

# Digital detox tourism: trends and case studies

## Digitális detox turizmus: trendek és esettanulmányok<sup>1</sup>

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In today's technology-driven world, digital detox tourism has emerged as a response to growing concerns about the mental and physical health effects of constant digital connectivity. This niche form of tourism offers an opportunity for individuals to disconnect from digital devices and reconnect with nature and themselves. This research is guided by the following main research question: What are the current trends and consumer demands driving this type of tourism globally? After introducing the global trends, insights are gained through case studies on the topic and an analysis of Il Monastero, a well-known Italian digital detox destination. Studying successful examples of digital detox tourism can serve as inspiration for implementing the concept in various locations. The aim of the research is to contribute to individual well-being and the sustainable growth of tourism.

A mai, technológia által vezérelt világban a digitális detox turizmus a folyamatos digitális kapcsolódás mentális és fizikai egészségre gyakorolt hatásainak csökkentésére nyújtott lehetőségként jelent meg. Ez a speciális turizmusforma lehetőséget kínál az egyének számára, hogy elszakadjanak a digitális eszközöktől, és újra kapcsolódjanak a természettel és önmagukkal. A vizsgálat során az alábbi fő kutatási kérdésre kerestük a választ: Melyek azok a jelenlegi trendek és fogyasztói igények, amelyek ezt a típusú turizmust motiválják világszerte? A globális trendek bemutatása után, esettanulmányok és az Il Monastero – egy jól ismert olasz digitális detox célpont – elemzése révén nyerünk betekintést a témába. A digitális detox turizmus sikeres példáinak tanulmányozása ösztönzőként szolgálhat a koncepció különböző helyszíneken történő megvalósításához. A kutatás célja, hogy hozzájáruljon az egyéni jóllét megteremtéséhez és a turizmus fenntartható növekedéséhez.

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**Kulcsszavak:** digitális detox turizmus, elszakadás, jóllét, mentális egészség.

### 1. Introduction

In recent years, particularly following the Covid19 pandemic, which significantly increased reliance on digital technologies, *digital detox tourism* has become an important and exciting topic (CAN-IFLAZOGU 2021). This study examines the global trends and introduces cases of digital detox tourism to promote its wider adoption. Research shows that constant use of digital devices can lead to problems like stress, anxiety, depression, and sleep issues (BOOTH 2015). Studying successful examples of digital detox tourism around the

world can serve as initiatives to bring the idea to other ideal destinations for digital detox experiences. The objective of the research is to analyse the global status of digital detox tourism, a detailed examination of worldwide trends and an identification of key destinations that have successfully implemented digital detox programs. By exploring the global landscape, we can establish benchmarks that can inform other destinations approach to digital detox tourism. In this study the following research questions are asked: (1) Which destinations are leading in digital detox tourism, and what strategies have contributed to their success? (2) What factors are driving the demand for digital detox tourism worldwide? (3) How can a destination effectively develop and promote digital detox tourism to enhance its appeal as a destination for technology-free retreats?

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## 2. Theoretical background

Activities associated with digital detox holidays often encompass reading, cycling, hiking, yoga, spa treatments, fishing, sailing, arts and crafts, wine tasting, picnics, photography, and cooking (FRANCIS 2017). These activities have potential health benefits, while helping individuals reconnect with themselves and their surroundings, offering a holistic approach to relaxation and self-discovery. Digital detox tourism is popular in remote areas, coastal regions, islands, high mountains, wild areas, hot springs, and undiscovered locations (OZDEMIR-GOKTAS 2021). This type of tourism reduces the visitor's dependency on technology, which increases awareness of the natural world and supports environmentally friendly behaviours. Since digital dependence has a profound impact on mental health, there is a need for deliberate breaks from technology to restore balance and enhance personal well-being (CAN-IFLAZOGLU 2021). By staying in locations without digital connectivity and engaging in activities such as yoga, meditation, and nature walks, individuals can reconnect with themselves and their surroundings, reducing stress and improving mental and physical health (FRANCIS 2017).

