

TRAVEL AND HOSPITALITY

## Mandarin Oriental Las Vegas organizes digital cleanse

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*Promotional image for Mandarin Oriental Las Vegas 'Digital Detox Weekend Retreat*

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By STAFF REPORTS

The Mandarin Oriental, Las Vegas is helping consumers reshape their relationship with their mobile devices with its first Digital Detox Weekend Retreat.

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Those who participate will get guidance from spa therapists, with a regimented time spent away from their smartphones. In today's increasingly connected society, providing a reprieve from technology may be just what guests need.

Call waiting

The weekend retreat is slated for Sept. 9-11. First, guests will have a personal consultation with a spa therapist, getting to the bottom of their cell phone habits.

Depending on how much time away they desire, guests can opt for a complete digital detox, in which phones will only be returned at the end of the weekend, or a partial detox, with devices handed back at an agreed upon time.

While in group activities, participants will not be able to use phones.

Keeping guests occupied and taking their mind off any separation anxiety, the hotel will run yoga classes, demonstrations on smoothie preparation, nutrition talks, guided

meditation sessions and group sharing.



*The Spa at Mandarin Oriental, Las Vegas*

Built into the weekend is also free time, which is left open to allow guests to journal, read, color, swim or take advantage of spa treatments.

“In today’s fast paced and technology charged times, people need to find time away from devices, communication and the stress that comes with the constant digital connections with the world,” said senior spa director Jennifer Lynn in a brand statement. “The expectation for instant communication and connection is causing additional stress and chatter in our lives.”

Consumers' cell phone addiction has been used as the basis for campaigns.

Consumers could raise funds for UNICEF’s Tap Project through an app partly funded by Armani, which correlates the time a user successfully keeps her hands off her phone to funding ([see story](#)).

Meant to tackle a different kind of health, Mandarin Oriental properties have organized other detox programs.

Mandarin Oriental Hyde Park in London is whipping guests into shape before the holiday season with a one-day fitness intensive.

The City Luxe Boot Camp is directed by celebrity trainer Ruben Tabares and The Organic Pharmacy founder Margo Marrone, who will lead guests through a personalized workout and cleansing routine. While only a one-day package, the boot camp is designed to leave partakers with tips and tricks that they can use even once they are back home ([see story](#)).

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