

TRAVEL AND HOSPITALITY

Luxury hotels embrace daycation, wellness trends to entice travelers

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Miraval Berkshires spa service. Image credit: Miraval Berkshires

By NORA HOWE

The luxury travel and hospitality industry is continuing to innovate marketing and service strategies as the "daycation" trend emerges and affluent travelers seek wellness in lieu of world travel.

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Miraval Berkshires and **River House at Odette's** are the luxury retreats to partner with travel agency **EMBARK Beyond** to create luxury getaways that meet the new demand for single-day vacations. For those who might be hesitant to spend the night in a hotel or resort due to safety precautions, these day trip packages focus on wellness and meaningful experience.

"We believe this is a great solution for people who want a change of atmosphere, but either cannot or do not want to drive five hours nor can afford a \$40,000 private jet vacation," said Jack Ezon, founder and managing partner of EMBARK Beyond, New York. "An impactful day is a wonderful way to rejuvenate whether in nature, at a beautiful spa or with a fabulous culinary adventure.

"It is a time to move out of your routine and reconnect with yourself or the people around you," he said.

Vacation for the day

Miraval Berkshires, located in the heart of the Berkshires in western Massachusetts, is the third resort by the renowned brand and offers guests a wellness-focused getaway. The day package includes a hike through the Berkshire forests, a picnic curated by French chef Daniel Boulud and an afternoon of spa treatments and wellness activities.

About 200 miles slightly southeast of Miraval is the River House at Odette's in New Hope, Pennsylvania.

The River House is Pennsylvania's newest luxury hotel and invites affluent guests to spend the day exploring the small town of New Hope, where they can enjoy art galleries, boutiques, gardens and hiking trails. To end the day, guests may enjoy dinner at Odette's Restaurant and Lounge, overlooking the Delaware River.

Despite the packages only inviting guests for the day, they are still enforcing COVID-19 safety measures. For instance, Miraval has scheduled spa treatment times to reduce congestion, closed the saunas and whirlpools and requires

guests to wear face coverings at all times, with the exception of facial services.



River House in New Hope, Pennsylvania. Image credit: River House at Odette's

The global pandemic has shifted many socioeconomic and cultural elements, but one thing that consumers and industry experts have focused on is the emergence of mental health awareness. Due to the emotional impact of the events of this year, attention to self-care and wellbeing have become pillars across many industries ([see story](#)).

Travel has always been a way for people to step away from their everyday lives allowing people to take a break from the stressors of the "real" world and indulge in a different world. People no longer have these same outlets and hotels are acknowledging the rise in emotional tension by stressing the importance of wellbeing and rejuvenation through wellness programs and packages.



Carillon Wellness Spa Massage Therapies. Image credit: Carillon Miami

Carillon Miami Wellness Resort has created offices in their luxury apartments for guests to work remotely while elevating their wellbeing with exclusive amenities. The resort's Wellness Workstation with Active Upgrade service provides guests with a standing desk, executive office chair, a monitor, charging ports, a technology concierge and a treadmill.

Dedicated to wellness in the COVID era, Carillon also created a Touchless Wellness Menu which allows guests to choose from an assortment of health benefits and services provided by its award-winning spa.

"As each individual has their own personal comfort level when it comes to traveling right now, our goal was to create a safe and welcoming environment for locals and visitors alike to come to Carillon for a change of scenery, while also having access to the amenities of our luxury wellness resort and setting them up to "work from home" with success," said Tammy Pahel, vice president of spa and wellness at [Carillon Miami Wellness Resort](#). "We take pride in being part of our guests wellness journey and certainly believe a workcation can be beneficial for mental health."

A dynamic industry

During a turbulent year, hotels and resorts have been innovating marketing strategies and services to meet the changing needs and values of affluent travelers for years.

Before the world was hit by the COVID-19 pandemic, the hospitality industry was seeing an increased need for experiential travel travelers were simply looking to get more out of their vacations. Visit Bucks County, a tourism and hospitality guide for the county in southeastern Pennsylvania, promoted upscale bed and breakfasts through social

media, as well as upscale experiences within the rural county to appeal to affluent consumers seeking meaningful travel experiences ([see story](#)).

Recently, since some pandemic hospitality restrictions lifted, the "workation" model spiked as people began looking for ways out of the house while still in accordance with safety regulations. Brands like Auberge Hotel Collection and Mandarin Oriental introduced remote, socially distant, long-term stay packages to accommodate working individuals looking for a getaway while still navigating the pandemic. Some of these packages even include tutoring for children who are attending school remotely ([see story](#)).

"I think it is a great option for the current situation," EMBARK Beyond's Mr. Ezon. "I really believe people will never lose their wanderlust to connect to unique cultures and fellow homosapiens from around the world."

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