### 2.1. DEFINITION AND SCOPE OF DIGITAL DETOX TOURISM

Digital detox tourism is mentioned in studies and articles as, digital-free tourism, unplugged tourism, or disconnected tourism. The meaning is the same, only the terms are different (OZDEMIR-GOKTAS 2021). The concept of a *digital detox* was officially recognized in 2013 when it was added to the *Oxford Dictionary*, marking its emergence as an important societal trend. In the dictionary, it was defined as "a period during which a person refrains from using electronic devices such as smartphones or computers, regarded as an opportunity to reduce stress or focus on social interaction in the physical world" (DICTIONARY 2013). It is important, that digital detox travel must be voluntary (OZDEMIR-GOKTAS 2021). The travellers may feel stressed and anxious in such dead zones if they are unaware before they arrive that their location is disconnected or that they are unable to utilize ICTs (Information and Communications Technologies) (PEARCE-GRETZEL 2012). Digital detox tourism offers experiences that set it apart from conventional travel. It involves visiting destinations ideal for relaxation and mindfulness, such as remote countryside retreats, isolated beaches, and wellness resorts (OZDEMIR-GOKTAS 2021).

### 2.2. EXPERIENCING DIGITAL DETOX HOLIDAY

Hotels can support guests in experiencing a digital detox through a variety of thoughtful measures (BADRUDDOZA TALUKDER et al. 2024). Besides limiting Wi-Fi access, reducing the availability of televisions or offering fewer channels to encourage guests to unplug. They create designated unplugged zones, such as comfort lounges, meditation spaces, or specific spa facilities where electronic devices are not permitted. Additionally, hotels can promote technology-free activities that engage guests in the present moment and encourage a break from screens. Highlighting the natural beauty of the hotel's surroundings can also motivate guests to spend more time outdoors, exploring and appreciating nature. To support this, providing offline resources like hardcopy guides, maps, and brochures about local points of interest and activities helps visitors plan their day without relying on digital devices (HARMON-DUFFY 2023). Establishing a relaxing ambiance within the hotel is another crucial element. This can be achieved through design and furnishings that promote calmness and repose, such as soothing colour palettes, comfortable seating areas, and nature-inspired accents or even hotel scenting (FAUSZT-SZALÓK 2025). To further encourage guests to disconnect, hotels can offer rewards or discounts for those who participate in digital detox activities, providing an extra incentive to engage in these beneficial practices (BADRUDDOZA TALUKDER et al. 2024). Educating visitors about the advantages of a digital detox and the positive impact of reducing screen time on well-being can empower them to embrace the experience fully (BOZAN-TREERE 2024).

Digital detox tourism includes a variety of activities designed to promote mental and physical well-being, foster creativity, and encourage mindfulness. Digital detox holiday activities can be divided into three groups (OZDEMIR-GOKTAS 2021):

- Outdoor activities: all types of sports that can be done outdoor.
- Experiential activities: learning new skills or developing the already existing ones (gardening, arts and crafts, cooking classes).
- Health and well-being activities: focus is on the inner self and spirituality with the help of yoga lessons, walking tours, and spa treatments.

Some of the above-mentioned activities are yoga and meditation, nature walks and hikes, wellness

therapies, creative activities (workshops focused on art, music, and writing), mindfulness practices (mindful breathing, body scans, mindful eating).

One of the main psychological advantages of digital detox activities is the reduction of stress. This stress reduction often results in an improvement in mood and overall emotional well-being (THOMÉE et al. 2011). Another significant psychological benefit is improved focus and productivity. Digital detox experiences help individuals become more aware of their current surroundings and feelings which can result in a deeper appreciation of life, better relationships, and a stronger sense of inner calm (THOMÉE et al. 2011).

