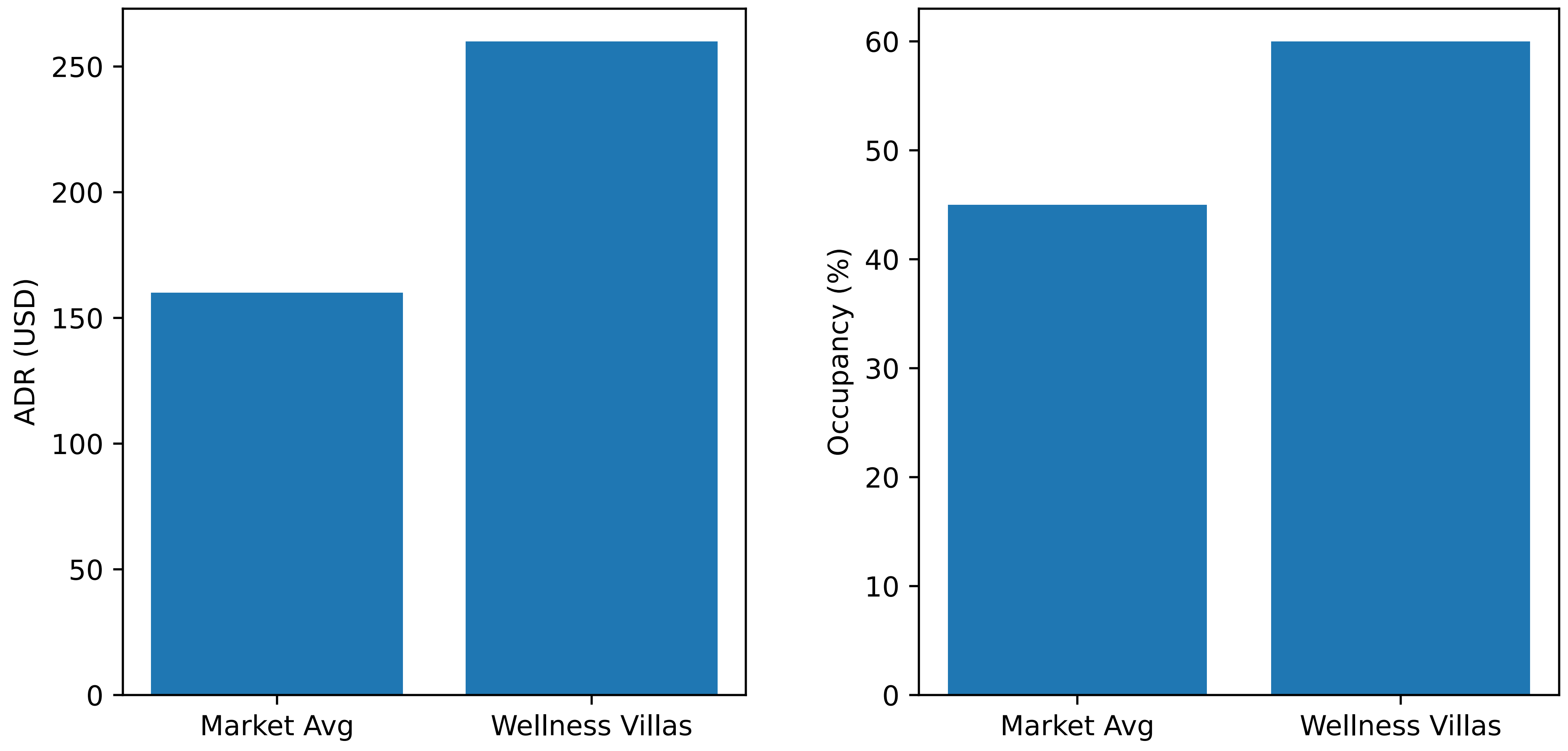
Wellness infrastructure delivers ~62% ADR premium and operates with about +15 p.p. higher occupancy WITHIN THE SAME 2-4BR villa segment in Sanur.

Market Average vs Wellness Villas

Sanur, 2–4 BR

Market Average
ADR: ~$160
Occupancy: ~45%

Wellness Villas
ADR: ~$260
Occupancy: ~60%



Conclusion: Wellness villas materially outperform the market average in both ADR and occupancy due to premium positioning and experiential demand.

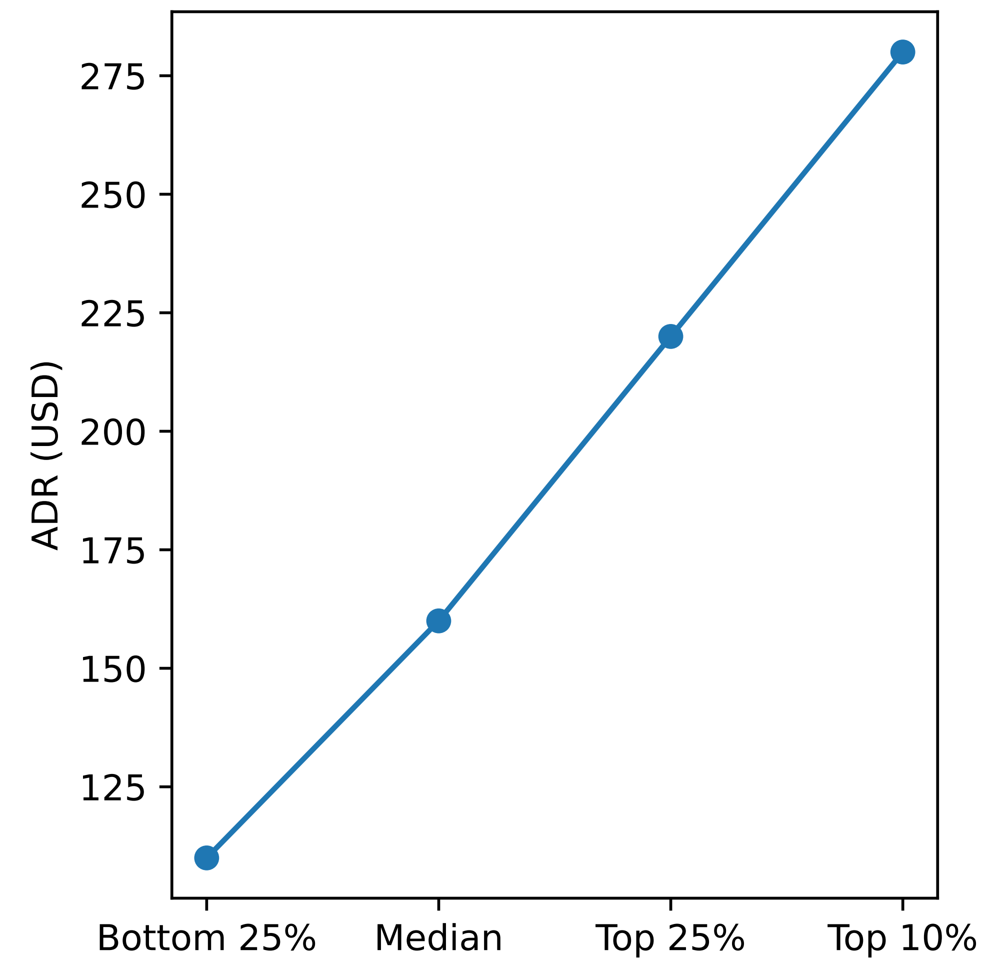
Source: Public villa rates (Booking, Kayak); occupancy — market benchmarks (AirDNA / industry summaries)

ADR Performance

Villas, Sanur, 2–4 BR

Bottom 25%: ~$110
Market Median: ~$160
Top 25%: ~$220
Top 10%: ~$280+

Conclusion: Wellness villas are consistently positioned in the Top 25%–Top 10% ADR tiers, confirming a structural pricing advantage, not a one-off effect.



Source: Aggregated villa pricing distribution (Booking / Kayak); performance tiers — AirDNA benchmarks

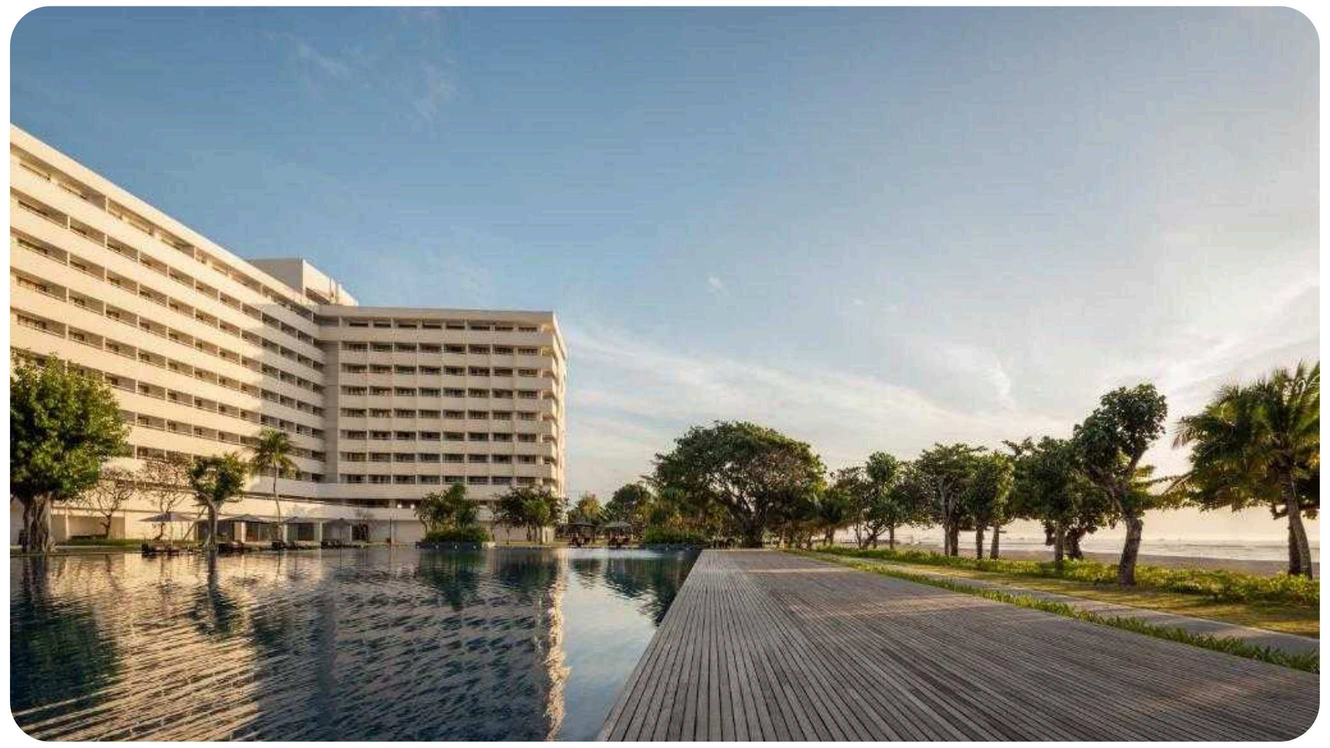
Hotels: Wellness vs Non-Wellness (Sanur)

Maya Sanur Resort & Spa - Wellness

link

ADR: ~$195

OCC (market benchmark): ~72%



Bali Beach Hotel - without Wellness

link

ADR: ~$120

OCC (market benchmark): ~62%

Wellness hotels in Sanur achieve ~60% higher ADR and operate with ~+10 p.p. higher occupancy compared to non-wellness hotels in the same location.

