

COMMERCE

Hyatt introduces wellness advisory board

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The group is solidifying its commitment to high-end wellness. Image credit: Hyatt

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Multinational hospitality company Hyatt Hotels & Resorts is looking to innovate its experiential offerings with its latest action.

This week, the brand announced that it has formed an internal Wellbeing Collective Advisory Board that will oversee the group's expansion and enhancement of its holistic health experiences. The panel is made up of seven wellness industry leaders who each bring a differing perspective to the table.

"Whether traveling for business or leisure, now more than ever, our guests are seeking meaningful experiences that foster connection, build community and enhance their mental, emotional and physical wellbeing," said T J Abrams, VP of global wellbeing at [Hyatt](#), in a statement.

"The new Advisory Board unites leading voices across various industries to help us innovate around the way people gather and elevate the travel journey through intentional wellbeing offerings, with a focus on ensuring our guests and customers leave feeling rejuvenated and fulfilled."

Next steps

The new board will look to strengthen Hyatt's event philosophy, titled "Together by Hyatt."

Members of the panel include mental health expert Dr. Alfiee Breland-Noble, fitness coach and Peloton host Ally Love, Ageist and Super Age founder David Stewart, author and holistic science expert Deepak Chopra, Emmy-nominated poet IN-Q, head of Learning Design and strategy at MasterClass Dr. John Scott and corporate culture advisor Juliet Funt.



The Wellbeing Collective Advisory Board will shape the hotelier's future wellness efforts across the globe. Image credit: Hyatt

"In the way people gather at hotels, we discover not just places, but opportunities for connection, transformation, and renewal," said Mr. Chopra, in a statement.

"I'm honored to be part of this initiative to enhance travelers' experiences," he said. "By nurturing the mind, body, and spirit, we can create immersive experiences that leave individuals feeling rejuvenated and inspired, fostering a deeper connection with themselves and those around them."

In the year ahead, Hyatt will expand its wellness offerings to its hotels across the United States, with spots in New York, Nashville, Atlanta and San Francisco, among other locations, hosting yoga sessions, sleep programming, video content and maps that guide guests to nearby inspiring and mentally rejuvenating locations. More retreats, industry collaborations and special events will also launch at select locations.

The appointment of Hyatt's Wellbeing Collective Advisory Board follows a trend of hospitality brands shifting their business strategies to place a greater focus on holistic health amenities (see story).

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