

TRAVEL AND HOSPITALITY

Luxury fitness leader looks to disrupt hotel industry

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The first Equinox Hotel is opening in Manhattan. Image credit: Equinox

By SARAH RAMIREZ

As the wellness industry continues to disrupt the hospitality business, luxury fitness company Equinox is debuting its own hotel brand.

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Reservations are now available for the first Equinox Hotel property in New York's Manhattan borough. While luxury hotels incorporate wellness amenities and activities, Equinox's fitness culture has influenced nearly all details of its hotel.

Equinox Hotels

Equinox is opening its first hotel this June at 35 Hudson Yards.

The immediate area is seeing growth, with the recent opening of the Shops and Restaurants at Hudson Yards, which is home to a wide range of luxury, premium and mass market retailers ([see story](#)). This only adds to the neighborhood's appeal as a travel and shopping destination, making it an ideal choice for Equinox to debut its hotels.

It is the goal of Equinox to provide guests with a "360-degree lifestyle travel experience" at its hotels.

Equinox recruited supermodel Naomi Campbell to promote its new hotels

The New York property features 212 rooms, including 48 suites. Reflecting the importance of sleep to one's health, each room is soundproof and includes a blackout window system and all natural fiber mattresses from CocoMat.

During their stay, guests will become Equinox Fitness Clubs members and have access to numerous classes and amenities. An onsite 60,000-square-foot Equinox Fitness Club is the largest built to-date.

Fitness enthusiasts can also register for signature group fitness classes, private Pilates classes, personal training services or recover with a "performance-driven" spa treatment.

E by Equinox offers guests a bespoke fitness experience centered on holistic health.

Restaurateur Stephen Starr is the mastermind behind Equinox Hotel's culinary experience, which emphasizes indulgent but healthy ingredients. On the menu are performance kits, special sleep-promoting items and IV vitamin drips.

Other amenities include a 25-yard indoor salt water pool, an outdoor leisure pool and hot and cold plunge pools.

Guests who book online are eligible to receive a complimentary personal training session, SoulCycle class or spa treatment.

Equinox Hotel's second U.S. location will open in Seattle by the end of the year, with more properties in the pipeline stateside and internationally.

Wellness travel

With affluent travelers' interest in health and wellness becoming an important feature in selecting their next trip, high-end brands are working to keep up with consumer trends.

From 2013 to 2015, the Global Wellness Institute found that the wellness industry grew 10.6 percent, while the rest of the world's economy struggled with a decline of 3 percent. The organization predicts that by the year 2020, wellness in travel will become a \$800 billion industry ([see story](#)).

With this growth comes great potential for Equinox Hotels.

More than half of affluents plan to incorporate wellness aspects into their future travels, as people look to balance self-care with unique experiences. According to a new survey from MVI Marketing, more than 60 percent of travelers expect hospitality brands to offer wellness options at their properties ([see story](#)).

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