

AUTOMOTIVE

Lexus launches wellness programs promoting meditation, mindfulness

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The Cal-a-Vie Health Spa is offering the "Lexus Living in Luxury" package for \$7,300 per person. Image credit: Lexus

By LUXURY DAILY NEWS SERVICE

Toyota Corp.'s Lexus is the latest luxury brand to power into the health and wellness space with a new hospitality partnership.

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Lexus is launching "Wellness Destinations" for consumers who are looking to be more mindful and balanced in their daily lives. The new program consists of packages centered in collaborations with four luxury hospitality and wellness resorts, with complimentary transportation for every participant.

"After the last couple of years we have all experienced, it's no surprise to see the focus on self-care paired with the desire to get away resulting in demand for wellness travel," says Vinay Shahani, vice president of marketing at **Lexus**, in a statement. "As a luxury lifestyle brand, Lexus is meeting this need by offering curated, integrative experiences that focus on wellbeing at award-winning destinations."

Driving towards better living

Lexus' new packages feature collaborations with four luxury hospitality and wellness resorts, the Cal-a-Vie Health Spa and each of the three Miraval Resorts and Spas.

For guests in Southern California, the Cal-a-Vie Health Spa is offering the "Lexus Living in Luxury" package which includes a four-night stay in a Mediterranean-style French Provencal villa with a terrace or balcony; a cryotherapy session designed to flush toxins, a metabolic test or a BodPod session to gain knowledge of body fat; one specialty spa treatment; one facial; complimentary transportation in a luxury Lexus vehicle to and from the San Diego International Airport upon arrival and departure; and more.



The Miraval Berkshires pool, accessible as part of the package. Image credit: Lexus

Consumers who are Lexus owners will also receive a VIP welcome gift and 10 percent off the \$7,300 price tag per person, a feature available through March 2023.

Miraval resorts are also offering guests a "Lexus Drive Your Way to Wellness" package for \$495 per person.

This one-day experience can range from 6 to 8 hours and is available at all of the Miraval resorts located in Arizona, Austin and the Berkshires.

Package features include an intention-setting ceremony with a Miraval guide; a private guide for scenic drives and hiking, biking and swimming expeditions; chef-prepared picnic lunch and a local activity; a complimentary Lexus to be used through the experience.

The wellness sector continues to be far-reaching in the luxury world.

A melding of past wellness practices and innovative techniques will influence several sectors, according to the nonprofit Global Wellness Institute.

In the year ahead, GWI is anticipating popular practices, with a focus on concepts such as intentional and thoughtful travel and wellness infiltrating the metaverse. Additional trends include a calling for wellness brands to stray from marketing that promotes toxic masculinity and to rely on regenerative agriculture ([see story](#)).

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