### 2.3. TECHNOLOGICAL, ECONOMICAL AND SOCIETAL CHALLENGES

While digital detox tourism offers numerous benefits, it also faces challenges. One major technological challenge is the pervasive nature of digital connectivity. In an increasingly interconnected world, it can be difficult to find destinations that offer a complete digital detox experience. Many travellers struggle to disconnect fully due to the omnipresence of Wi-Fi and mobile networks, even in remote areas (HASSAN-IBRAHEAM SALEH 2024). Societal expectations and norms around constant connectivity pose significant challenges, because there is an implicit expectation to be continuously available and responsive. This pressure can make it difficult for individuals to commit to a digital detox, as they may fear missing important communications or opportunities. The fear of missing out (FOMO) is a well-documented phenomenon that can hinder individuals from fully embracing the digital detox experience (HASSAN-IBRAHEAM SALEH 2024). Addressing these challenges requires a multifaceted approach which includes promoting the value of digital detox tourism and educating individuals on the importance of periodic disconnection for mental and physical health. Additionally, there is a need for policies and practices that encourage work-life balance and reduce the societal pressure for constant availability (HASSAN-IBRAHEAM SALEH 2024).

Economic and infrastructural barriers also impact the development and accessibility of digital detox tourism. One of the primary economic barriers is that the high-quality retreats can be expensive. This cost can make digital detox tourism inaccessible to a broader audience, limiting its benefits to those who can afford such luxury experiences (DÍAZ-MENESES-ESTUPINÁN-OJEDA 2022). Infrastructural

barriers include the availability and development of suitable locations. Creating environments that are conducive to digital detox requires significant investment in infrastructure. Developers and operators of the required facilities face difficulty in striking a balance between the demand for basic amenities and the requirement for isolation (ARENAS-ESCASO et al. 2024). Furthermore, the economic impact of reducing digital connectivity on local businesses and communities must be considered. Reducing or eliminating connectivity can have economic consequences for local businesses that rely on digital marketing and communication with potential customers (NEWS 2022).

## 3. Methodology

To gain a comprehensive understanding of digital detox tourism, its awareness, and potential adoption in different destinations, a qualitative method was employed. Secondary research assesses current market trends and predicts future directions for digital detox tourism by analysing existing data and trends. This analysis helps in understanding how digital detox tourism can continue to evolve, and its potential impact on the tourism industry. Case studies aim to identify the key characteristics and practices associated with digital detox tourism. This includes describing the typical features of such tourism, such as popular destinations, activities, and types of accommodations.

For better understanding, an in-depth interview was conducted with the leading digital detox destination, at Castello Aragonese, Italy. The hotel selected for the interview was Il Monastero, based on its prominence in the academic literature, which regards its pioneering work in digital detox tourism. The online in-depth interview explored several topics, including how the hotel first implemented its digital detox program, the challenges it faced in the pilot stages, and the services it offers to guests seeking a break from digital technology. There were questions asked about the experiences and expectations of their guests, including how well guests adjust to the absence of digital devices. They could give details about the feedback they receive from guests; whether visitors tend to return, and how the hotel informs and prepares guests for the digital detox experience. Additionally, the future development plans of Il Monastero in digital detox were explored and asked whether they collaborate with local businesses to enhance the guest experience.

## 4. Research findings

Examining the current state of digital detox tourism in terms of market growth and consumer interest was reviewed to forecast potential areas for further research and development within this niche sector.

Cases of existing digital detox practices were collected. By highlighting the success of these hotels and resorts who have effectively implemented digital detox packages, the review provides a practical understanding of how digital detox tourism is executed in real-world settings to serve as best practices for others. A case study of the leading successful digital detox location is given, an in-depth analysis of Il Monastero at Castello Aragonese, as a pioneer in the field.

### 4.1. ANALYSIS OF GLOBAL TRENDS

One of the most notable aspects of the twenty-first century is the exponential rise in smartphone and internet usage around the globe, which has influenced how people relax, work, and interact. As of 2023, approximately 5.16 billion people, or 64.4% of the global population, are Internet users. On average, individuals spend around 7 hours online each day, a substantial proportion of daily time dedicated to digital interactions. The use of smartphones has increased by 8,0% annually, mirroring this trend (OZDEMIR-GOKTAS 2021).

