

TRAVEL AND HOSPITALITY

Luxury brands balance health, hospitality for Global Wellness Day

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Four Seasons Hotel George V will host a run through Paris for Global Wellness Day. Image credit: Four Seasons

By SARAH RAMIREZ

As affluents become more interested in wellness travel, luxury hospitality brands continue to leverage Global Wellness Day as an opportunity to share their offerings promoting physical and mental health.

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Four Seasons and Rosewood are among the hotel groups participating in this year's event on June 8. Wellness activities will take place across continents and in urban and rural locations, underscoring the worldwide interest in healthy lifestyles.

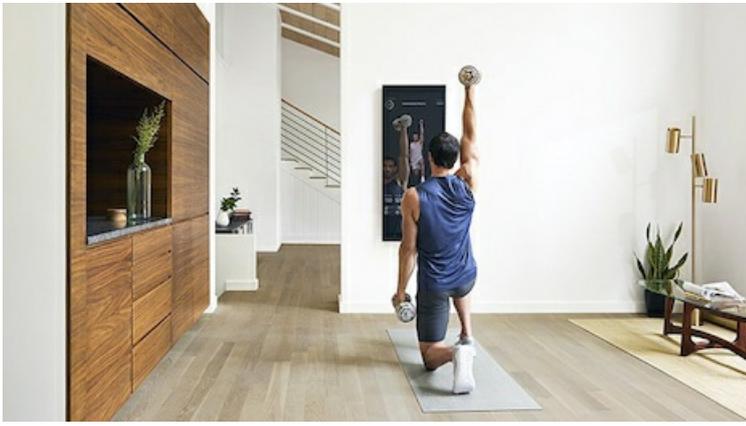
"Wellness tourism is growing twice as quickly as tourism spending in general, so it's no surprise that the hospitality industry has embraced Global Wellness Day," said Tiffany Dowd, founder and president of **Luxe Social Media**, Boston. "The ultimate luxury has become time and space, so hotel groups are focused on creating wellness experiences to enhance physical, social and mental well-being of affluent travelers."

Worldwide wellness

While Global Wellness Day was first celebrated in 2012, Mandarin Oriental will be celebrating "Ten Years of Wellness" with complimentary activities at all hotels and resorts.

Activities at Mandarin Oriental are as diverse as paddle boarding, cardio tennis, Zumba and nutrition workshops. Meditation is another popular wellness experience that will be offered.

Landmark Mandarin Oriental Hong Kong will host a Yang-Yin Fitness and Wellness Workshop, which includes a high intensity outdoor bootcamp followed by yoga and meditation. At Mandarin Oriental's Washington D.C. property, guests can unwind with a moisturizing facial mask while participating in a guided meditation during a Hydrate and Meditate class.



Mandarin Oriental is incorporating Mirror gyms in select suites. Image credit: Mirror

At select United States locations, Mandarin Oriental is also marking Global Wellness Day with the debut of specialty suites with Mirror, an "invisible" interactive home gym. Mirror allows guests to work out with instructors in the privacy of their rooms without disrupting the interior design.

Four Seasons is also touting its wellness offerings, spanning fitness events, spa luxuries, healthy food and beverages.

In the U.S., Four Seasons Hotel Austin is putting a unique spin on wellness with a puppy adoption event followed by a sage bundle-making workshop.

Exercise enthusiasts can see Paris from a new perspective by participating in a Run My City program through Four Seasons Hotel George V.

Other Four Seasons properties will add more cultural components to Global Wellness Day.

At Four Seasons Hotel Kyoto, guests can learn more about traditional Japanese wellness practices such as Zen and "Forest Therapy" for a greater appreciation of nature. Activities at Four Seasons Resort O'ahu at Ko Olina include a hula training session and a Tahitian dance class.



Rosewood Hotels will cater to guests who want to relax or be active on Global Wellness Day. Image credit: Rosewood

Hospitality group Rosewood Hotels will also offer Global Wellness Day activities, including family-friendly options.

Rosewood Abu Dhabi will host a mother-daughter spa retreat, while Rosewood Beijing will hold a children's yoga session and an arts and crafts class. Many properties, including Rosewood Sand Hill and Miramar, will also offer cooking lessons so guests can build their healthy eating habits.

More adventurous travelers can participate in kayaking expeditions, boot camps or group hikes organized by Rosewood.

Wellness goes global

Many affluents are interested in wellness travel, as global demand grows for experiences that emphasize physical and mental wellbeing.

According to a report from Altiant, less than 70 percent of high-net-worth individuals feel relaxed despite high levels

of happiness and wealth, pointing to enormous opportunity for luxury hospitality brands to incorporate more mindful amenities and activities into their offerings.

Forty percent of HNWIs surveyed showed interest in taking their first wellness-oriented holidays. More than a quarter of wellness travelers would be willing to spend at least \$3,750 on accommodations and wellness activities over a period of three nights ([see story](#)).

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

It is the goal of Equinox to provide guests with a "360-degree lifestyle travel experience" at its hotels. In addition to private and group fitness classes, amenities include a 25-yard indoor salt water pool, an outdoor leisure pool and hot and cold plunge pools ([see story](#)).

"Hospitality brands can ensure they promote wellness all year round by designing hotel rooms to promote a sense of calm and tranquility, a culinary program that promotes healthy choices and also make mind and body wellness programs available year round for guests," Ms. Dowd said. "Wellness is no longer a trend in the global luxury travel economy."

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