

TRAVEL AND HOSPITALITY

Maybourne Hotel Group takes science-based approach to stays with new partnership

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Guests will soon benefit from protocols that improve sleep and reduce stress. Image courtesy of Maybourne Hotel Group

By LUXURY DAILY NEWS SERVICE

Hospitality company **Maybourne Hotel Group** is collaborating with esteemed research partners to improve its luxury stays.

Swiss-based health software specialist Virtusan's Scientific Advisory Board (S.A.B.) will now help integrate longevity-promoting protocols into the guest experience at Maybourne properties. The move is made possible by "Emerse," a tool created specifically for the new partnership, unveiled during the 17th annual Global Wellness Summit in Miami.

"We have chosen to partner with Maybourne Hotel Group, leaders and innovators in the luxury hospitality industry, by creating Emerse' a world first in integrated, immersive, environmental experience for their guests," said Li Wu, founder and CEO of **Virtusan**, in a statement.

"Led by our Science Advisory Board, Virtusan aims to seamlessly blend digital and physical health experiences to promote healthy habit formation backed by science, clinical trials, research and evidence," Ms. Wu said. "Merging our foundational protocols with spaces, and amenities engineering health through behaviors and multi-sensory stimulus.

"This project is particularly important for me as it would provide a cornerstone of a happier, healthier life for everyone."

Staying healthy

The hospitality force is prioritizing well-being throughout its properties, which include Claridge's, The Connaught, The Berkeley, The Maybourne Beverly Hills and The Maybourne Riviera.

Maybourne Hotel Group also manages The Emory, opening in spring 2024. Together with Virtusan, the company can continue delivering modern experiences while making strides in the wellness space, which continues to profit exponentially each year ([see story](#)).

Virtusan's S.A.B. will support this marriage of health and hospitality on-site, putting into action protocols that improve sleep, reduce stress and boost beneficial habit formation.

Meanwhile, board members such as Australian-American biologist David Sinclair, American neuroscientist Andrew Huberman and American psychologist Shauna Shapiro have been engaged as project advisors.



Virtusan's Scientific Advisory Board will help the hospitality leader give guests a health-forward experience. Image courtesy of Maybourne Hotel Group

Updates were officially announced during Ms. Wu's keynote speech at the Florida summit, held from Nov. 6 - 9, 2023.

"We understand that health, well-being and longevity are at the forefront of our guests' minds and appreciate the complexities involved in getting the balance right," said Roland Fasel, chief operating officer of Maybourne Hotel Group, in a statement.

"By tapping into the incredible expertise of Virtusan's S.A.B. and leveraging the latest evidence-based technical advances, we are confident that we will be better able to meet our guest's needs wherever they are in their wellness journey."

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