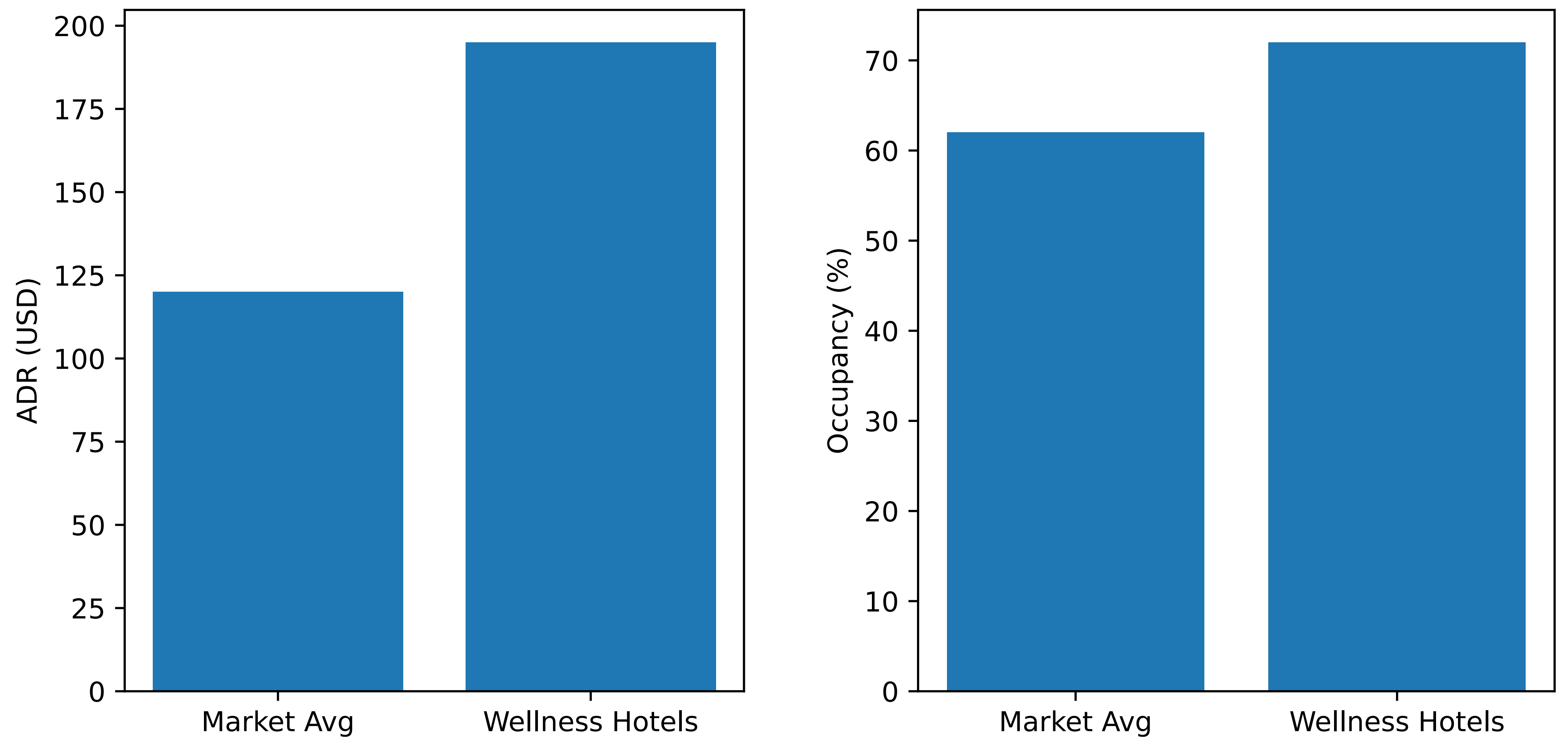
Market Average vs Wellness Hotels

Sanur

Market Average (Leisure Hotels, Sanur)
ADR: ~$120
Occupancy: ~62%

Wellness Hotels
ADR: ~$195
Occupancy: ~72%

Conclusion: Wellness hotels consistently outperform the market average in both ADR and occupancy, driven by experiential demand and longer average stays.



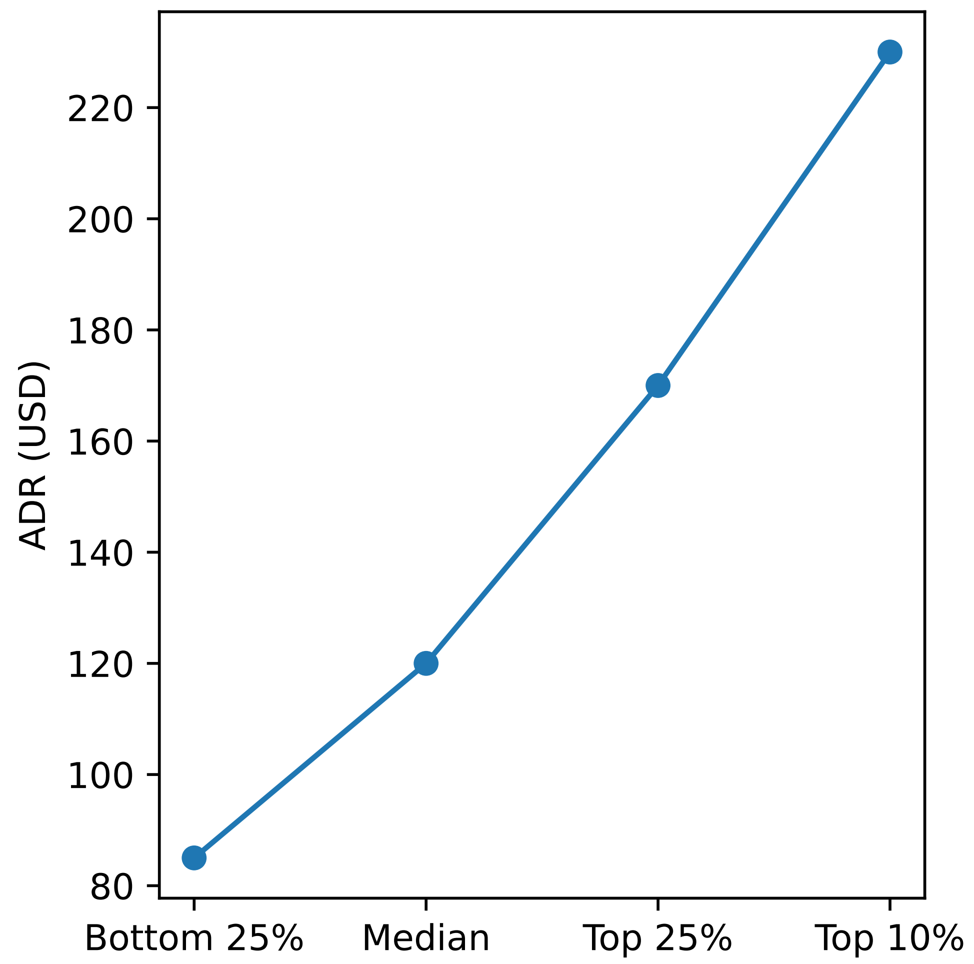
Source:Public hotel rate distribution (Booking.com), aggregated market benchmarks (STR, AirDNA)

ADR Performance

Hotels, Sanur

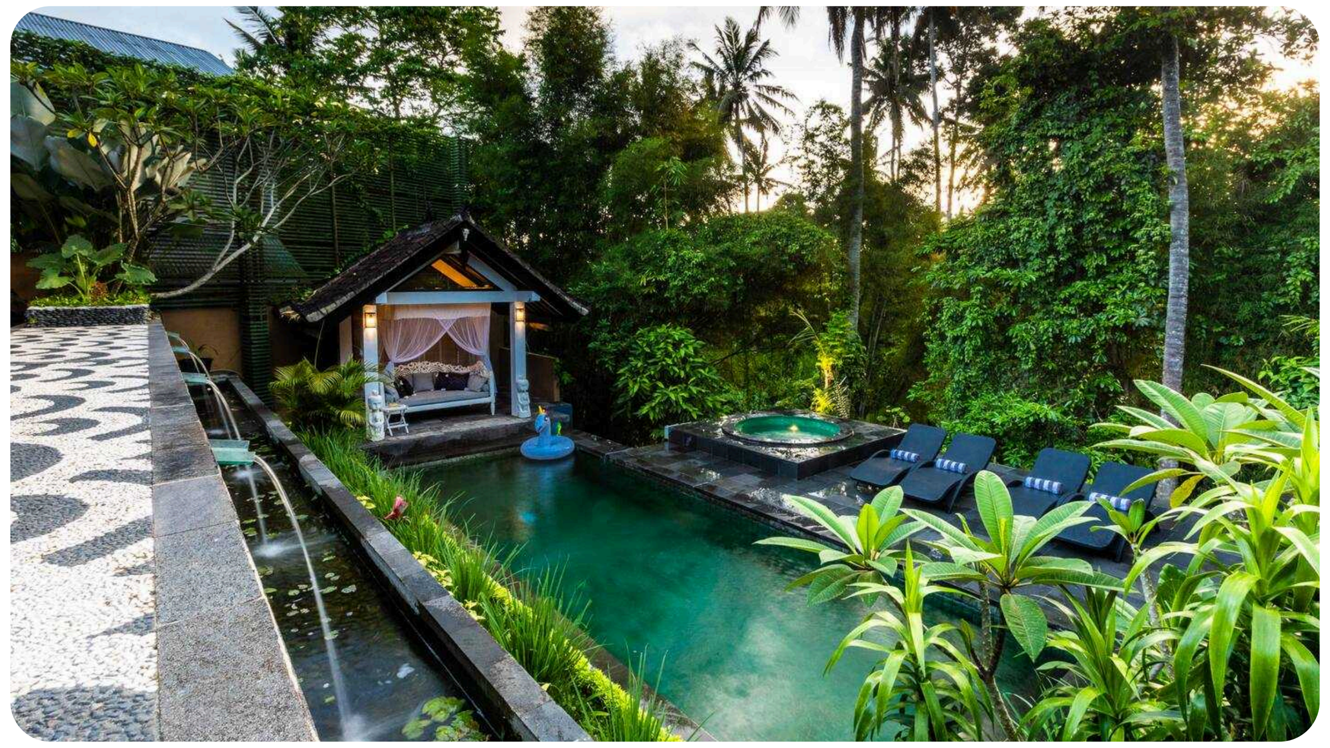
Bottom 25%: ~$85
Market Median: ~$120
Top 25%: ~$170
Top 10%: ~$230+

Conclusion: Wellness hotels are positioned in the Top 25%–Top 10% ADR tiers, confirming a structural pricing premium rather than isolated cases.



