

The tourism sector's new premium customers in the years to come will be 'Lohas' — an acronym coined for a new social phenomenon that has emerged over the last decade or so and it's increasingly being recognised as a major new consumer movement.

Officially standing for "Lifestyles Of Health And Sustainability", these are people who live and consume in an informed, aware and ethical manner, especially when it comes to health and fitness and to social and environmental issues.

Lohas are also interested in spirituality and new technologies. Lohas are a lifestyle phenomenon discussed as the new premium target group in tourism. They think global, are very mobile and open-minded. They are looking for a type of tourism that is ecologically sustainable and meets their standards of ethics and social justice. But they are also critical consumers, especially of 'greenwashing' marketing strategies.

Find more visiting [www.lohas.gr](http://www.lohas.gr)

**Lifestyles of Health and Sustainability (LOHAS)** describes an estimated \$290 billion U.S. marketplace for goods and services focused on health, the environment, social justice, personal development and sustainable living. The consumers attracted to this market represent a sizable group in this country. Approximately 13-19% percent of the adults in the U.S. are currently considered LOHAS Consumers. This is based on surveys of the U.S. adult population estimated at 215 million.

Research shows that one in four adult Americans is part of this group—nearly 41 million people. These consumers are the future of your business and also the future of progressive social, environmental and economic change in this country. But their power as a consumer market remains virtually untapped.

The industry that serves these consumers has been identified in a research report by The Natural Marketing Institute and given the moniker of Lifestyles of Health and Sustainability, or LOHAS—a market conservatively estimated at \$290 billion in the U.S., and growing. Cultural Creatives are the basis of the LOHAS market. LOHAS is not a sexy acronym, but one that we think aptly describes what this movement, and our mission, is all about.

### **LOHAS Market Sectors:**

**Sustainable Economy**

**Healthy Living**

**Alternative Medicine**

**Personal Development**

**Ecological Living**

At first glance, it may appear that the five LOHAS sectors have little in common. For example, a manufacturer of recycled plastics or one of the automakers that is working on next-generation,

energy-efficient vehicles may not appear to have much in common with an eco-tour operator or a retailer of organic clothing. But 41 million consumers believe there is commonality that transcends any operational and structural differences. The interconnections between global economies, cultures, environments, and political systems play a large role in the holistic worldview of the typical LOHAS Consumer, but equally important are the interconnections of mind, body and spirit within individuals. This focus on Personal Development, with the ultimate goal of achieving his or her full human potential, is of utmost concern to the LOHAS consumer. The current growth in this market group strongly supports the notion that spirituality is no longer relegated to the New Age periphery but is undeniably migrating to the center of mainstream cultural awareness.