

IN-STORE

Peninsula reinvigorates wellness program with spa, dietary and health options

March 25, 2015



Peninsula Hotels' Wellness Program

By NANCY BUCKLEY

The Peninsula Hotels is combining Western and Eastern health philosophies to relaunch its wellness programs across all properties.

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Redirecting attention to the program will open a wellness center, focus on sleep patterns of stressed guests, create a spa experience focused on natural products, offer massage opportunities and provide healthy dining options. The surge of healthy lifestyle options across Peninsula properties will reflect upon the brand's dedication to guests and their lifestyle choices.

"The Peninsula Hotels recognizes that guests are increasingly seeking to relax and rejuvenate mind and body in order to escape the stresses of modern living," said Robert Cheng, vice president of marketing at [Peninsula Hotels](#).

"Therefore the Peninsula Wellness program offers a collection of refreshed and reinvigorated spa, wellness, healthy dining and lifestyle initiatives in order to ensure that guests have as many lifestyle options as possible at their fingertips to stay fit and healthy

while traveling."

New you

In Bangkok, Peninsula is opening a global center of spa and wellness excellence to serve as a hub for training on techniques and programs for all Peninsula spas.

"Guests of Peninsula Hotels will get to enjoy these authentic and unique treatments adding an element of tradition and culture to their stay," said Tiffany Dowd, founder and president of [Luxe Social Media](#), Boston. "It will no doubt be a royal experience.

Stressed travelers will be able to receive sleeping assistance with Peninsula Sleep Ceremony. Created by ESPA for the wellness program, the 120-minute Peninsula Sleep Ceremony has aromatic bath and guided breathing and meditation techniques that aim to release physical and emotional anxiety. A hot stone massage and a facial and scalp massage complete the two-hour experience.



Peninsula spa

The Peninsula Spa in Bangkok has been dedicated as a Biologique Recherche "Ambassade de la Beauté," a prestigious title that was first granted to a mansion on the

Champs Elysées, Paris in 1993 as the brand's flagship beauty institute. Now, the French skincare brand is part of the reinvented wellness program at Peninsula.

In 2012, Peninsula New York was the first property to use Biologique Recherche and now it is used at the hotel's properties around the world for facial and body treatments.



Peninsula aromatherapy

Another spa treatment that will be available for guests is aromatherapy. "Sativa by Simply Peninsula" includes Subtle Energies oils direct from the distillers and farmers who produce them. Guests select treatments from a menu for their desired result, such as stress relief.

The final addition to the Peninsula Wellness program is a range of well-balanced dining options at hotel restaurants, spas and room-service menus.



Nutritious options

To deliver the best options, Peninsula hired a nutrition advisor to assist the executive chef of the hotels in creating new menu options.

"The Peninsula Hotels is known for providing their guests with the most authentic and exclusive experiences for guests. The Peninsula Academy is a great example of this," Ms. Dowd said. "The hotel will benefit by attracting guests looking for these one-of-a-kind experiences they cannot easily find anywhere else."

Health trends

Providing healthy options for guests has recently become a standard among luxury hotels.

For instance, Trump International Las Vegas augmented its Trump Wellness program with a new year-inspired boot camp and a wellness package through February.

The “Resolution to Wellness” package intended to give prospective guests the extra push they needed to commit to a fitness regimen for the new year. Since loyal guests had several months to become aware of the Trump Wellness program, the latest component was likely regarded as a natural extension ([see story](#)).

Also, Four Seasons Hotels and Resorts launched a program called “Energy by Four Seasons” to promote daily well-being among guests.

The motivating force behind many travel plans is the desire to get away from all the noise of everyday life, which arguably becomes more intense and taxing as technology progresses. Four Seasons aimed to capture this urge with a heightened focus on energy and wellness across its portfolio ([see story](#)).

Appealing to the desires of guests, especially those desires that help to maintain guests' home lifestyles, will likely resonate well with consumers.

"More and more luxury travelers are looking for authentic travel experiences and wellness travel continues to be a popular trend," Ms. Dowd said.

Final Take

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