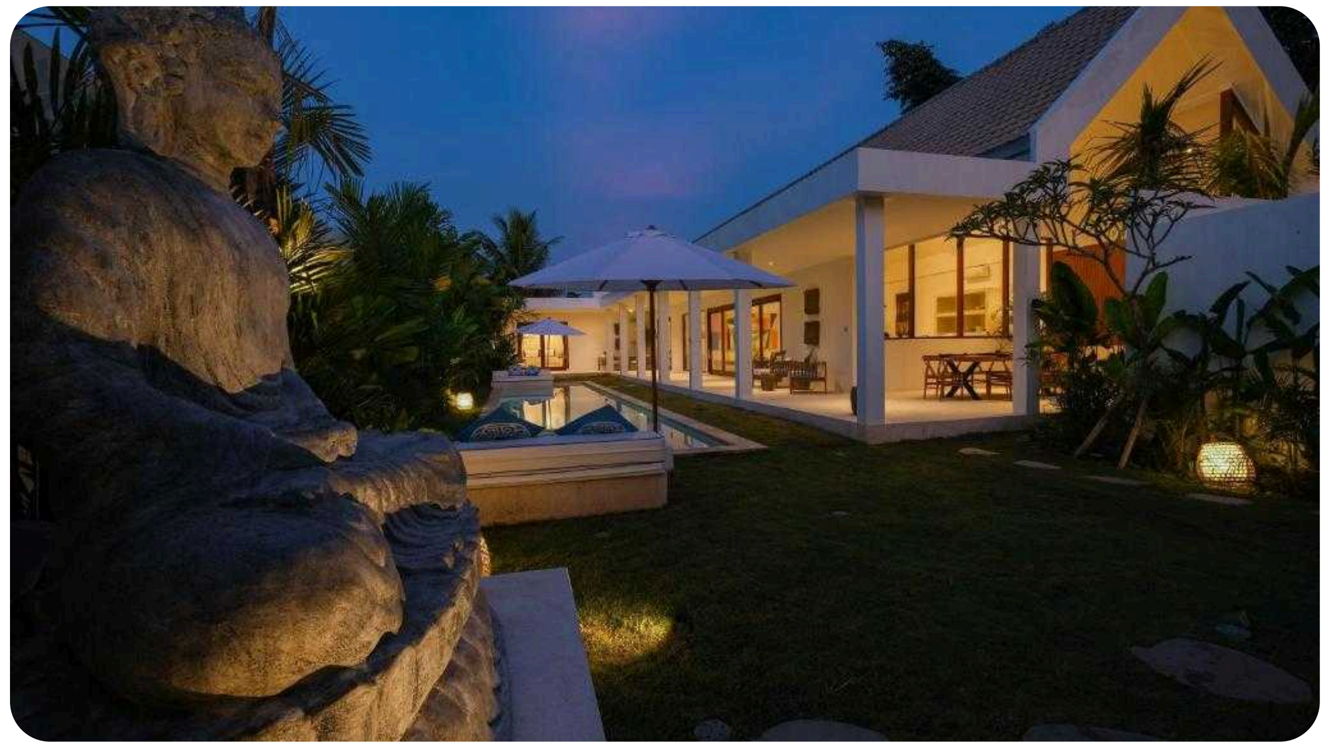
Source: Aggregated villa pricing distribution (Booking / Kayak); performance tiers — AirDNA benchmarks

Villas: Wellness vs No Wellness (Ubud)



Villa Palem - Wellness
link

ADR: ~$300 per night
OCC (market benchmark): ~65%



Ubud Luxury 2-Bedroom Villa with Private Pool and BBQ - without Wellness link

ADR: ~$180 per night
OCC (market benchmark): ~50%

Wellness infrastructure delivers ~67% ADR premium and operates with ~+15 p.p. higher occupancy within the same 2–4BR villa segment in Ubud.

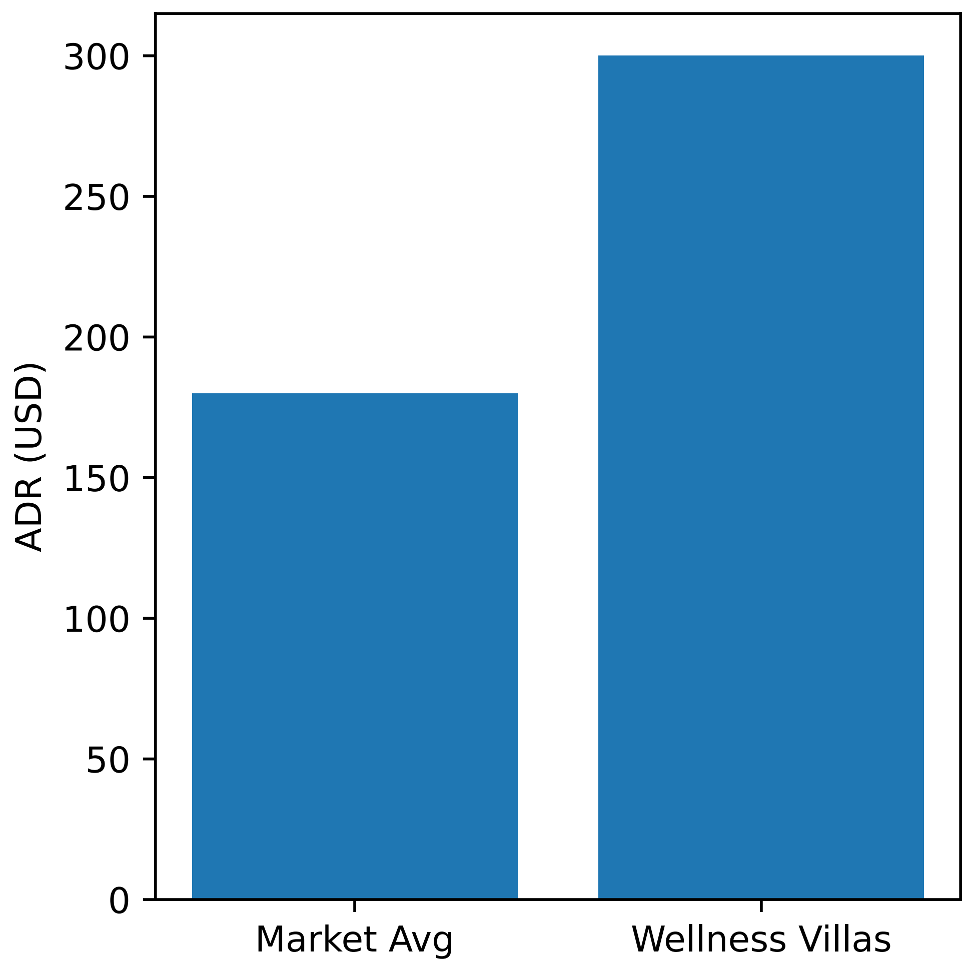
Market Average vs Wellness Villas

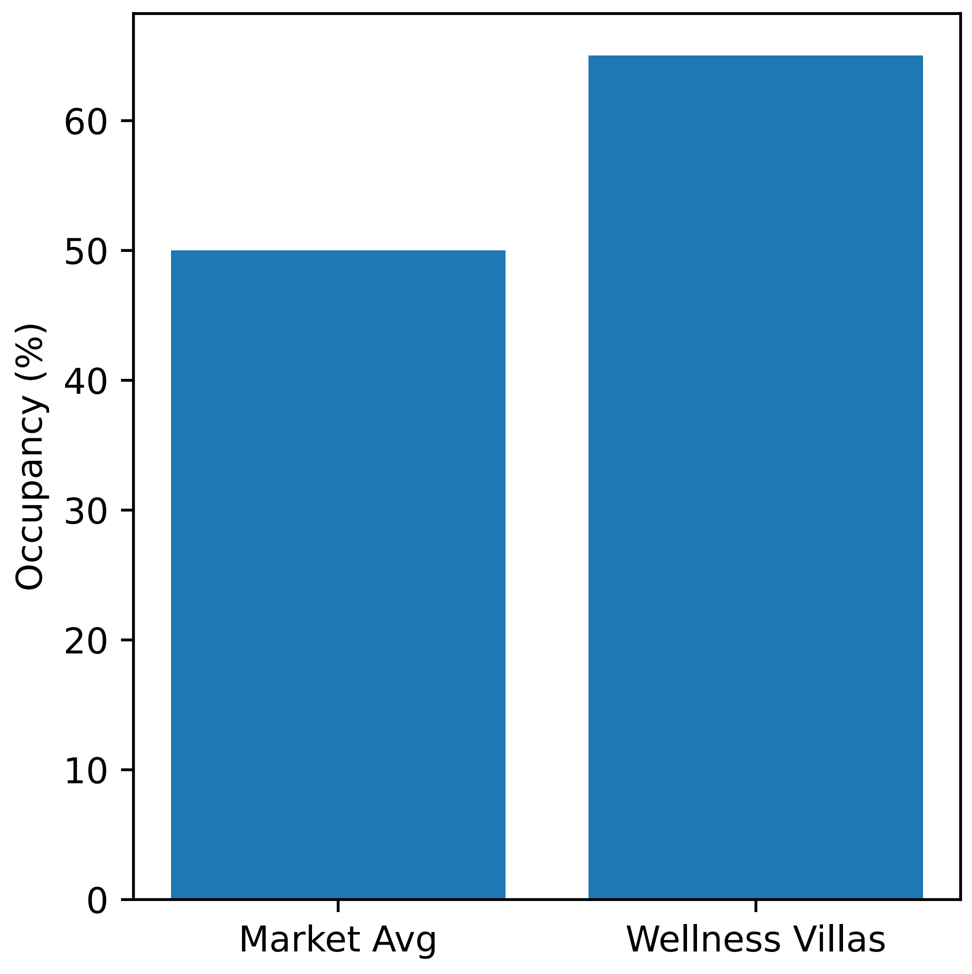
Ubud, 2–4 BR

Market Average
ADR: ~$180
Occupancy: ~50%

Wellness Villas
ADR: ~$300
Occupancy: ~65%

Conclusion: Wellness villas significantly outperform the market average in both price per night and occupancy, driven by experiential demand and destination-driven stays in Ubud.





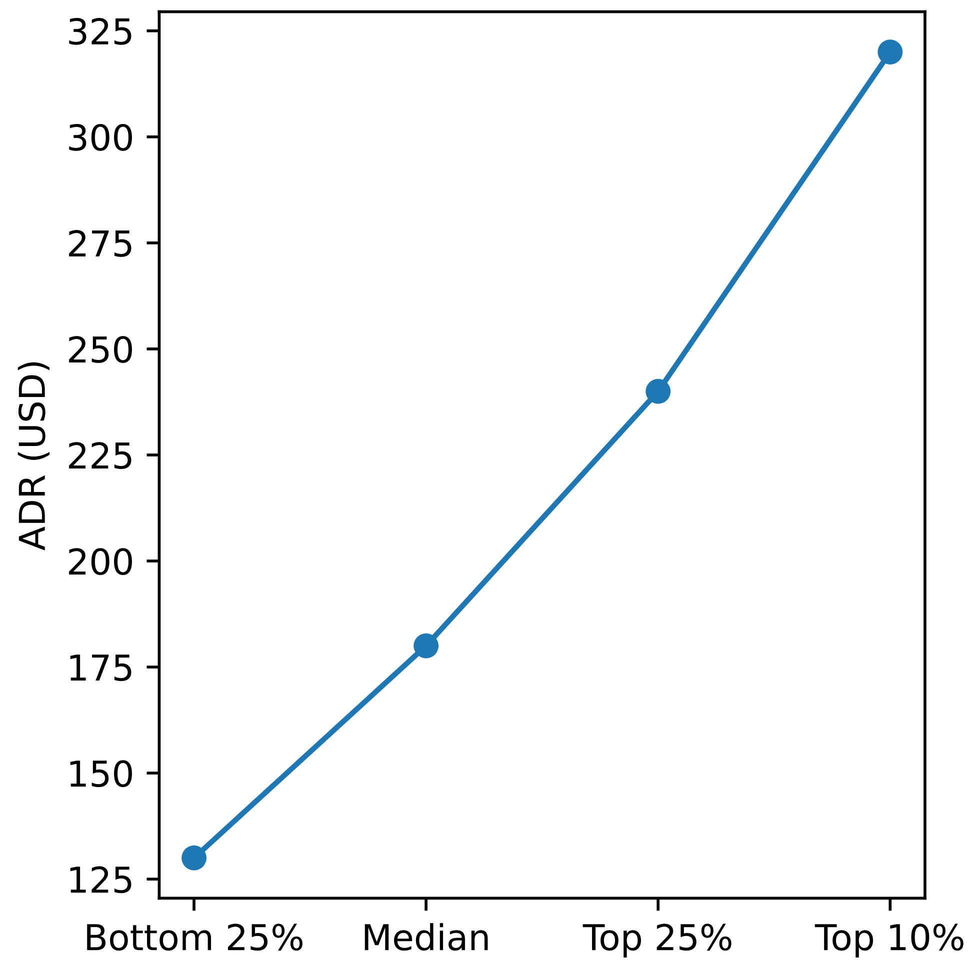
Source: Public villa rates (Booking, Airbnb); occupancy — market benchmarks (AirDNA / industry summaries)

