

IN-STORE

## Four Seasons eyes health-conscious guests via New Year retreats

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By ERIN SHEA

Four Seasons Resort Marrakech, Morocco, is offering holiday detox retreats to tap the health-consciousness of affluent travelers at this time.

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**Luxury Daily**

The retreats give consumers the chance to engage in activities focused on detoxing the mind, body and spirit. Guests can take advantage of professional nutrition advice, holistic treatments at the spa, detoxification programs, fitness sessions and private yoga sessions while staying at the hotel property.

“Hotels are recognizing that there is a unique group of travelers who are not looking to travel to indulge, but to renew themselves physically and emotionally,” said Tiffany Dowd, luxury hotel inspector and president at [Luxe Social Media](#), Boston.

“Hotels now see an opportunity to provide health-conscious getaways without guests having to stay at dedicated wellness and spa resorts,” she said.

“Luxury hotels can attract a new multi-generational audience by providing such health and wellness retreats and packages.”

Ms. Dowd is not affiliated with Four Seasons, but agreed to comment as an industry expert.

**Four Seasons Resort Marrakech** did not respond by press deadline.

#### Detox in luxury

The hotel property is offering multiple three- or five-day rejuvenation retreats that include different activities.

Guests can choose a total detox retreat, a re-boost and nutrition retreat or a de-dress and yoga retreat.

The detox retreat includes a detoxification program that is designed to cleanse the system.

Detoxification is provided with natural remedies, juices and supplements, which lays a foundation for regeneration at the cellular level. Other holistic treatments are also available.

The re-boost retreat is designed to help affluent guests with nutritional advice to provide a balanced diet.

Guests can also choose spa treatments, an osteopathy session and personalized coaching in the fitness club.



#### *Spa at the Four Seasons Marrakech*

The de-stress retreat offers a holistic approach to physical and emotional relaxation.

Daily private yoga sessions with the property's yogi and healing treatments called chakras, which are centered around organic products that work on energy centers, are available for guests.

#### New start for a new year

The Four Seasons has recently been promoting other healthy ways to start the new year and help hotel guests get on the right track with their New Year's resolutions.

For instance, Four Seasons Hotel Denver is promoting healthy New Year's resolutions in 2013 with a spa and fitness center membership for local residents.

The membership allows guests to access the spa and fitness center along with a complimentary personal training session, savings on fitness classes, spa treatments and personal training sessions along with other offers. The package is likely targeting locals

and those who want a healthy start to 2013 ([see story](#)).

In addition, Four Seasons Hotel Toronto gave guests the opportunity to start 2013 off right with a special winter spa package and complimentary yoga class on New Year's Day taught by renowned yogi Eoin Finn.

The hotel property offered the spa package and yoga class to promote healthy lifestyles and to show off its large spa ([see story](#)).

Four Seasons could be looking to tap into a new audience and further connects with loyal guests with these health-focused offers.

“With these packages, Four Seasons is connecting with guests on a deeper level beyond just pampering,” Ms. Dowd said. “Guests will associate staying at Four Seasons as a positive, feel-good experience.

Final take

*Erin Shea, editorial assistant on Luxury Daily, New York*

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