

TRAVEL AND HOSPITALITY

Mandarin Oriental boosts wellness strategies, catering to new travel trends

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Mandarin Oriental's Spa in New York. Image credit: Mandarin Oriental.

By STAFF REPORTS

Travel and hospitality group Mandarin Oriental is investing in the popularity of wellness in travel with new itineraries and unique partnerships.

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As the Mandarin Oriental Hyde Park, London prepares to open its new spa, the brand's New York location is augmenting new wellness initiatives. New relaxation lounges, treatments, fitness classes and more are enhancing the health of the New York property.

Wellness in travel

By partnering with Abb Tea Company, Mandarin Oriental is revamping its relaxation areas and providing complimentary tea for post treatment tranquility.

Three new facials for hydrating, rejuvenation and cleansing will be provided based on partnerships with emerginC, Rawceuticals and Shankara.

Classes such as Hatha yoga, Vinyasa yoga, meditation/visualization and Reiki will also now be provided for individuals. The hotel is even offering a special package, named Urban Serenity, which is a two-night, three-day detox.

The package provides meditation and other wellness features to help visitors escape and rejuvenate.

Mandarin Oriental's London location will open its new spa in May this year, inspired by traditional Chinese fashion and symbolism.

A new suite including a water temple and two massage tables will be revealed with the new spa, along with a Bastien Gonzalez Pedi:Mani:Cure Studio, two more beauty rooms and a revamped fitness center.



New suites in Mandarin Oriental's London Spa. Image credit: Mandarin Oriental.

New offerings also include Asante Chinese medicine consultations and treatments, Mandarin Oriental's own signature therapies and Nescens cosmeceutical and anti-aging face and body treatments.

Hospitality groups such as Mandarin Oriental are making investments like this to cater to the growing wellness trend in travel.

While wellness continues to be a vital aspect of luxury travel brands' experiences, the face of the health movement has shifted.

With affluent travelers' interest in health and wellness becoming an important feature in selecting their next trip, high-end hospitality brands have been forced to embrace it. However, in the past brands and consumers were more focused on fitness, but now digital detoxes and mental health are becoming more popular in catering to today's overly connected affluent ([see more](#)).

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