ADR Performance

Villas, Ubud, 2–4 BR

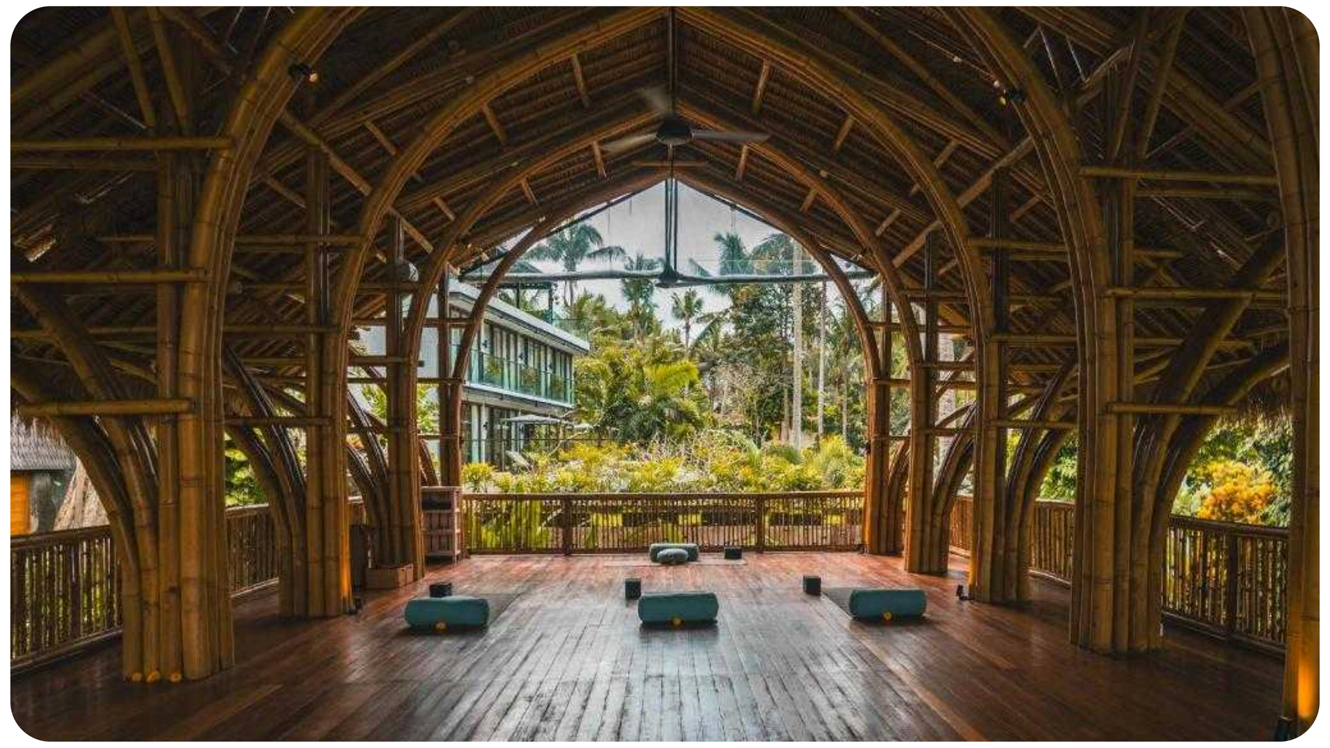
Bottom 25%: ~$130
Market Median: ~$180
Top 25%: ~$240
Top 10%: ~$320+

Conclusion: Wellness villas are consistently positioned in the Top 25%–Top 10% ADR tiers, confirming a structural pricing advantage in Ubud’s villa market.



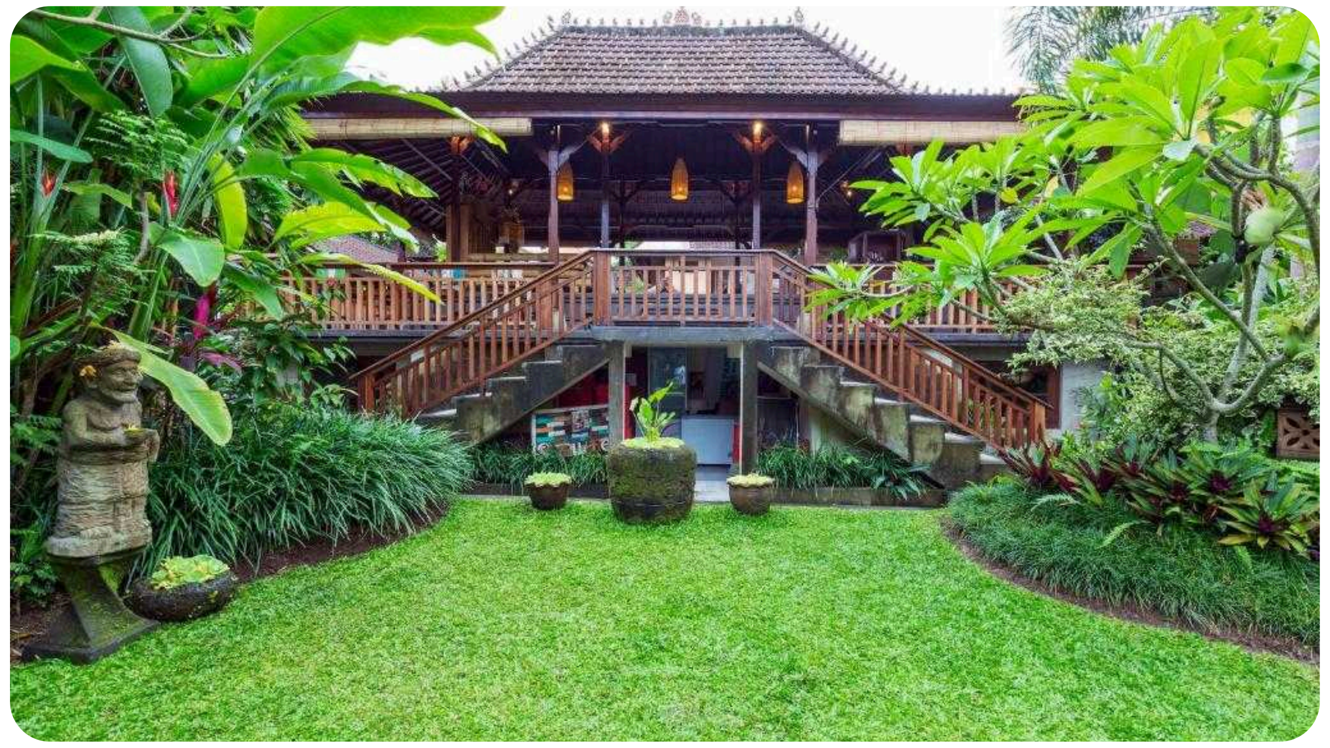
Source: Aggregated villa pricing distribution (Booking / Airbnb); performance tiers — AirDNA benchmarks

Hotels: Wellness vs No Wellness (Ubud)



Lumeria Yoga - Wellness
link

ADR: ~$210
OCC (market benchmark): ~72%



Meruhdani Boutique Hotel Ubud - without Wellness link

ADR: ~$120
OCC (market benchmark): ~60%

Wellness hotels in Ubud achieve ~75% higher ADR and operate with ~+12 p.p. higher occupancy compared to non-wellness hotels in the same location.

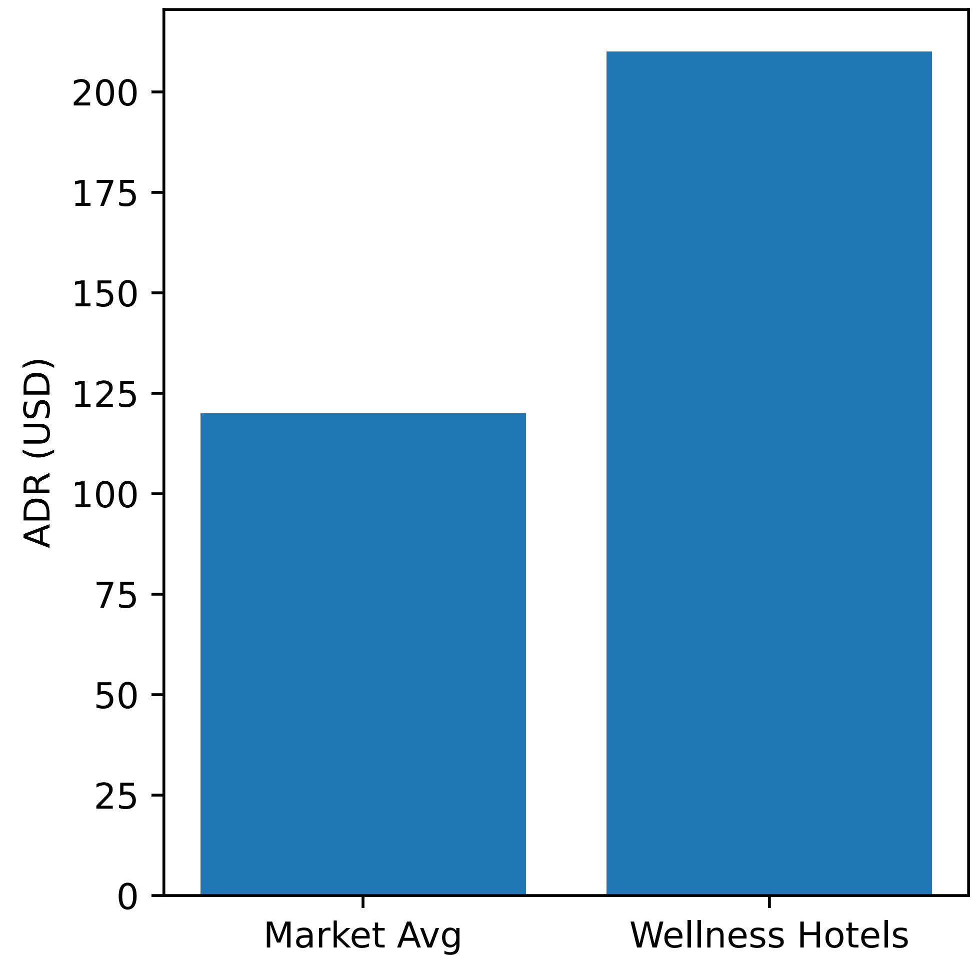
Market Average vs Wellness Hotels

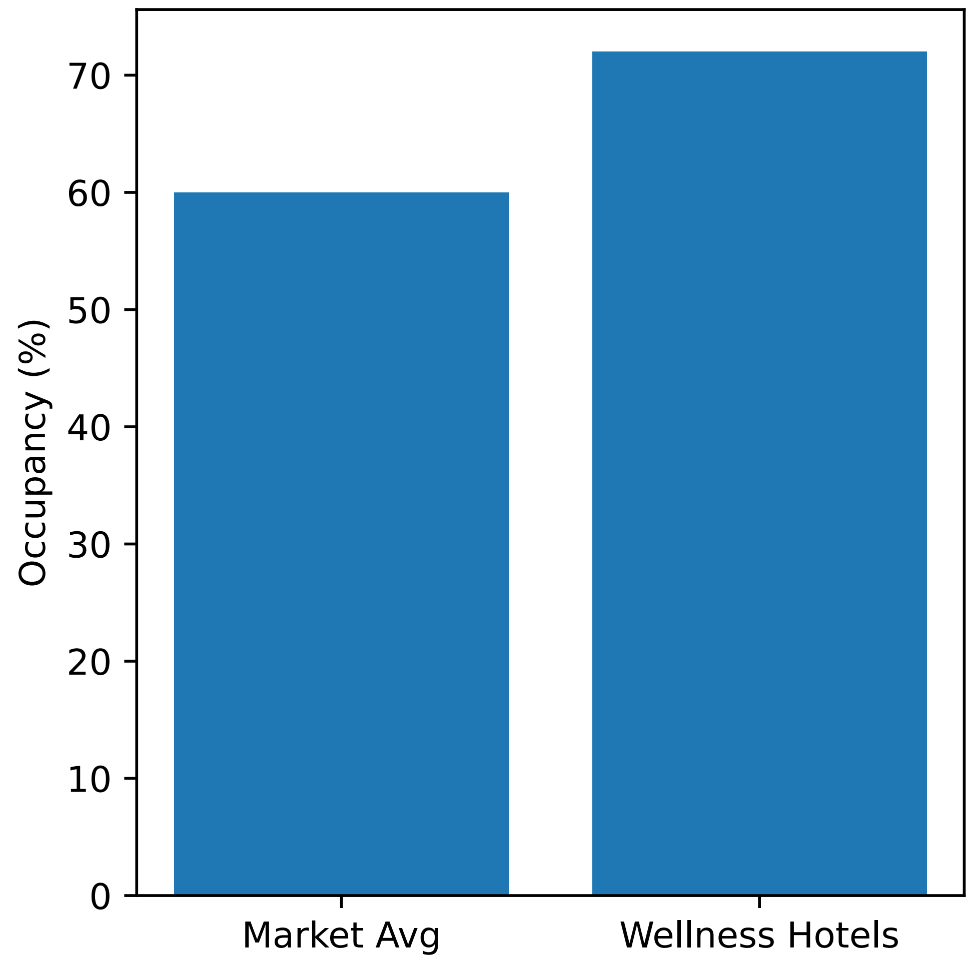
Ubud

Market Average (Leisure Hotels, Ubud)
ADR: ~$120
Occupancy: ~60%

Wellness Hotels
ADR: ~$210
Occupancy: ~72%

Conclusion: Wellness hotels significantly outperform the market average in both ADR and occupancy, driven by destination-led wellness demand in Ubud.