Figure 1 illustrates a comprehensive overview of the global increase in internet usage over the past decade. Starting at 2.736 billion users in April 2014,

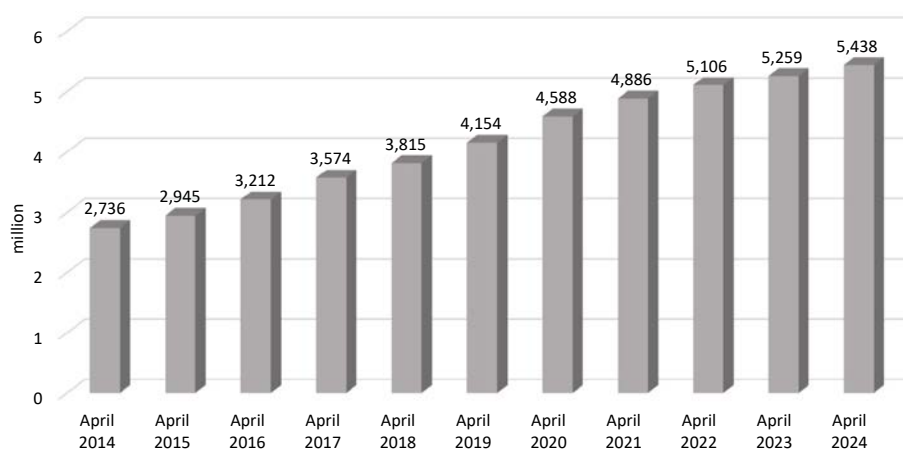
the number has steadily risen each year. By April 2024, internet users have reached 5.438 billion, reflecting a significant overall increase. The year-on-year growth rates indicate periods of rapid expansion, such as an 11,0% increase in 2016 and a 10,0% rise in 2019. The data shows that while the growth rate has slowed in recent years, it remains positive, with increases of 3,0% in 2022, 3,4% in 2023, and 3,4% in 2024. This sustained growth highlights the global trend toward greater digital connectivity and the widespread adoption of Internet technologies across diverse populations (OZDEMIR-GOKTAS 2021). A survey conducted by the market research firm GfK in 2021 found that 38,0% of respondents worldwide were making a conscious effort to limit their screen time and reduce digital distractions (MIRBABAIE et al. 2022).

The digital detox tourism market was valued at approximately \$2.2 billion in 2022, with projections indicating it could reach \$3.6 billion by 2026. This growth is driven by increasing consumer awareness of the benefits of digital detox and the rising popularity of wellness tourism (THOWAYEB et al. 2022). Millennials and Generation Z travellers are particularly inclined towards digital detox experiences. A report by the travel agency Booking.com in 2023 revealed that 56,0% of travellers aged 18-34 planned to take a digital detox vacation in the next 12 months, compared to 32,0% of those aged 35-54 and 21,0% of those aged 55 and older (BARATTI 2024).

The popularity of digital detox tourism is particularly pronounced in specific geographic locations. Remote areas, coastal regions, islands,

Figure 1

**Internet use over time – Global overview**  
(given in number of individuals using the internet)



Source: Adapted by the authors based on OZDEMIR-GOKTAS (2021)

high mountains, wild areas, hot springs, and lesser-known destinations are becoming preferred spots for digital detox retreats (OZDEMIR-GOKTAS 2021). Countries such as Ireland, the Cayman Islands, Canada, and Costa Rica have been at the forefront of this trend, offering specialized digital detox packages to cater to the growing demand. For example, in Costa Rica, eco-lodges and wellness retreats in regions like Nicoya Peninsula and Osa Peninsula have seen a surge in bookings for digital detox programs, emphasizing nature immersion and physical wellness activities (OZDEMIR-GOKTAS 2021).

Data from the American Wellness Tourism Association indicates that the number of digital detox offerings in the U.S. has increased by 15,0% annually over the past five years (OZDEMIR-GOKTAS 2021). Popular locations include coastline retreats, mountain resorts, and national parks where guests may partake in mindfulness meditation, yoga, and hiking without being interrupted by the sound of electronic devices (ARENAS-ESCASO et al. 2024). In Asia, the trend is similarly gaining momentum. Japan and Thailand have emerged as leading destinations for digital detox tourism. Japan's digital detox retreats, particularly in regions such as Okinawa and the Japanese Alps, emphasize traditional wellness practices like forest bathing (*shinrin-yoku*) and hot spring therapy (*onsen*) (RITUALS 2017).

