

TRAVEL AND HOSPITALITY

## JetSuite prioritizes pilots' wellness with recovery program

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*A Phenom 100 from Jetsuite. Image credit: JetSuite*

By STAFF REPORTS

Aviation firm JetSuite is aiming to help its pilots relax and recover from long flights through a new health technology partnership.

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In collaboration with Hyperice, JetSuite will be installing a wellness room at its headquarters, and the company will be creating workshops and a warm up routine. JetSuite is said to be the first aviation company to create this type of program for its pilots in an effort to boost performance and counteract some of the physical stressors of flying planes.

### Pilot program

Hyperice creates devices that help athletes recover by alleviating muscle soreness and improving blood flow. Some of the company's technology is also aimed at extending range of motion.

Now, JetSuite is providing pilots with Hyperice devices to help them cope with the physical exertion tied to flying.

Often, pilots stay in upright seated positions in small spaces for long periods of time, which can lead to muscle stiffness. Due to their work schedules, they can also struggle to stick to a regular diet, exercise and sleep routine.

With Hyperice, JetSuite has developed a 30-minute warm up for its pilots, which leverages technology to prepare them for flight and help them recover.

The company has also opened a Wellness Pod for pilots at its headquarters, which will be a space for warm ups and rehabilitation.

Educational workshops will also work towards helping pilots recuperate.

"At JetSuite, we're constantly thinking of new ways to ensure we give our pilots the tools to live a happy, healthy life," said Stephanie Chung, president of JetSuite, in a statement. "Our partnership with Hyperice was developed to increase the long-term wellness of our pilots through leading recovery and mobility devices that help offset the physical demands of flying. After all, they are our athletes in the sky."

## *JetSuite is working with Hyperice*

While JetSuite is using Hyperice for its pilots at the moment, it has plans to extend its offerings to passengers and employees.

"After seeing airlines integrate health and wellness offerings to passengers, we made it our mission to educate the aviation industry on the importance of providing similar offerings to pilots," said Jim Huether, CEO of Hyperice, in a statement. "Like the passengers, pilots are having to sit upright for long periods of time this can generate muscle strains in the neck and back and reduce blood circulation.

"This partnership is aimed at helping pilots take care of their bodies, so they can feel and perform their best," he said. "Hyperice is thrilled to be working with JetSuite on this forward-thinking initiative, and we hope to create an industry-wide movement to help pilots all over the world move better."

Other travel brands have sought to help guests boost their wellness while traveling.

Fairmont Hotels & Resorts is putting a greater emphasis on fitness at its properties, hoping to make it easier for travelers to keep up their fitness routines while away from home.

Through a partnership with high-end fitness equipment maker Technogym, Fairmont will be outfitting its locations with a Wellness Ball for Active Sitting available upon request. Fairmont already implements a strong focus on fitness at its properties with a Reebok partnership that provides athletic wear to guests ([see story](#)).

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