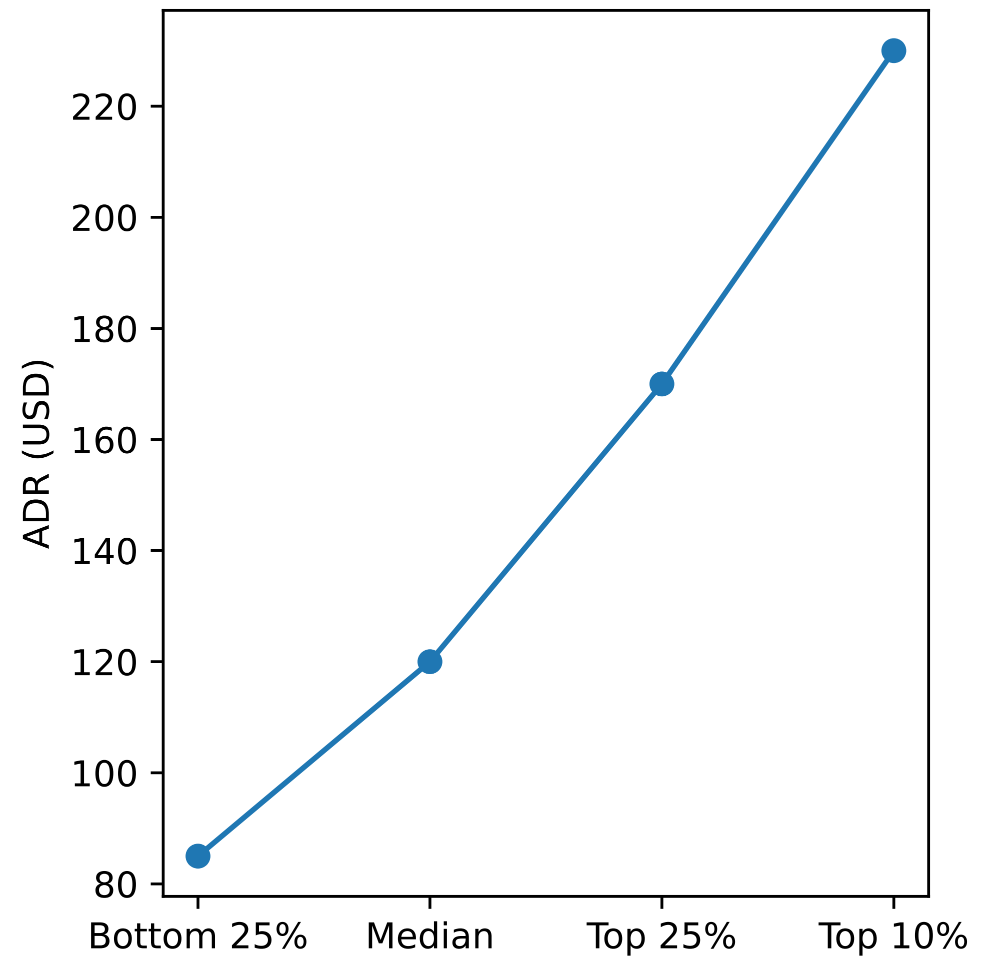
Source: Public hotel rates (Booking); occupancy — market benchmarks (STR / AirDNA summaries)

ADR Performance

Hotels, Ubud

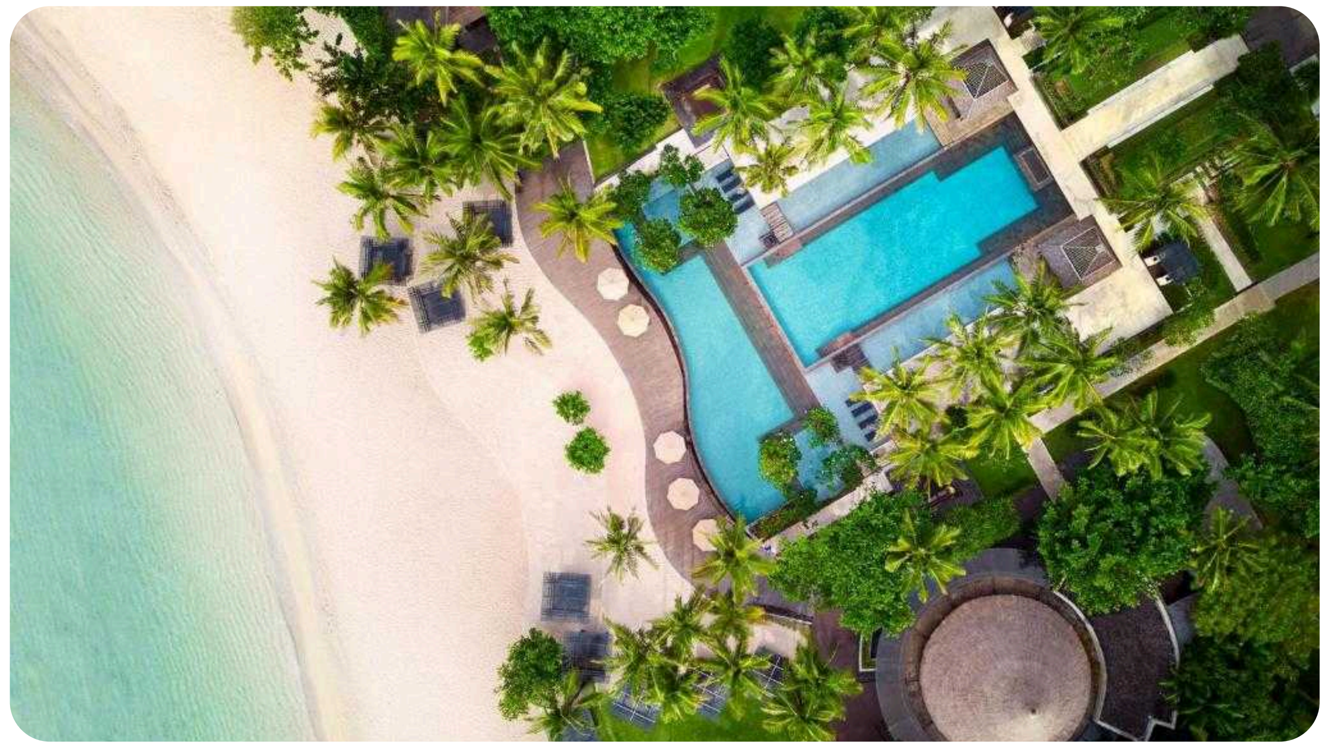
Bottom 25%: ~$85
Market Median: ~$120
Top 25%: ~$170
Top 10%: ~$230+

Conclusion: Wellness hotels are consistently positioned in the Top 25%–Top 10% ADR tiers, confirming a structural pricing premium within Ubud's hotel market.



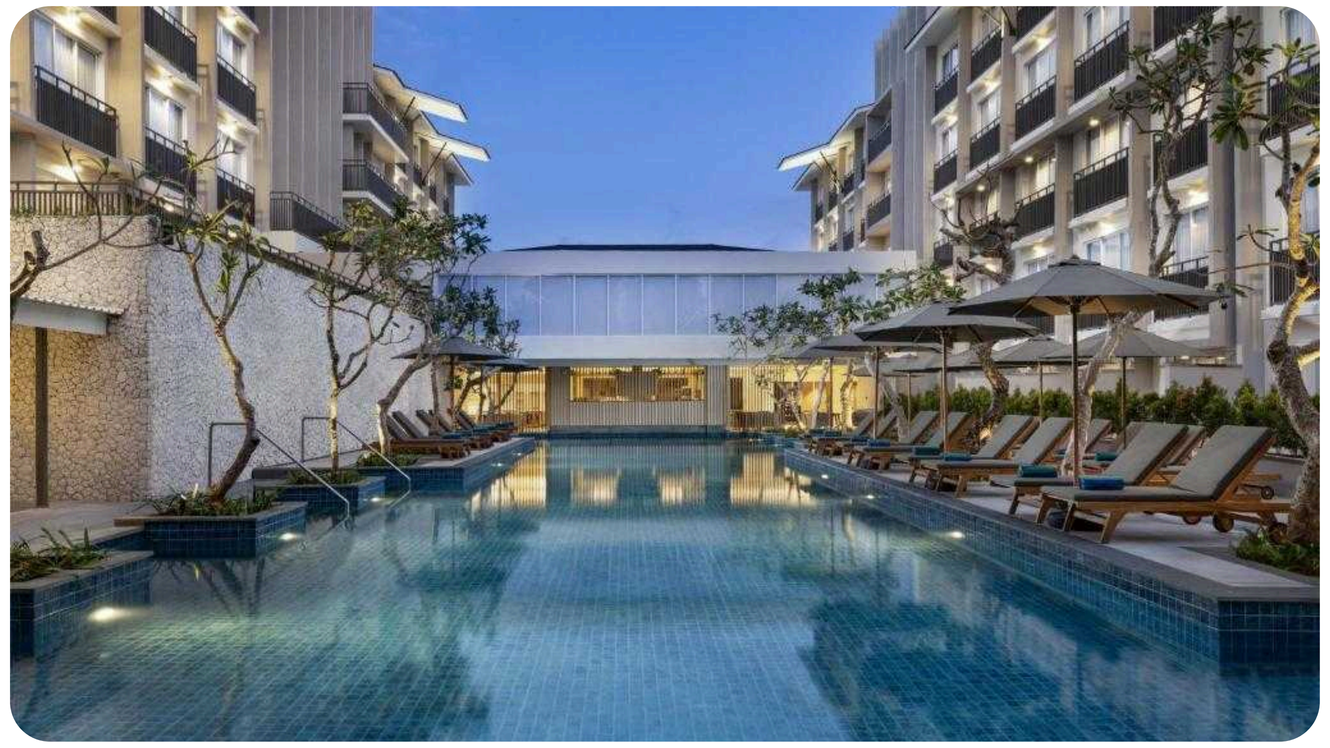
Source: Aggregated hotel pricing distribution (Booking); performance tiers — STR / AirDNA benchmarks

Hotels: Wellness vs No Wellness (Nusa Dua)



The Ritz-Carlton Bali - Wellness
link

ADR: ~$260
OCC (market benchmark): ~75%



Ibis Styles Bali Benoa - without Wellness link

ADR: ~$160
OCC (market benchmark): ~65%

Wellness hotels in Nusa Dua achieve ~60% higher ADR and operate with ~+10 p.p. higher occupancy compared to non-wellness hotels in the same destination.

