

TRAVEL AND HOSPITALITY

Rosewood introduces unique, immersive line of activities for summer

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An immersive cultural experience at Rosewood Castiglion del Bosco is one of the new offerings. Image credit: Rosewood

By LUXURY DAILY NEWS SERVICE

Hospitality group Rosewood Hotels & Resorts is promoting a new range of captivating experiences called Summer Immerse.

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Summer Immerse is a collection of activities and adventures designed to help guests go beyond a standard vacation. The collection has been thoughtfully curated for travelers who are open to embracing new levels of exploration.

"If the last two years have taught us anything it's that travel is an incredibly positive force, and one that helps us learn, grow and really connect with ourselves and our global communities," said Radha Arora, president of Rosewood Hotels & Resorts, in a statement.

An immersive season

Not every traveler is looking for the same experience, so Rosewood has thoughtfully crafted a list of different kinds of immersive activities.

Guests can choose between immersive activities based in culture, flavor, sustainability or wellness.



The elephant sanctuary experience will be available through Rosewood Phuket. Image credit: Rosewood

Some immersive cultural activity options include the Val d'Orcia Movie Tour in Siena, Italy, A Royal Celebration in London, U.K., the Elephant Sanctuary in Phuket, Thailand, among others.

Consumers looking for a flavorful experience can experience the Taste of Yucatan: Gin Making Workshop activity in Riviera Maya, Mexico, the Exclusive Wine Encounters package in Paris, France and the Peking Duck Making experience in Beijing, China.

Guests who value sustainability are invited to experience Turtle Conservation in Virgin Gorda, British Virgin Islands, Ranch Lunch and Pulque Tasting Experience in San Miguel de Allende, Mexico and the Pollinator Trail in Santa Fe, New Mexico.

For those prioritizing an experience in wellness, the Mind, Body & Soul Sessions in Nassau, the Bahamas, Discover Natural Pools in St. Barthelemy, FWI and El Retiro Sense Journey in Madrid, Spain experiences are available.

"This summer we invite our guests to awaken the full spectrum of their senses, and seek to provide them with their pick of unique activities pegged to both marquee cultural moments and the free spirit of summer from a courtyard party celebrating the Queen's Platinum Jubilee in London to monitoring turtle nesting activities in the British Virgin Islands," Mr. Arora said.

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