

TRAVEL AND HOSPITALITY

Hospitality brands invite guests to relax, rejuvenate for Global Wellness Day

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Ritz-Carlton Half Moon Bay has launched new spa treatments in celebration of Global Wellness Day. Image credit: The Ritz-Carlton

By NORA HOWE

To celebrate Global Wellness Day on June 11, luxury hotel groups are putting mental and physical health at the forefront, inviting guests to participate in special programming centered on personal wellbeing.

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Founded by Belgin Aksoy in 2012, **Global Wellness Day** is an annual community project raising awareness of mental and physical health and encouraging people to live better, more reflective lives. From yoga and meditation sessions to affirmation workshops and massage services, hospitality groups are getting their spas and wellness centers ready for the global event.

Manifesting positivity and good health

While the 2020 and 2021 Global Wellness Day celebrations were predominantly virtual due to the COVID-19 pandemic, this year will see mostly in-person activities, workshops and discussions around the world.

What started as a small event at a destination spa in Turkey 11 years ago has become a movement seen in locations around the world, such as hotels, fitness centers, yoga studios, foundations, hospitals and schools.

Hospitality groups Four Seasons Hotels and Resorts, Ritz-Carlton and Rosewood are among the many international brands supporting Global Wellness Day and promoting wellness programming this weekend.

A number of Four Seasons properties have put together complementary offerings to promote a balanced lifestyle.



Four Seasons Resorts The Nam Hai invites guests to participate in psycho-physical exercises to improve health and mental wellbeing. Image credit: Four Seasons Hotels and Resorts

For instance, Four Seasons Resort The Nam Hai in Hoi An invites visitors to participate in the newly introduced psycho-physical exercise Kaoshikii dance, followed by "cocooning" meditation, a practice where participants relax their minds and bodies in an antigravity yoga hammock, as well as a mindful eating vegan cooking class.

Four Seasons Costa Rica at Peninsula Papagayo will engage visitors in a number of activities throughout the day, including sound healing meditation and chair massage treatments, while Four Seasons Hotel Prague will focus on physical and mental health through yoga sessions, group runs and hand treatments.

At the Four Seasons Hotel Doha, guests may learn how to aqua spin and participate in pilates and hatha yoga classes, and at Four Seasons Las Vegas, guests may "paws and relax" with licensed therapy dogs after a sun salutation yoga session.

In Northern California, the Ritz-Carlton at Half Moon Bay is offering two new 80-minute spa treatments: Art of Wellness Massage and the Bamboo Muscle Reviving Massage. Additionally, the hotel invites guests to take part in special yoga and meditation classes: Dynamic Yoga and Mindful Meditation.

Rosewood Hotels is also offering wellness-centered programming across a number of its properties, including a two-hour guided "Charity Power Walk" through Madrid's Retiro Park and a 30minute outdoor barre class and nutrition discussion in London.

Rosewood Bermuda has an entire day planned for its guests, beginning with a wellness breakfast bar, followed by yoga classes as well as herbal-infused hydrating beverages throughout the resort and poolside wellness shots.



Rosewood London will host an outdoor yoga class. Image credit: Rosewood Hotels and Resorts

Visitors may also participate in a breathing and meditation exercise and a positive affirmation exercise where they are invited to hang affirmation leaves on the spa's affirmation tree.

Refocus on mind and body

In the last few years, especially, people have reexamined their priorities and shifted to more mindful, self-caring

lifestyles and brands followed.

Early last year, Rosewood Hotels unveiled a wellness retreat idea designed to enhance one's ability to recover from life's adversities.

The elements of the retreat address the physical, emotional and mindful aspects of each participating individual, focusing on four main behavior elements to resilience: positivism, purpose, resourcefulness and compassion.

The "Journey to Resilience" experiences provide a holistic approach to wellness, encouraging guests to let go of lifestyle habits, thoughts and behaviors which no longer have a positive impact. Through fitness, nutrition and other therapies, the retreats hope to empower individuals to face life's challenges with confidence and adaptability, and ultimately establish a deep inner equilibrium ([see story](#)).

More recently, Four Seasons partnered with LVMH-owned beauty brand Guerlain to bring a new spa experience to the group's Four Seasons Hotel Montreal.

With nearly two centuries of skincare, makeup and fragrance expertise, Guerlain hopes to elevate the Four Seasons wellness center and provide a unique experience for guests. Located inside Four Seasons Hotel Montreal, the new Guerlain Spa opened on May 5 ([see story](#)).

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