Both Australia and New Zealand have entered the digital detox business, with their infinite wilderness areas and tranquil beach places providing the perfect settings for detaching. In Australia, regions like Tasmania and the Blue Mountains have seen an increase in digital detox tourism, with eco-lodges and wellness retreats promoting digital-free stays. New Zealand's South Island, known for its breathtaking landscapes, has become a popular destination for digital detox, with activities ranging from hiking and kayaking to yoga and meditation (PAPAS 2024).

In terms of embracing digital detox tourism, Europe is not far behind. The concept has gained traction in countries like Sweden, Finland, and Switzerland, where the pristine natural landscapes provide the perfect backdrop for digital disconnection. In Finland, the practice of *kalsarikännit* (translated as *pantsdrunk*), which involves unwinding at home in one's underwear, has been adapted into a tourism trend that emphasizes simplicity and relaxation without digital interference (COLAGROSSI 2018). Similarly, wealthy travellers looking to escape their hectic digital lives for peaceful, gadget-free getaways are attracted to Switzerland's luxury spa resorts

in the Alps, which provide premium digital detox packages (ELTON 2023).

The impact of digital detox tourism extends beyond individual well-being, also influencing the hospitality and tourism industries. Hotels, resorts, and travel agencies are increasingly incorporating digital detox packages into their offerings. New business models and marketing techniques have been created in response to this trend to draw in the increasing number of tourists who want to cut their connection to technology. For instance, luxury hotel chains like Four Seasons and Ritz-Carlton have introduced digital detox programs that include features such as device-free zones, guided meditation sessions, and wellness-focused activities (OZDEMIR-GOKTAS 2021). Some hotels offer their guests digital detox survival kits that include breakfast in bed, candles to help them relax, yoga, massage, and spa options in a very luxurious environment (CAN-IFLAZOGLU 2021).

The economic benefits of digital detox tourism are becoming evident. Local economies in remote and less-visited areas are experiencing a boost due to the influx of tourists seeking digital detox experiences. This form of tourism promotes sustainable travel practices by encouraging visitors to engage with local communities, support local businesses, and appreciate natural and cultural heritage.

#### 4.2. CASES OF SUCCESSFUL DIGITAL DETOX TOURISM

Several regions and programs serve as successful examples of digital detox tourism, demonstrating best practices and lessons learned.

As a movement started in 2012, a restaurant in Los Angeles, United States offered discounts to those guests who handed over their smart devices to the staff before starting the meal, in order to encourage the guests to spend quality time with their loved ones while in the restaurant (OZDEMIR-GOKTAS 2021).

Travel agencies produced ideas of "digital detox holiday packages" that have three types (HOVING 2017):

- Packages that encourage the traveller to leave the digital devices behind before arriving to the destination.
- Packages for businesses and destinations that on purpose do not offer digital gadgets but have ICT connectivity.
- Packages for those destinations that are either located further from ICT connections or lack connection.

Camp Grounded, one of the most well-known, fully digital detox camps, situated in Northern California, provides a distinctive retreat where attendees pay up to \$570 to have their digital devices, such as smartphones, taken for the weekend. The camp is mentioned as a perfect digital detox camp example in many case studies and articles. The most interesting information about Camp Grounded is given in a Forbes article back from 2014 (HUET 2014). At the camp entrance, signs encourage guests to “*Prepare to step off the grid*”, and upon arrival, campers ceremoniously hand over their gadgets to the staff. Launched in 2013, the first ever Camp Grounded was so well-received that it expanded to three sessions by 2014. Campers at arrival choose a camp name, like Barnaby, Popcorn, or Honey Bear, and refrain from talking about their jobs. The topic is so off-limits that the word *job* itself is banned, prompting campers to find inventive ways to introduce themselves. Many enjoy the chance to let loose, participating in activities such as lying on the grass, face painting, or singing camp songs with *meow* instead of the actual lyrics, without worrying about how it might impact their outside-world reputation. Despite the camp’s focus on fun, it also offers moments for serious reflection. The main courtyard is filled with analogue versions of today’s tech habits. Campers have physical *inboxes* or cubbies where they can receive letters, painted pet rocks, or even handwritten *spam* from a camper pretending to be a Nigerian prince. Large paper scrolls function as a human-powered Google search and Facebook wall, where campers can ask questions or leave notes, and the canteen features a board with post-it notes offering food tips, replacing Yelp (HUET 2014). After leaving Camp Grounded, participants often reconnect online through Facebook groups. Most campers do not aim for major changes in their digital habits but set small goals instead. These include waiting until after a morning shower to check their emails or keeping phones off the dinner table while with friends or family.

