

TRAVEL AND HOSPITALITY

Global Wellness Day opens door for hospitality brands to create luxury oasis

May 31, 2018



Four Seasons awakens a mind-body spirit connection for Global Wellness Day. Image credit: Four Seasons

By BRIELLE JAEKEL

As hospitality brands continue to highlight wellness within their locations to cater to the growing interest in health within luxury travel, Global Wellness Day is inciting a series of unique interpretations of the trend.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Four Seasons, Mandarin Oriental, The Ritz-Carlton and Rosewood are intertwining wellness into the fabric of their resorts to better cater to affluent travelers who value health during their trips. For Global Wellness Day, these brands are including many forms of wellness initiatives such as special packages, massages, unique fitness classes, spa pushes, complimentary services and healthy culinary experiences.

Global Wellness Day

Four Seasons is incorporating a variety of pushes into many of its locations across its chain.

Its Hualalai location has dedicated the entire weekend of June 9, Global Wellness Day, to health with activities but with the theme of "one day can change your whole life." A weekend itinerary includes salt collection in the same pens used by ancient Hawaiians, which is later on incorporated into their dining experience.



Hawaiian salt collection with Four Seasons. Image credit: Four Seasons

Paddle boarding, Hawaiian smoothies, poolside yoga, rock climbing, floating yoga and meditation will also be included.

The mantra for this campaign is also applied to a variety of other Four Seasons locations such as Costa Rica, Anguilla, New York, Philadelphia, Los Angeles, Dubai, Mauritius, Serengeti, Bali and Vietnam.

Costa Rica features The Lucky Rope Project, where guests can participate in local shaman hand-knotted bracelet making, infused with Reiki energy. Anguilla is featuring beachside morning meditation with a local health drink.

Four Seasons Hotel Jakarta features sunset yoga classes on its Pool Deck floor, including an Instagram competition to earn a spot for those who are not guests.

Mandarin Oriental's New York location is featuring a variety of yoga and Reiki classes on June 9.

However, its Boston property is providing complimentary classes including a two-mile group run/walk around the Boston Common and a 50-minute yoga class, along with raffles and prizes.



— GLOBAL WELLNESS DAY —

Mandarin Oriental looks to wellness. Image credit: Mandarin Oriental

Ritz-Carlton is devoting the entirety of June 9 to a Crystal Clarity Wellness Retreat, including yoga and crystal workshops along with a bento box lunch and a 50-minute spa service. Guests can also participate in a Chakra Balancing massage.

The entire package costs \$305 per person.

Rosewood is offering a series of Global Wellness Day packages at some of its retreats, These include many wellness kits with accessories and apparel, private consultations, spa experiences, dinner, chart reading and other classes.

Wellness in travel

Luxury marketing's shift toward millennials, as well as ethical and sustainable living, is creating a space for high-end wellness brands and experiences to flourish.

Speaking at Luxury FirstLook 2018: Exclusivity Redefined on Jan. 17, an analyst from Euromonitor spoke about the ways that the luxury industry has sought to monetize health and fitness as well as the factors that have shaped the market's reception to those efforts. A common theme was that experiential luxury has led more consumers to value luxury brands that can make them healthier and happier ([see more](#)).

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](#)).