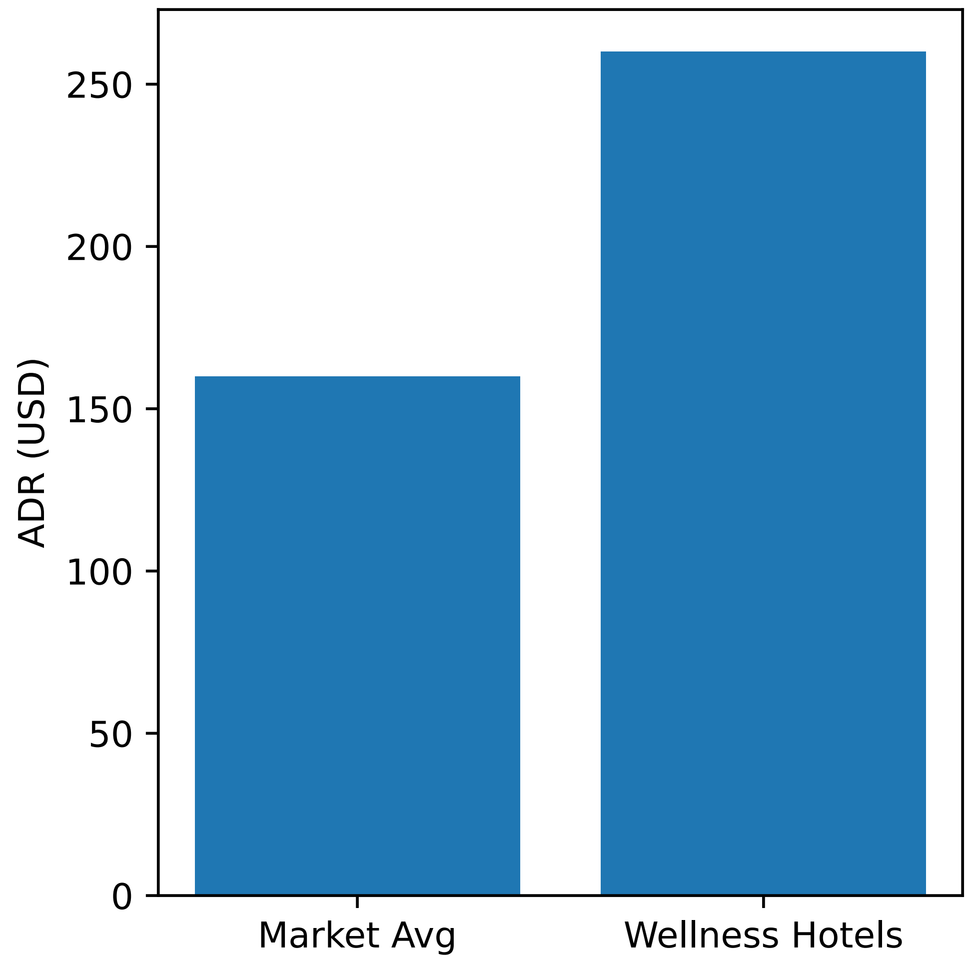
Market Average vs Wellness Hotels

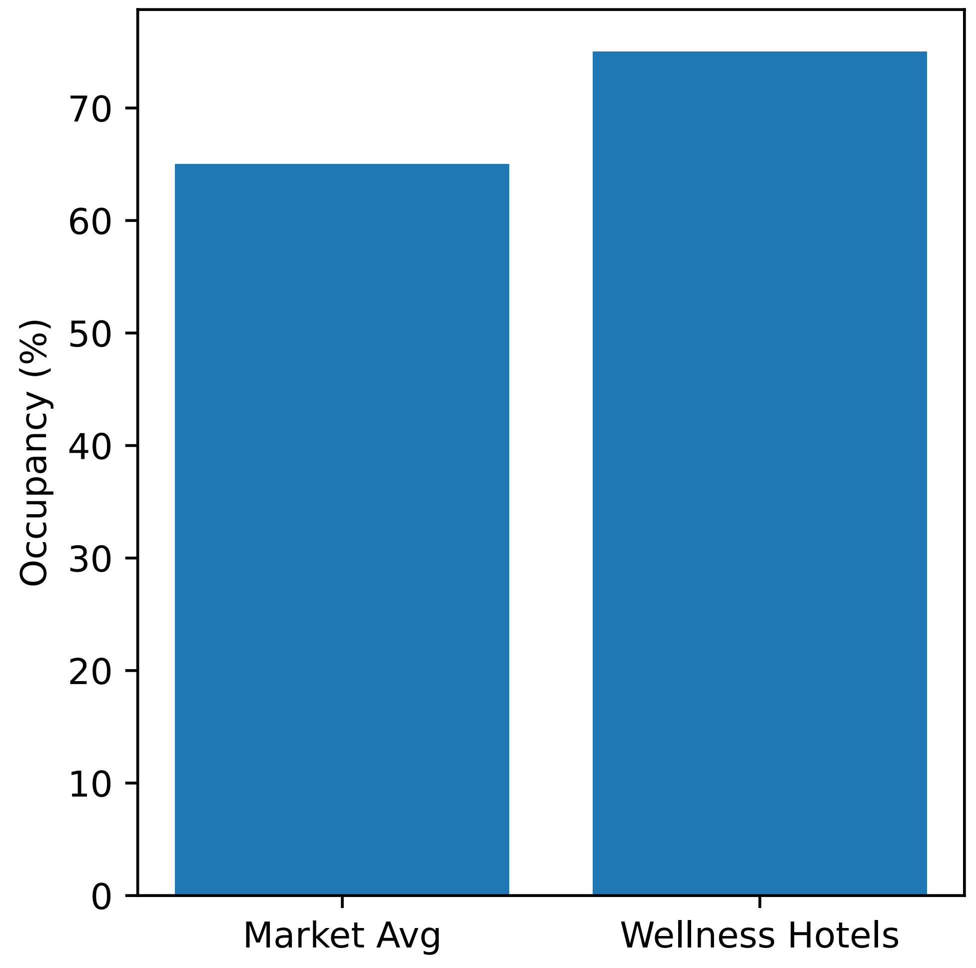
Nusa Dua

Market Average (Leisure Hotels, Nusa Dua)
ADR: ~$160
Occupancy: ~65%

Wellness Hotels
ADR: ~$260
Occupancy: ~75%

Conclusion: Wellness-oriented resorts significantly outperform the market average in both ADR and occupancy, driven by destination-led luxury and experiential demand in Nusa Dua.





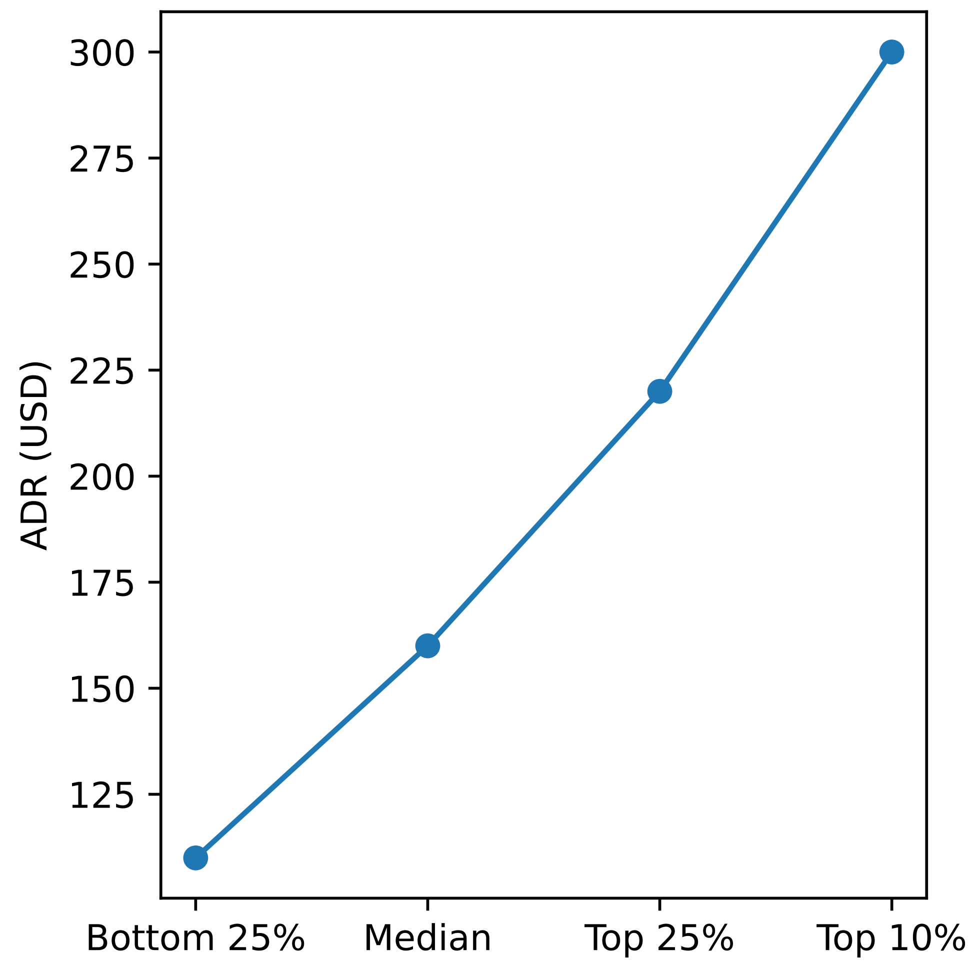
Source: Public hotel rates (Booking); occupancy — market benchmarks (STR / AirDNA summaries)

ADR Performance

Hotels, Nusa Dua

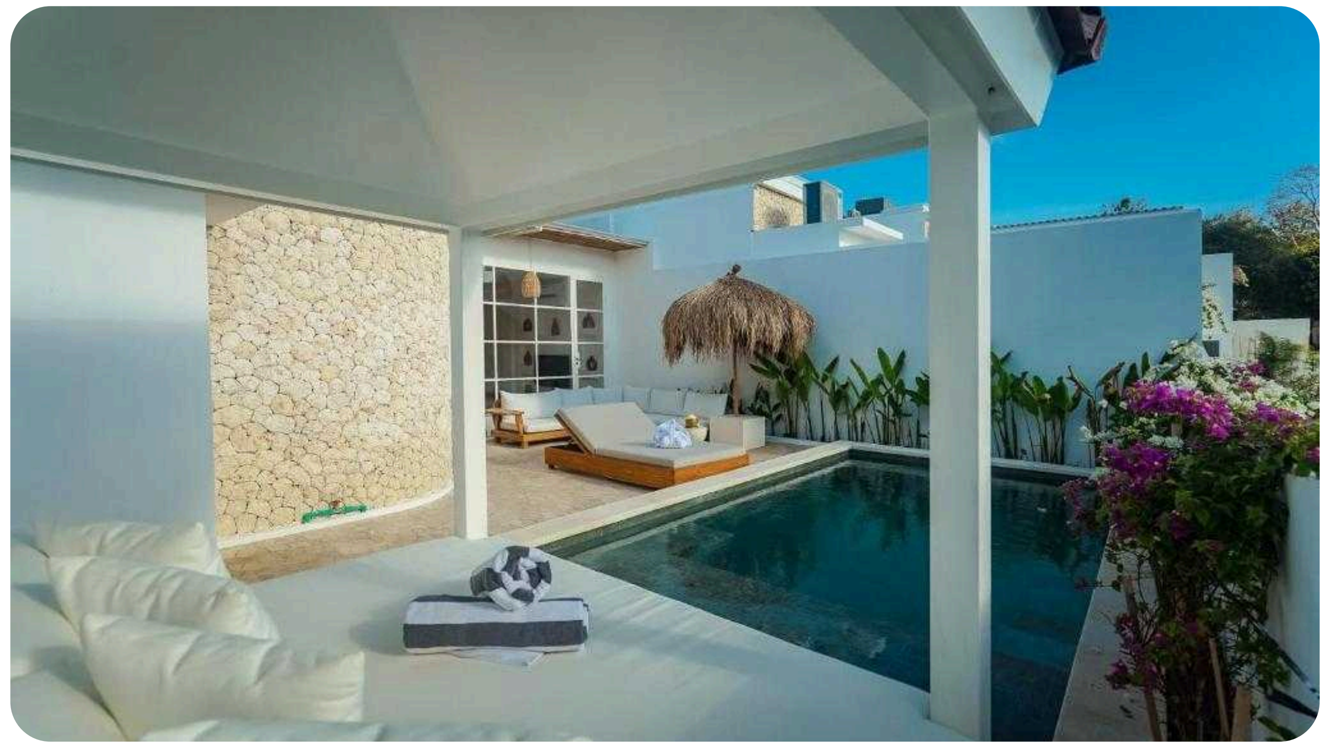
Bottom 25%: ~$110
Market Median: ~$160
Top 25%: ~$220
Top 10%: ~$300+

Conclusion: Wellness resorts are consistently positioned in the Top 25%–Top 10% ADR tiers, confirming a structural pricing premium in Nusa Dua's hotel market.



