

TRAVEL AND HOSPITALITY

Beverly Hills capitalizes on the glamorization of wellness

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Beverly Hills, city of WELLTH

By BRIELLE JAEKEL

The city of Beverly Hills, CA is launching a district-wide initiative in response to the growing representation of wellness as a glamorous lifestyle choice.

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For a citywide campaign, Beverly Hills Conference & Visitors Bureau is gathering hospitality locations and restaurants to provide special offerings in relation to wellness in tourism. The campaign will also include celebrity spokespeople, a wellness forum, hotel packages and healthy menu options.

"We have recognized the swing towards wellness influencing people's decision-making when it comes to travel," said Julie Wagner, CEO of **BHCVB**, Beverly Hills, CA. "People are working harder and longer so their vacation time needs to be wellness and solution-led to optimize recovery."

Health and hospitality

Beverly Hills' WELLTH campaign is tapping experts in health and wellness to bring together the city in an effort to bring healthy initiatives to tourism in the city.

Based on the combination of words Wealth, Health and Wellness, WELLTH is based on a book by Jason Wachob, founder of lifestyle media brand mindbodygreen.



Author of WELLTH

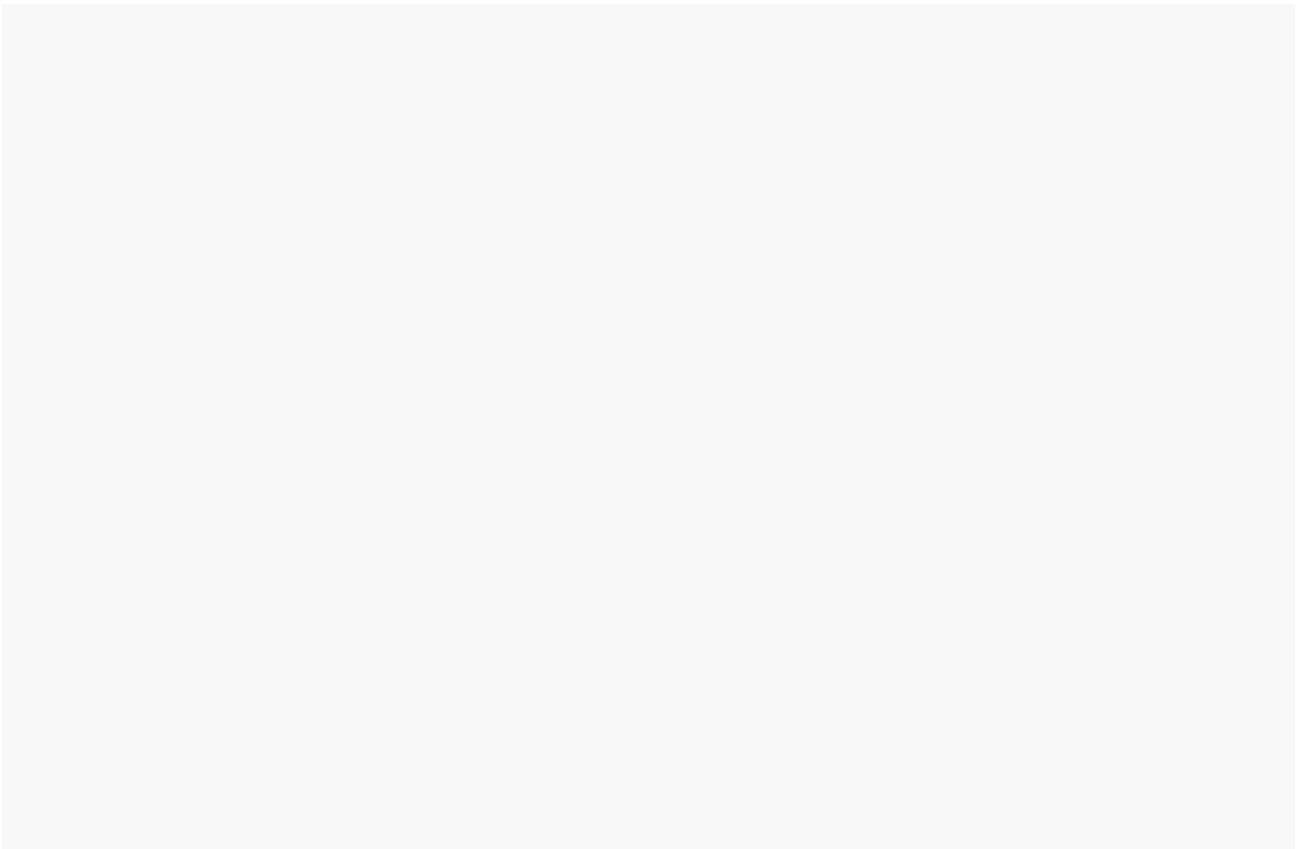
Initiatives as part of the campaign are featured as part of categories such as Move, Eat, Restore, Gratitude and Explore.

A forum ran by Mr. Wachob has been held to put a focus on these pillars. On May 18, experts such as yoga instructor Caley Alyssa, plant-based chef Matthey Kenney, Feng Shui and art expert Dana Claudat, personal trainer James Duigan and meditation guide Charlie Knowles gathered for the forum.

Each individual is an expert in each of the campaign's pillars.

Packages for rooms and spas at local resorts and hotels are being offered as part of the WELLTH campaign. The Beverly Hills Hotel, The Beverly Hilton, Four Seasons' Beverly Wilshire, Luxe Rodeo Drive Hotel, Montage Beverly Hills, The Peninsula Beverly Hills, SIXTY Beverly Hills, Viceroy L'Ermitage Beverly Hills and Waldorf Astoria Beverly Hills are all participating with their own packages.

Select restaurants in Beverly Hills are creating menu options under certain criteria such as locally sourced, plant-based, vegan, paleo and grass-fed beef as part of the campaign as well.



Derived from the word wealth,' which refers to a large amount of money and possessions, WELLTH' represents a new, less materialistic and more valuable life currency that encompasses #wellness and is exemplified by health, purpose and happiness. Discover what makes Beverly Hills the City of WELLTH and how you can improve your

overall WELLTH score in Beverly Hills by visiting the link in our profile. #BHWelth

A post shared by Beverly Hills (@lovebevhills) on May 11, 2017 at 3:38pm PDT

LoveBeverlyHills.com is also serving as a hub for the initiative. Residents and visitors can access lovebeverlyhills.com/welth to learn about where they can access these offerings.

Wellness and travel

As consumer spend on health and wellness grows, the luxury industry is getting in the game.

Once a trend, the notion of athleisure is now becoming part of a broader lifestyle, extending into areas of consumers' lives beyond fashion. In a webinar presentation on March 2, analysts from Euromonitor discussed "The Future of Athleisure and Luxury Apparel," looking at how the two are increasingly colliding ([see more](#)).

For instance, Regent Seven Seas Cruises has helped passengers achieve wellbeing in mind and body through a new program.

Starting this summer, guests cruising the Mediterranean aboard Seven Seas Voyager can take advantage of Seven Seas Wellness, which will include a series of outings and spa treatments. For affluent consumers, wellness has become a key objective, with many using their time traveling as a means to further their health goals ([see more](#)).

"Beverly Hills has always had wellness at heart but we are the first city to highlight and own the concept of WELLTH and create a program which really focusses on the holistic needs of our visitors," BHCVB's Ms. Wagner said.

"WELLTH is not a trend in Beverly Hills, it's a lifestyle."

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