

IN-STORE

## Waldorf Astoria Park City hosts wellness weekend to avoid lull before ski season

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By KAYLA HUTZLER

In a move to increase traffic before skiing season hits, Hilton Hotel's Waldorf Astoria Park City is hosting a wellness weekend at the end of October to intrigue affluent guests who are interested in getting fit and living healthy.

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**Luxury Daily**

The nutrition and physical fitness program will be hosted by the Waldorf Astoria's Golden Door Spa October 28-30. The hotel will only be accepting 15 guests into the exclusive program.

"The wellness weekend is a great opportunity to stay at the beautiful Waldorf Astoria Park City hotel and get a little pampering while discovering detailed information about your current level of wellness and learn practical tips and tools to help you live a healthier lifestyle," said Dr. Trevor Holly Cates, wellness coordinator at Golden Door Spa Park City, Utah.

"We created this program so it is interactive, informative and rewarding so participants are inspired to integrate what they have learned over the weekend into their lives at home," she said.

No walk in the park

The wellness weekend at the Waldorf will include various health and fitness education programs, as well as give guests a chance to enjoy the fall weather in Utah.

The program will be available on a first-come, first-serve basis. Consumers must call the Waldorf Astoria Park City location and request package code RGR to book the wellness weekend online.

To start the weekend, the Park City Medical Center's Pro Health Lab will give the program guests individual health and fitness assessments.

In addition, all program attendees will be scheduled an appointment with Dr. Cates.

There will also be additional exercise classes and lectures such as guided hikes and yoga throughout the three days.



Program attendees will receive a nutritional education and cooking class with Park City Medical Center's executive chef, Jason Kieffer.

Each wellness weekend attendee has the choice of a complementary massage or facial at the Golden Door Spa in the hotel.

The price of the program is \$1,160, not including taxes and resort charge.

The rates given are based on double-occupancy of a suite with another program guest.

Slippery slope

Waldorf Astoria has been pushing its Park City location, with its view of the Wasatch Mountain Range, as an ideal fall getaway.



The company is also marketing the wellness weekend in Organic Spa magazine as well as directly contacting Golden Door Spa members.

Located at the bottom of the Canyon Ski Resort, Utah's largest skiing destination, Waldorf Astoria is likely looking to increase traffic during the travel lull leading up to ski season.

Indeed, other hotels in ideal ski locations have been trying to entice fans to visit during the Fall as well.

For example, Four Seasons teamed up with automaker Mercedes-Benz for a new Fall program that will allow hotel guests to use the German brand's cars during their vacations to explore nearby sights ([see story](#)).

In addition, Four Seasons is keying in on wedding-planning fever to promote its Mountain Resorts Collection in an attempt to keep business steady until the skiing season begins ([see story](#)).

Also, the Ritz-Carlton was looking to ward-off the general Fall slowdown that plagues many luxury hotels with a new business-oriented promotion ([see story](#)).

Waldorf Astoria's wellness weekend is likely to be successful given that affluent consumers are often eager to pay for experiences they cannot get anywhere else.

In addition, by keeping the program to only 15 people, Waldorf Astoria is making the guests feel like they are part of a special group, which luxury consumers appreciate.

"We are trying to target individuals and couples who are ready to learn and be inspired to live a healthy, vibrant life," said Barbara Schmaelzle, director of sales and marketing at

Waldorf Astoria Park City. “This weekend offers an extraordinary combination of services.”

Final Take

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