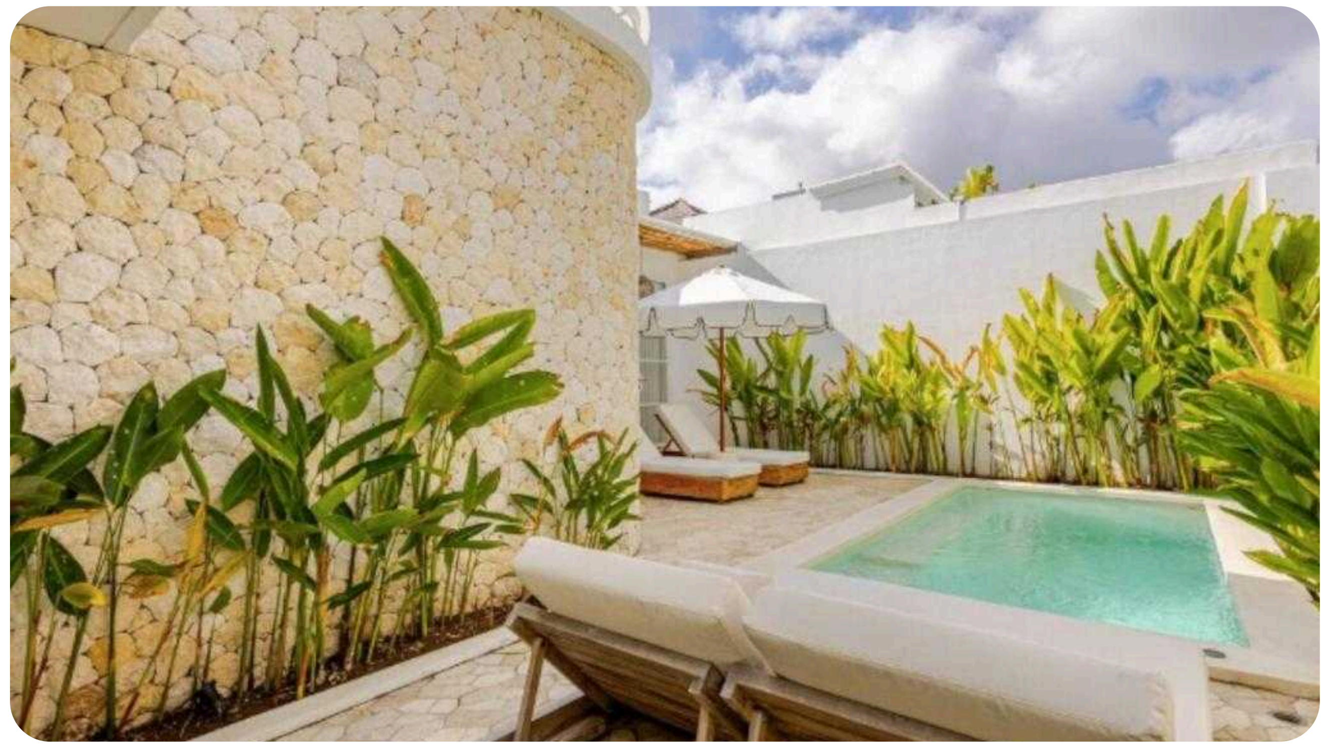
Source: Aggregated hotel pricing distribution (Booking); performance tiers — STR / AirDNA benchmarks

Villas: Wellness vs No Wellness (Uluwatu)



3 Bedrooms Sanctuary Villa Uluwatu - Wellness link

ADR: ~$360
OCC (market benchmark): ~65%



Sanctuary Villa 5 Uluwatu Bali - without Wellness link

ADR: ~$220
OCC (market benchmark): ~50%

Wellness infrastructure delivers ~64% ADR premium and operates with ~+15 p.p. higher occupancy within the same 2–4BR villa segment in Uluwatu.

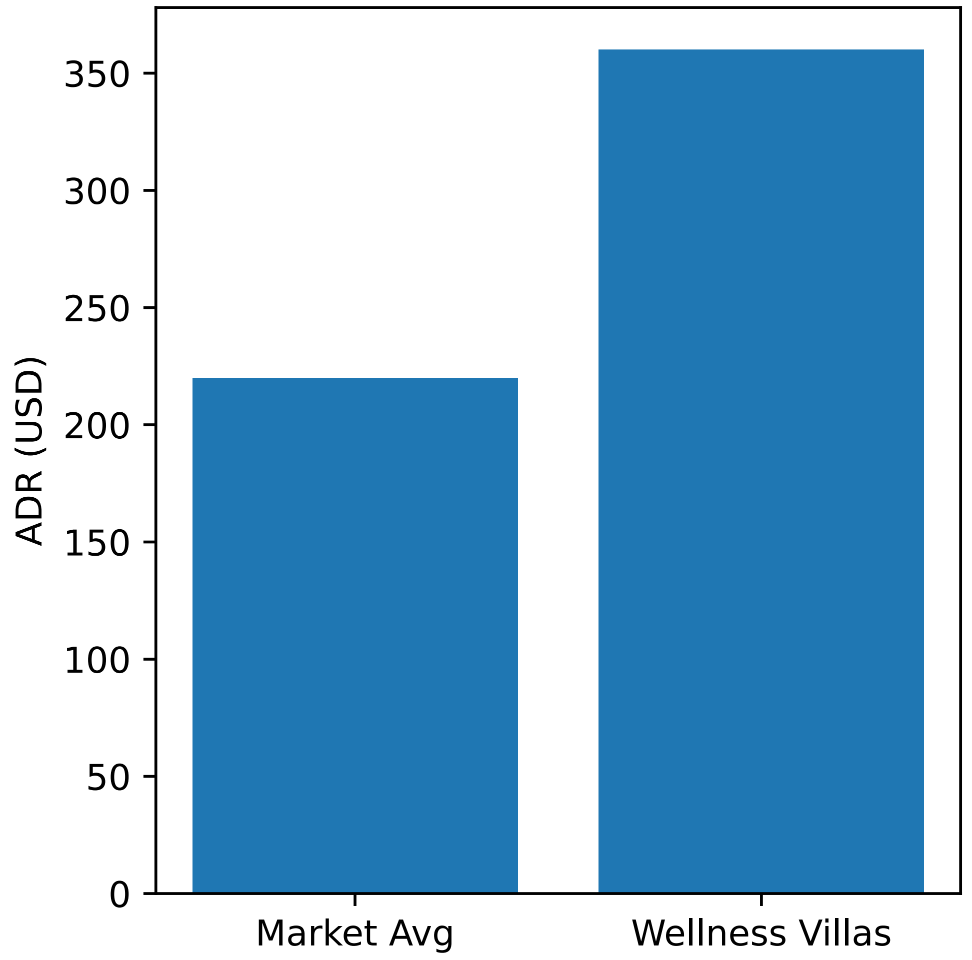
Market Average vs Wellness Villas

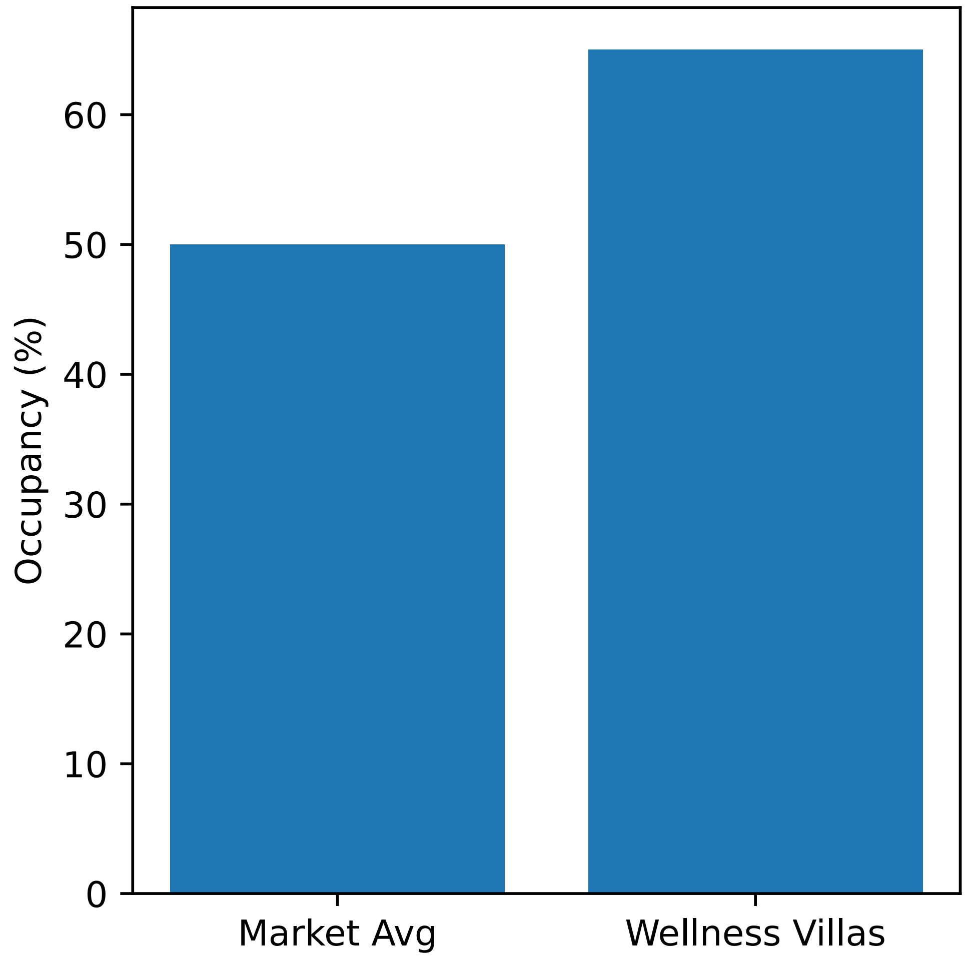
Uluwatu, 2–4 BR

Market Average
ADR: ~$220
Occupancy: ~50%

Wellness Villas
ADR: ~$360
Occupancy: ~65%

Conclusion: Wellness villas in Uluwatu significantly outperform the market average in both ADR and occupancy, driven by experiential luxury demand and destination-driven stays.





