

TRAVEL AND HOSPITALITY

Cunard focuses on wellness throughout its ships

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Mareels redesigned hydro-pool on newly-refurbished Queen Elizabeth. Image credit: Cunard

By STAFF REPORTS

Luxury cruise line Cunard is looking to the wellness trend in travel with a new spa concept.

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In partnership with wellness brand Canyon Ranch, Cunard is introducing a new spa initiative it is calling Mareel Wellness and Beauty. As part of the growing importance of wellness in relation to luxury travel, Cunard will be launching the program this month on its Queen Elizabeth vessel.

Wellness on board

Mareel makes its debut on Queen Elizabeth as part of the ship's new renovations. It is named to represent the healing qualities of the sea, as Mareel stands for phosphorescence of the ocean.

An entire spa redesign will house expanded treatment offerings, many with an emphasis on the ocean including the use of mineral-rich seawater. On the Queen Elizabeth, new initiatives include a couples suite for seaweed baths, a meditation room and sound therapy facilities.

Following the debut on the Queen Elizabeth, Mareel will launch on Queen Victoria and then on Queen Mary 2 in 2020.

Each new spa design will include colors blue, green and pale coral and featuring the new "Ocean Discovery" treatment.



Meditation room with acoustic resonance loungers. Image credit: Cunard

The treatment uses marine products derived from VOYA sourced in Western Ireland. Other treatments include Taste the Ocean Full Body Experience, Organic Seaweed Leaf Wrap, Luminescence Massage and Age-Defying Restorative Facial.

"We are thrilled to debut our new collaboration with Canyon Ranch, Mareel Wellness & Beauty, onboard the recently enhanced Queen Elizabeth," said Josh Leibowitz, senior vice president at Cunard North America, in a statement. "Cunard's first-ever, uniquely conceived spa concept will offer our discerning guests a new level of luxury wellness at sea - only on Cunard."

The cruise line has been ramping up its offering and recently furthered its ties to show business through a partnership with the British Academy of Film and Television Arts, Los Angeles.

Cunard has become BAFTA Los Angeles' official cruise partner, a role that includes brand placement at events throughout 2019. Through this sponsorship, Cunard will also be able to offer guests film experiences while they are on board, bringing a taste of Hollywood to the water ([see story](#)).

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