

TRAVEL AND HOSPITALITY

Auberge Resorts rolls out seasonal wellness retreats

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From Napa Valley to New England, guests will be able to book weekends dedicated to health. Image credit: Auberge Resorts

By LUXURY DAILY NEWS SERVICE

Luxury hotel operator Auberge Resorts is teaming up with mindful movement brand [Sanctum](#).

Through an exclusive partnership, the hospitality company is rolling out a series of four weekend wellness retreats across its properties in January, March, June and September 2024. Each with destination-specific itineraries, the seasonal getaways will be offered at Stanly Ranch in California, Commodore Perry Estate in Texas, Mayflower Inn and Spa in Connecticut and Madeline Hotel and Residences in Colorado.

"We are excited about the chance to pioneer and advocate for unique and harmonious therapeutic experiences that have not yet been introduced in our respective markets," said Vivianne Garcia-Tunon, vice president of wellbeing at [Auberge Resorts Collection](#), in a statement.

"By introducing Sanctum into our portfolio, we are further revolutionizing the very notion of design-driven wellbeing within our global collection," Ms. Garcia-Tunon said. "Sanctum's unparalleled movement concept is set to empower guests, enabling them to unlock their full human potential during their stay."

Napa Valley to New England

This year marks the first that Sanctum has come to the United States.

The well-being brand uses unified movements to achieve joy individually and communally. Established in Amsterdam by a nomadic group of international members, it has grown in Europe, hosting immersive retreats around the continent.

Now, Sanctum's expertise is combined with Auberge Resorts's handle on hospitality, bringing travelers wellness-driven luxury stays.



Fittingly, Auberge Resorts' Connecticut property already has elements of wellness woven into the footprint, such as outdoor saunas. Image credit: Auberge Resorts

The first retreat will occur at Stanly Ranch in Napa Valley from Jan. 26 to Jan. 28, followed by Commodore Perry Estate in Austin from March 27 to March 29. From June 21 to June 23, the series will move to Mayflower Inn and Spa in Washington, Connecticut.

Heading into autumn, Madeline Hotel and Residences will host its version of the event from Sept. 6 to Sept. 8 in the mountains of Telluride.

Each seasonal event will feature one or more Sanctum experiences per day. Spiritual, physical and mental conditioning will be included in the multidisciplinary scheduling.

Activities such as martial arts and dance will be paired with dining options, holistic spa treatments and local adventures.

[View this post on Instagram](#)

A post shared by Auberge Resorts Collection (@aubegereso..

Those interested can book either full weekend programs for single double occupancy, or single day passes. Prices depend on the property chosen.

"We are honored and beyond excited to partner with Auberge Resorts Collection, bringing Sanctum experiences to U.S. consumers for the first time," said Gabriel Olszewski, cofounder and CEO of Sanctum, in a statement.

"In a time when reconnection and sense of belonging are the highest currencies, this collaboration creates a perfect opportunity for our communities to come together and radically invest in self-care in a truly unique, authentic and transformational way."

The partnership could prove profitable, further establishing Auberge Resorts among the ranks of fellow hospitality names upping the integration of health into their business models ([see story](#)).

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