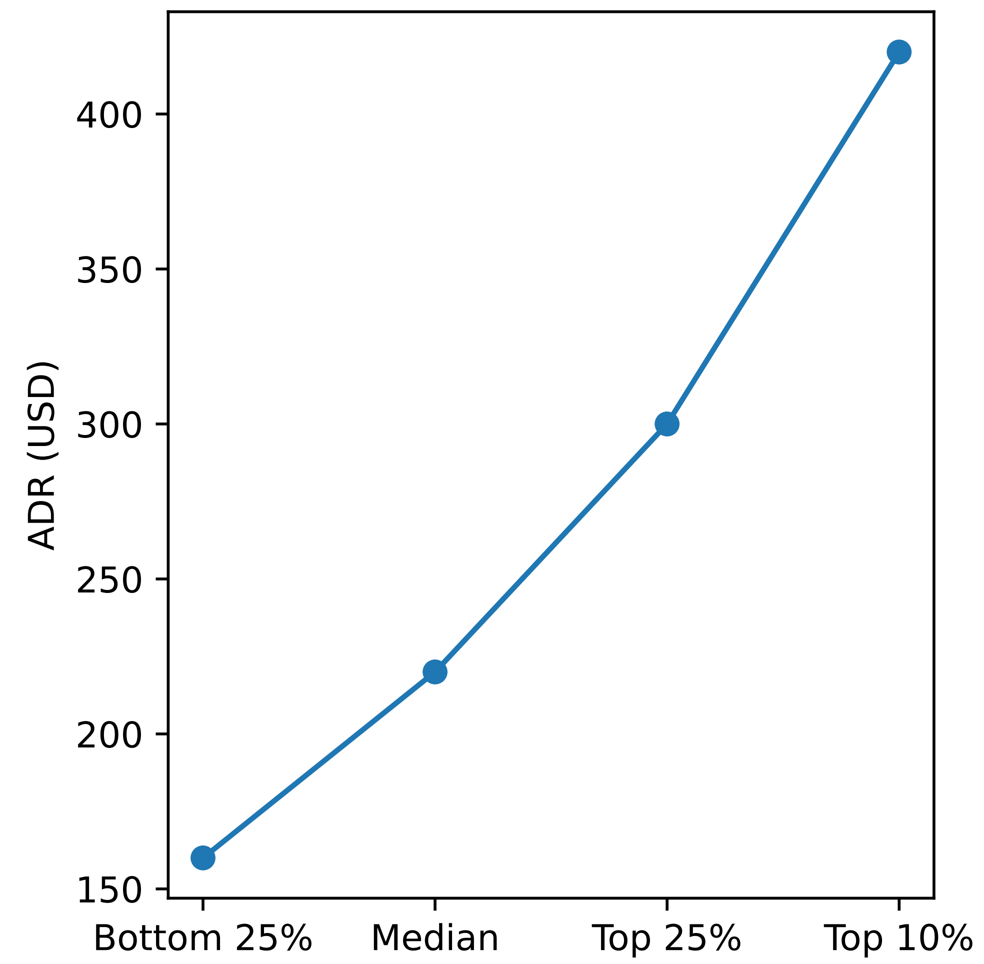
Source: Public villa rates (Booking.com); occupancy — market benchmarks (AirDNA, industry summaries)

ADR Performance

Villas, Uluwatu, 2–4 BR

Bottom 25%: ~$160
Market Median: ~$220
Top 25%: ~$300
Top 10%: ~$420+

Conclusion: Wellness villas are consistently positioned in the Top 25%–Top 10% ADR tiers, confirming a structural pricing premium in the Uluwatu villa market.



Source: Public villa rate distribution (Booking.com), aggregated market benchmarks (AirDNA)

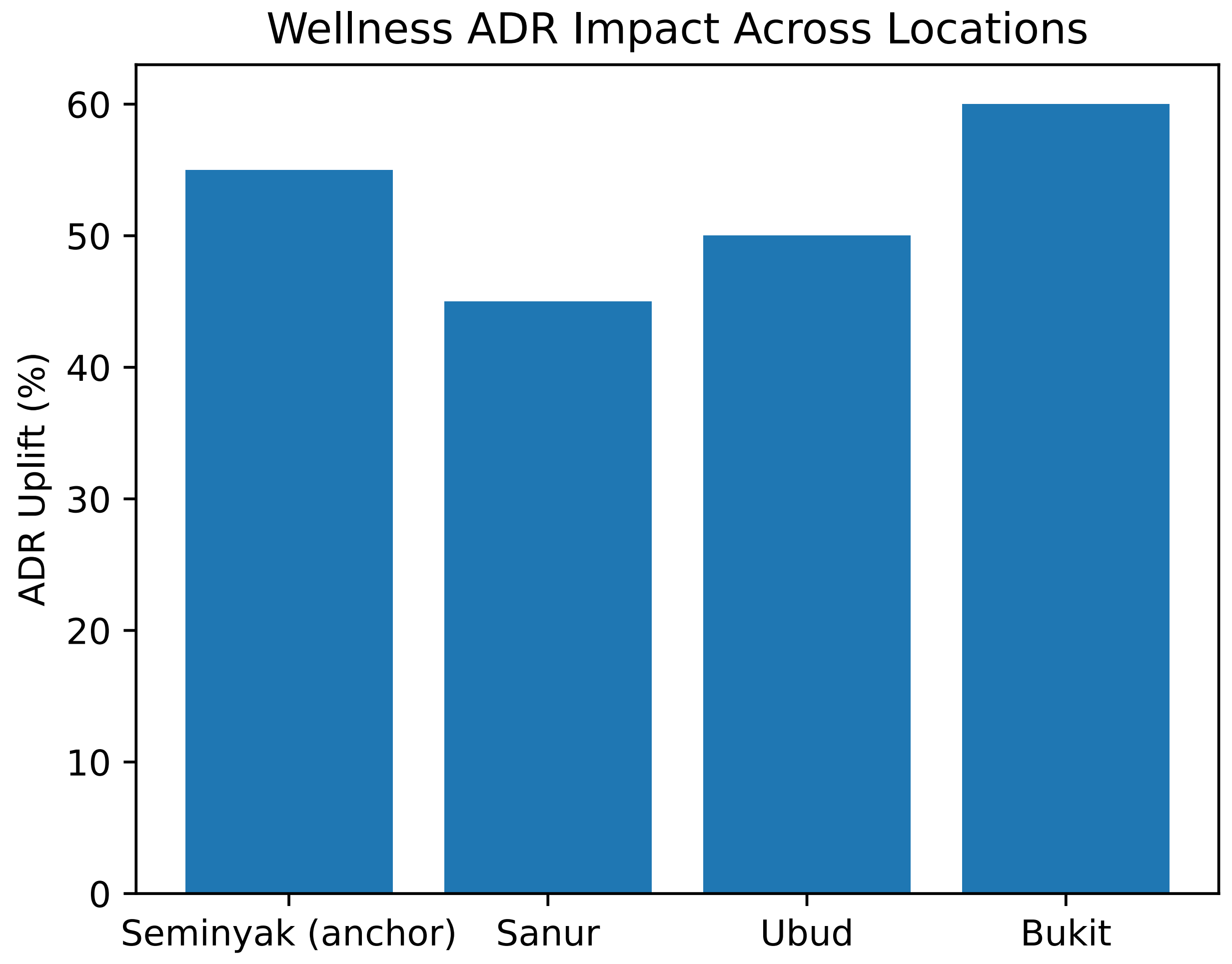
Wellness Impact Across Locations

Coverage: Seminyak (5BR Villas & Hotels) · Sanur · Ubud · Bukit (Villas 2–4BR & Hotels)

Key insight: Wellness-enabled assets consistently outperform comparable non-wellness properties.

ADR uplift

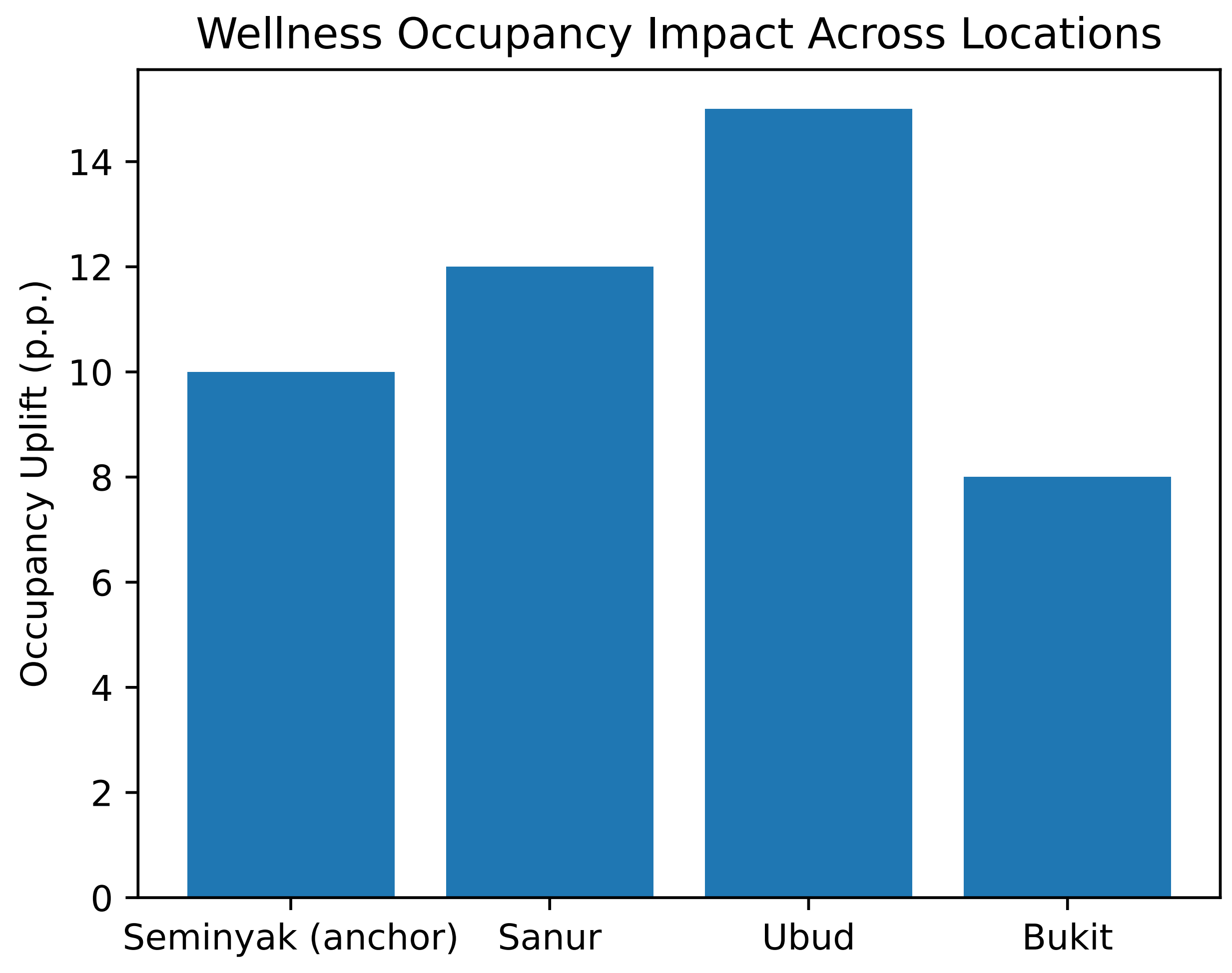
Seminyak: +40–60%
Sanur: +35–55%
Ubud: +40–60%
Bukit: +45–70%



Source : Booking.com, Airbnb, STR, AirDNA

What Wellness Delivers

ADR premium: +30–70%
Occupancy uplift: +5–15 p.p.
Positioning: Top 25–10% ADR tiers



Why it works

- Higher willingness to pay
- Strong differentiation
- More stable demand

Conclusion: Wellness = structural revenue driver, not a feature.

Source : Booking.com, Airbnb, STR, AirDNA

Wellness isn't an operating expense.
It's a sales accelerator, margin protector, and a powerful differentiation tool.