ROBB (2024) describes the next two examples. The first one is the Unplugged Rest retreats in the United Kingdom provides another successful example of digital detox tourism. These retreats are in remote cabins scattered across the British countryside, offering guests the opportunity to leave their digital devices behind and immerse themselves in nature. The nineteen technology-free cabins are purposefully designed to be simple and comfortable, providing a peaceful environment for relaxation and reflection. Guests at Unplugged Rest retreats engage in activities

such as hiking, star gazing, and mindfulness exercises, all of which are intended to help them reconnect with the natural world and themselves. The retreat’s minimalist approach, combined with the beauty of the surrounding landscape, allows participants to experience the therapeutic benefits of nature. This model highlights the effectiveness of minimalistic and nature-focused approaches in creating successful digital detox experiences (ROBB 2024).

The second one is Eremito, the most famous European digital detox tourism example, which is a luxury eco-hotel in Italy, which offers a unique digital detox experience by combining historical architecture with modern wellness practices. Guests at Eremito stay in monastic-style rooms without digital distractions and participate in activities such as yoga, meditation, and silent walks. The hotel’s approach to digital detox is holistic, aiming to nurture both body and soul. By integrating historical and cultural elements into the retreat experience, Eremito offers a profound sense of peace, illustrating how cultural heritage can enhance the digital detox experience (ROBB 2024).

Another example, The Luxury Lake Placid Lodge in New York presents a two-night package called “*Check in to Check out*”. Upon arrival, guests surrender their digital devices at the front desk, immersing themselves in a variety of tech-free activities such as cooking classes, snowshoeing expeditions, and yoga sessions. This unique experience, designed to help participants disconnect from technology and reconnect with themselves, starts at \$2,233 per room (EMEK 2014).

These cases demonstrate the diverse approaches to digital detox tourism, from urban parks and structured retreats to remote cabins and luxury eco-hotels.

#### **4.3. ANALYSIS OF IL MONASTERO’S DIGITAL DETOX TOURISM AT CASTELLO ARAGONESE**

Il Monastero is frequently cited in the literature as leading in the field of digital detox tourism. To gain insight into their successes, challenges, and future aspirations, in depth interview was conducted in two stages. The first part was focused on the natural inspiration for digital detox, the role of history, nature, and human connection, the designing an environment that supports disconnection, the target audience and guest experience, the key lessons and guest reactions. The second part has provided additional invaluable understanding of their innovative approach and its impact on the industry. They shared experiences

of the challenges and early lessons, partnerships with local artisans and cultural immersion, and the plans for development.

#### 4.3.1. Natural Inspiration for Digital Detox

L'Albergo del Monastero is a charming and historic hotel located on the scenic island of Ischia, Italy. Once a convent for Poor Clare nuns from the 16th to the 18th centuries, this intimate establishment has preserved its rich heritage while offering modern comforts. The hotel features twenty thoughtfully designed rooms, each providing breathtaking views of the sea and the enchanting village of Ischia Ponte while missing digital devices like television. Guests can explore the tranquil vegetable garden, a serene oasis where they can unwind amidst fragrant herbs and fruit trees. Il Monastero hosts a variety of art exhibitions, concerts, and festivals (MONASTERO II 2024). The core of their philosophy is simple: guests are encouraged to disconnect naturally, through the quiet and meditative atmosphere of the castle.

