

TRAVEL AND HOSPITALITY

Rosewood announces virtual programming celebrating Global Wellness Day

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In honor of Global Wellness Day, Rosewood is offering viewers techniques, routines and exercises that can be recreated at home. Image courtesy of Rosewood Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group Rosewood Hotels & Resorts is preparing to launch a range of virtual programming in honor of Global Wellness Day.

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On June 12, Rosewood will debut new virtual programming from properties in the Americas, Europe, Asia and the Middle East, offering techniques, routines and exercises that can be recreated at home. In conjunction with the brand's in-person wellness offerings, 20 Rosewood properties worldwide have created a series of videos that will be released on property and Instagram channels throughout the day to continue encouraging wellness.

"Celebrating Global Wellness Day is now more important than ever, as individuals increasingly prioritize physical and mental wellness and look to create a healthier daily routine in response to the unprecedented challenges many have faced this past year," said Niamh O'Connell, group vice president of Asaya and wellness for **Rosewood Hotel Group**, in a statement. "This year, we are thrilled to offer virtual programming from our properties worldwide to inspire viewers to recognize the value of their lives and focus on their wellbeing in an accessible way."

Rosewood wellness

In debuting its Global Wellness programming, Rosewood will display a variety of engaging virtual demonstrations and exercises to promote this year's theme, a focus on mental wellness and health in everyday life.

Some of the programs from the 20 participating properties include Marlne Belvalette from Htel de Crillon in France, director of sense at a Rosewood Spa, sharing four simple desk exercises that relieve stress and can be done at work; Rosewood Bangkok in Thailand offering a step-by-step demonstration on how to recreate Rosewood's Sense of Calm Scalp Massage at home using simple ingredients; Rosewood Castiglione del Bosco in Italy showing viewers how herbs from Rosewood's gardens can be used in massages and treatments at the spa.



Twenty Rosewood properties will be showcasing wellness techniques online. Image courtesy of Rosewood Hotels & Resorts

Other programs include a demonstration of quick and approachable fitness exercises from Las Ventanas al Paraso in Mexico, a guided presentation of relaxation techniques from Rosewood Little Dix Bay in the British Virgin Islands, and additional programs that enable affluents to practice daily mental and physical health on Rosewood properties and beyond.

In April, Rosewood showcased the cultural experiences and offerings that elevate stays at its luxury properties.

Rosewood partnered with creative agency Studio Dangen in releasing a short film entitled "A Sense of Place," illustrating the brand philosophy that is based on meaningful travel. The effort spoke to the brand ethos of celebrating not only Rosewood properties but also the people, cultures and cities that surround them ([see story](#)).

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