

IN-STORE

Luxury hotels offer relaxation options to kick start 2015

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Four Seasons Safari Lodge Serengeti meditation

By NANCY BUCKLEY

Luxury hotels are inviting guests to rejuvenate from the stress of the holidays with packages that are designed to relax and revive individuals from the stress of the past few weeks.

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Luxury Daily

Four Seasons, Trump Hotels, Mandarin Oriental and Peninsula Hotels are among the luxury brands offering guests the opportunity to de-stress from the holiday season. Presenting guests with the chance to reflect on the past year and start fresh for 2015 will create an experience that will likely allow guests to connect with the hotel in a different manner than ever before.

“Many guests may get wrapped-up in taking care of others during the holidays and a post-holiday retreat helps guests concentrate on their own well-being,” said Robert Prohaska, director of sales and marketing at [Trump Chicago](#). “Combined with the fact that many guests resolve to be healthier and more relaxed in the New Year, the post-holiday timing aligns with the focus on self-improvement that takes place during this time.”

Relax, revive, rejuvenate

From meditating in the Serengeti to a spa treatment in Las Vegas, the post-holiday rejuvenation packages offered by luxury hotels will jumpstart guests' health-related resolutions.

At the Four Seasons Toronto, guests are encouraged to detox during their stay with a juice cleanse organized by the hotel and Greenhouse Juice Co.

Guests will receive a morning delivery of the meal plan for the day with an itinerary, instructions and information about the detox. A 60-minute massage will be scheduled at the Spa at Four Seasons and a turndown sleep amenity will be provided during the guests' 24-hour cleanse.



Juice detox at Four Seasons Toronto

“The holidays are a taxing time for many, both physically and mentally,” said Halla Rafati, public relations director at **Four Seasons Toronto**. “This detox package was curated to help our guests jump start their metabolism after the holiday indulgence and reenergize their bodies to promote a good start to the New Year. We are in the business to offer an exceptional hotel experience and this is one way we can cater to the needs and wants of our guests.”

Thousands of miles away, another Four Seasons is providing a meditation package in the Serengeti. Four Seasons Safari Lodge is offering guests a sunset nature walk and meditation on the top of Kopje along with the yoga healing ritual and moonlight meditation.

At Mandarin Oriental New York, guests are encouraged to recharge with the Renewal Ritual at The Spa. This one hour and 50-minute experience targets the physical, mental and emotional aspects of the skin and spirit.



Mandarin Oriental New York spa

“Our Renewal Ritual experience presents guests with the opportunity to realign their emotions after the bustle of the holidays as well as set their intentions as to how they would like to take care of themselves over the coming year,” said Heather Hannig, spa director at [Mandarin Oriental New York](#).

“During the holidays, people often stretch themselves too thin and generally put their own needs last,” she said. “Post-holiday de-stressors provide our guests the chance to escape for a relaxing experience where they can emerge feeling refreshed and ready to take on the New Year.”

At Trump Chicago, guests are invited to the “De-Stress from the Holidays” package that offers breakfast in bed and signature massages.

Similarly, Mandarin Oriental Las Vegas is offering an “Awaken” package that lets guests relax and rejuvenate with a private yoga session, an hour session with a personal trainer, treatments and a day pass to the Tian Quan “Heavenly Waters” spa facility.

“An all inclusive package like our Awaken Program allows a wellness traveler to select one program that includes everything from fitness, to massage to their dining options in one collection,” said Jennifer Lynn, spa director at [Mandarin Oriental Las Vegas](#). “We have created a program that benefits the guests’ fitness goals, then allows them to relax travel weary or exercise weary muscles in a massage.”

These packages will likely entice stressed consumers to come to the respective hotels and unwind.

Live like the locals

A special package created for guests allows hotels to present consumers with an experience, not simply a place to stay. Other experiences seen from luxury hotels include localized opportunities for guests to get a taste of the area with the guide of the hotel.

For example, Four Seasons Hotel Seattle offered guests the opportunity to witness the inner workings behind artist Dale Chihuly’s pieces.

The excursion was part of the brand's Extraordinary Experiences and allowed guests to see the behind-the-scenes of the artist and his team's creations and enjoy a VIP tour of Seattle's Chihuly exhibition. The package permitted guests to gain a deeper understanding of the Washington-born artist while enjoying Four Seasons accommodations ([see story](#)).

Also, the Ritz-Carlton, Laguna Niguel in Dana Point, CA, adapted to the Southern California locale with new surf experiences.

The beachfront hotel offered guests the opportunity to participate in the local culture by offering lessons in surfing, body boarding and stand up paddle boarding. The new experiences presented guests with local flavor while engaging them with the hotel ([see story](#)).

At the start of a New Year many people look to change their lifestyles. When a luxury hotel offers packages to assist their guests in this quest they are easing the process.

"The start of the new year is a time when people choose to reflect on their past year's accomplishments and set their sights on what the new year will hold for them," Mandarin Oriental Las Vegas' Ms. Lynn said.

"Many personal goals center around fitness and feeling better for the year ahead," she said. "Personal wellness is becoming more prevalent to people in general. Personal wellness can mean many different things to the varied population. For many, personal wellness can just mean exercising more, or eating less or choosing healthier foods.

"Luxury travelers often find that they can incorporate many aspects of personal wellness in their luxury travel by focusing on stress reducing activities such as yoga, massage, spa time, healthier eating and quality time with a loved one."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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