

TRAVEL AND HOSPITALITY

Rosewood introduces restful retreats for sleepy guests

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Rosewood Hotel Georgia is offering sleep transformation treatments. Image credit: Rosewood Hotels & Resorts

By LUXURY DAILY NEWS SERVICE

Hospitality group **Rosewood Hotels & Resorts** is promoting wellness in the new year with a refreshed retreat lineup.

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Appreciating the importance of sleep in one's wellbeing, Rosewood is introducing "Alchemy of Sleep" at 20 properties. The global collection of immersive retreats offers movement-driven activities; relaxing, sleep-inducing treatments and other amenities.

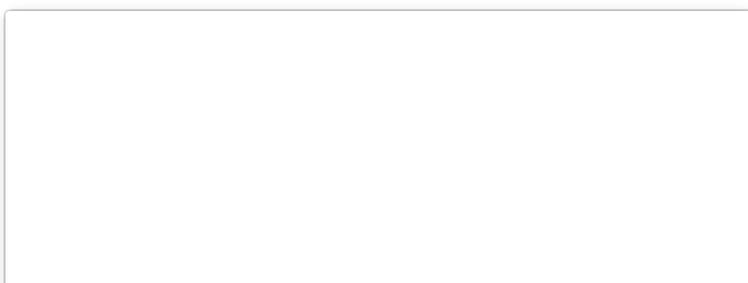
"While the return to an on-the-go lifestyle is in sight for 2022, taking time for true rest and reset is essential for ensuring good health at every level," said Emmanuel Arroyo, regional director of Wellness at **Rosewood Hotels & Resorts**, in a statement.

"We designed our Alchemy of Sleep experiences to provide guests with the tools they need for slowing down and establishing lasting sleep hygiene habits, which will have a greater impact on their overall wellbeing."

Sweet dreams

Available through March 2022, Rosewood's new retreats take a holistic approach to sleep by addressing several areas, such as nutrition, movement and mindfulness.

For a one-night stay, guests can choose a "Dreamscape" while a "Sleep Transformation" is for two- to five-night trips. Experiences include treatments, specialist consultations and classes, encouraging guests to incorporate new habits into their everyday lives.



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A post shared by Rosewood Hotels & Resorts (@rosewoodh...

Rosewood is encouraging travelers to get better sleep

To elevate the experience, curated sleep boxes include soothing products such as essential oil blends, teas, aromatherapy linen mists, silk eye masks and sleep gels.

Participating properties are also incorporating local wellness customs and traditions to make their Alchemy of Sleep retreats unique, reflecting Rosewood's "A Sense of Place" philosophy.

For instance, Rosewood Guangzhou is offering mediation periods and massages that involve sound-healing and traditional Chinese herbs. In the British Virgin Islands, Rosewood Little Dix Bay has a lineup of restorative outdoor activities including hikes through "The Baths" National Park and starlit Yoga Nindra, or "Yogic Sleep," sessions.

Other participating locations include Rosewood Beijing, Rosewood London, Asaya at Rosewood Phuket and Htel de Crillon, A Rosewood Hotel.

Consumer interest in wellness travel has been climbing in recent years, and sleep is an important part of the equation.

Hotels can earn guests' return business if they deliver an elevated sleeping experience, but a 2019 report found that only 42 percent of luxury hotel guests have had their expectations exceeded.

J.D. Power's North America Hotel Guest Satisfaction Index Study found that 71 percent of guests who get a better than expected night's sleep would stay again with the same brand. While luxury hotel brands often emphasize factors such as on-property amenities and service, setting guests up for a restful night can have one of the greatest impacts on their attitudes ([see story](#)).

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