#### 4.3.2. Challenges and Early Lessons

From 2000, Il Monastero faced challenges in implementing digital detox approach. The absence of TVs in the rooms was a particularly bold decision at a time when hotel guests expected modern amenities. Some visitors expressed dissatisfaction, asking for the comfort of television. However, once guests were introduced to the spectacular views from their windows, they quickly embraced the concept.

#### 4.3.3. Designing an Environment that Supports Disconnection

Key to Il Monastero's success in fostering digital detox is its deliberate design choices. The hotel has limited Wi-Fi availability, especially in areas like the fruit garden, which naturally encourages guests to spend time offline. The garden, with its pergola and terraces, creates a peaceful retreat where guests are prompted to engage in analogue activities like reading, sunbathing, or simply enjoying the silence. This strategy of designing for disconnection works because it offers guests a choice rather than imposing strict rules.

#### 4.3.4. The Role of History, Nature, and Human Connection

The unique combination of historical architecture and natural beauty is inherently calming, allowing

guests to disconnect naturally. The castle's rich history and breathtaking views provide an alternative to digital entertainment, offering a deeper, more meaningful form of engagement. Moreover, Il Monastero emphasizes human interaction over digital connectivity. The hotel collaborates with local historians and artisans who offer guided tours and workshops.

#### 4.3.5. Target Audience and Guest Experience

Il Monastero attracts a diverse international clientele from countries such as France, England, Germany, the USA, and Australia. Guests are drawn to the hotel for its rich historical context, natural beauty, and focus on simplicity. Most visitors stay for at least three days, and a significant percentage return after their first visit, indicating that the digital detox experience resonates with them.

#### 4.3.6. Partnerships with Local Artisans and Cultural Immersion

Il Monastero enhances its digital detox experience by collaborating with locals, fostering a deeper cultural connection for guests. The bookshop and gallery *Lo Studio* showcase work from Italian artisans, allowing guests to explore the intersection of contemporary art and the historical backdrop of Castello Aragonese. The gallery space connects guests with the history of the castle.

#### 4.3.7. Key Lessons and Guest Reactions

One memorable guest experience illustrates the hotel's success in fostering digital detox. An American guest, initially distressed by the lack of a strong Wi-Fi signal, was on the verge of leaving. However, after spending time on the terrace with a glass of local wine and taking in the stunning views, she gradually relaxed and decided to stay. This anecdote underscores a key lesson: even guests who are initially reluctant to disconnect can come to appreciate the slower pace and reduced digital dependency.

#### 4.3.8. Future Developments

Looking ahead, Il Monastero plans to expand its digital detox offerings. For example, the recent initiative to involve guests in the vineyard's grape harvest exemplifies the hotel's commitment to offering firsthand, nature-based activities. These experiences foster a deeper connection to the place.

## 5. Conclusion and recommendation

The study points out the negative effects of digital life, provides a thorough and nuanced understanding of digital detox tourism, its benefits, and its potential as a sustainable and valuable form of travel in our increasingly digital world. The lesson from Il Monastero's approach is that true digital detox is not about rigid rules or banning technology but about creating an environment that naturally encourages disconnection.

Learning from destinations leading in digital detox tourism, we see what strategies have contributed to their success. Accommodations need to align their offerings with the expectations of travellers, providing structured, immersive detox experiences that go beyond basic relaxation. The findings could help introducing digital detox tourism in various locations, while focusing on the challenges they face, and the opportunities they have. Signs of digital detox tourism appear in various locations (VARGÁNE GÁLICZ-DÁVID 2024), which are suitable for improving them into a digital detox service, to develop tourism packages for travellers who are specifically interested in this experience. Demand analysis is also necessary, including price sensitivity, and to identify target groups.

Promoting digital detox tourism requires both targeted marketing and educational efforts. Recommendations for future research include examining the long-term effects of digital detox tourism on mental health and well-being, as well as exploring the economic and social impacts of this specific and niche tourism sector. Further studies could investigate the role of community-based approaches in making digital detox tourism more accessible and sustainable.

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