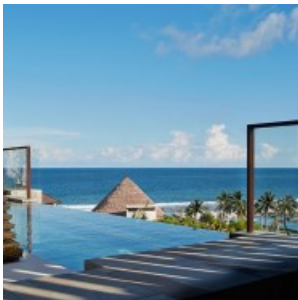


IN-STORE

Ritz-Carlton shares secret with health-conscious businesses

January 19, 2016



The Ritz-Carlton, Bali sky villa pool

By FORREST CARDAMENIS

The Ritz-Carlton, Bali, Indonesia is sharing its "Revitalizing Secret" with the health-conscious business professional.

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Ritz-Carlton's Bali hotel is now offering three healthy meeting experiences that will add team-building and productive fun into a long day of business and work. The initiative showcases Ritz-Carlton's commitment to the comfort of its guests as well as its dedication to a healthy lifestyle.

"Bali has idyllic surroundings that are infused by natural healing elements of its culture," said Prhativi Dyah, director of public relations at **The Ritz-Carlton**, Bali. "People are looking for a place that can revive the soul and captivates the imagination.

"The Ritz-Carlton, Bali has just launched its spa, embracing the transformative beauty and spiritual renewal of the Indian Ocean," she said. "It will provide the inspiration for a meeting that every attendee will remember. In addition, Bali provides natural ingredients within its land, which are sourced locally and represent fresh perfect components for a healthy balanced meal.

"The richness of the environment together with its natural spiritual atmosphere makes Bali the perfect place to launch such a program."

Beach meditation

Taking its inspiration from its tranquil surroundings, The Ritz-Carlton, Bali has introduced the Detox, Energy Boost and Revitalizing Secret experiences to strengthen business relationships and ensure productive retreats.



The Ritz-Carlton, Bali, main entrance

Believing that an amicable relationship will make a meeting more pleasant and productive, the packages will break up the meeting with healthy meals, team-building exercises and wellness breaks. The day will begin on the white sands just outside the resort, where the worker-patrons will meditate with the Revitalizing Secret package, perform yoga with the Detox package or get an Energy Boost with a jogging session.

Afterward, the professionals will enjoy friendly chats with a healthy, organic breakfast prior to a four to six hour meeting, where healthy food and juice options are available. Sessions will be broken up with either a massage for those who purchased the Detox package or, in the case of the Energy Boost and Revitalizing Secret packages, guided stretching.

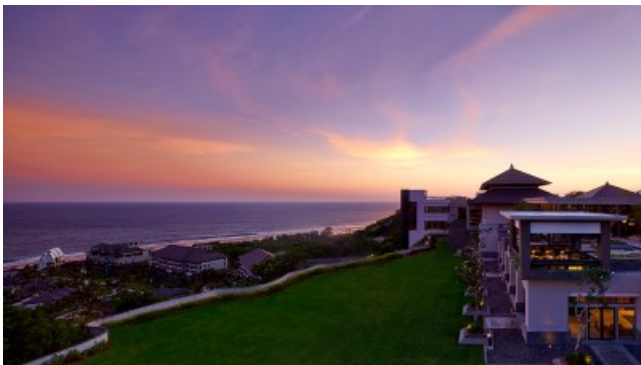


Ritz-Carlton, Bali meditation

At the mid-day, patrons are treated to bite-sized hors d'oeuvre, entrees and dessert, with each dish selected with the consumer's health in mind. The next break will offer fruit water, tea or juices depending on which package was chosen.

The day concludes with "an invigorating team-building breakout session," defined by aqua stretching, flying yoga, Tai Chi, Pilates, surfing or beach volleyball, again dependent on the package.

Although the Ritz-Carlton is thought of primarily as a hotel for travelers, their expertise extends into many adjacent fields, including meeting spaces. The Bali property features 8,000 square feet of meeting spaces, which, along with its climate and locale, make it an ideal place for company retreats.



The Ritz-Carlton, Bali at sunset

The increased attentiveness to health in wellness in recent years has moved from individuals to larger companies, particularly more recent start-ups or those with younger populations, a group which includes many Silicon Valley tech companies. The Ritz-Carlton's initiatives likely make it a more attractive destination for such companies and help establish the hotel brand as concerned and attentive towards the desires of consumers.

"We received many requests from companies who seek for a productive meeting while at the same time improving their employees' well-being and fitness," Ms. Dyah said. "Capitalizing on the trend of healthy lifestyles, we took the inspirations to create unique meeting experiences for the health and wellness conscious businessperson.

"Companies around the world are realizing the importance of nutrition, sport and overall wellness as a key component of a happy and healthy lifestyle," she said. "Taking care of employees is shows as well by passing a positive message about lifestyle, which includes healthy habits and balanced approached between work, nutrition and the importance of sport in a sedentary working lifestyle."

Fit for the brand

The promotion positions The Ritz-Carlton as a brand that is more than a hotelier and shows the lengths to which it will go in the name of good service. The result will help establish the brand's new identity.

Last September, The Ritz-Carlton Hotel Company rebranded itself with a newly designed logo and voice to be implemented across all its properties within a year from the date.

The organization, founded in Boston in 1983, is the parent of not just the Ritz-Carlton hotel brand but also golf clubs, high-end spas and meeting centers, a leadership center, residences and the Community Footprints charity, which focuses on relieving poverty and hunger and protecting the environment. The new logo and color, the first changes in the brand's history, aim to "clarify, simplify and amplify" the brand's identity for global consumers ([see story](#)).

Other hotels have also caught on to the health and wellness craze of the past several years.

Since June 2013, Trump Hotel Collection has tailored the travel experience for health-conscious guests with its new Trump Wellness program.

The brand is offering guests three new programs starting that help them maintain a healthy lifestyle while traveling for vacation or business. The program ties into the hotel group's "Live the Life" slogan by offering affluent consumers more options to personalize their stay ([see story](#)).

"The Ritz-Carlton experience instills well-being," Ms. Dyah said. "These healthy meeting options allow colleagues to connect on a new level through a carefully curated combination of meeting, activities, dining, and the supporting ambiance, resulting in a relaxed state of mind conducive to strengthened business relationships, and creating energetic, productive executive retreats.

"At The Ritz-Carlton, the most important resource are our ladies & gentlemen, and by caring about our employees we ensure that their happiness at work translates into high level of service and quality," she said. "By delivering a positive caring message towards the health of the employees through this program, will certainly embodies those very important company values."