

IN-STORE

Trump targets health-conscious travelers with wellness program

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By TRICIA CARR

Trump Hotel Collection is tailoring the travel experience for health-conscious guests with its new Trump Wellness program.

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The brand is offering guests three new programs starting June 17 that help them maintain a healthy lifestyle while traveling for vacation or business. The program ties into the hotel group's "Live the Life" slogan by offering affluent consumers more options to personalize their stay.

"With the recent feedback we've received from guests and insight we gleaned from members' Personal Preference profiles as part of our Trump Card Privileges Program, we found that health and wellness is a huge priority for them," said Lisa Lavian, corporate director of marketing at [Trump Hotel Collection](#), New York.

"With that, we knew it was important to introduce Trump Wellness, a new brand-defining amenity program which can continue to allow our guests to Live the Life well and maintain their healthy lifestyles even when they are away from home," she said.

Be well

The first Trump Wellness program is called Nourish. Under this initiative, at least one-

third of the culinary options at each of Trump's hotels will fall into the "health food" category.

The in-room dining menu will include new options such as vegan, gluten-free and organic items. These additions will be accompanied by nutrition facts.

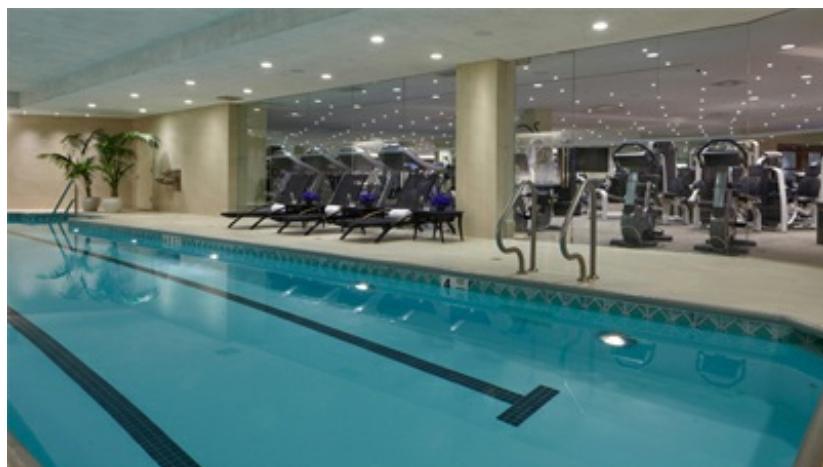
There will also be a new Healthy Kids Menu for breakfast, lunch and dinner.

The in-room minibars will now offer healthier snacks as well.

For Nourish, Trump's culinary staff partnered with organic-certifying companies to create the new menu items with certified-organic, locally sourced ingredients.

The second part of Trump Wellness is Quick Bites, an express in-room menu of healthy options that can be delivered in 15 minutes or less.

The third part of the program is the exercise portion called Travel Fit.



Health club at Trump Hotel Central Park, New York

Workout equipment such as yoga mats, stretch bands and weights will be available to guests for use in-room.

In partnership with fitness apparel and footwear brand Under Armour, guests will be provided with workout gear.

Pre-loaded iPod Shuffles will also be available according to each guest's music preferences as specified on their Trump Card Privileges Program profile.

In on-site fitness centers, Trump is providing exclusive training cards with simple workouts in partnership with Technogym.

Lastly, each hotel will provide maps of local running paths that have been designed by the property.

Trump is raising awareness for its new three-part wellness program with on-site marketing as well as digital activations and CRM efforts.

The luxury of health

Other luxury hotels are helping guests stick to their health and exercise regimens while

away from home.

For example, Four Seasons Hotel Cairo at The First Residence targeted fitness-minded consumers with a special Yoga Retreat package that was hosted by world champion free diver Sara Campbell ([see story](#)).

In addition, Hilton's Waldorf Astoria Park City hosted a wellness weekend to intrigue affluent guests who were interested in getting fit and living healthy ([see story](#)).

Wellness programs, especially those that are seamless across a brand's properties, can help luxury hotel chains attract more guests since they further customize the experience for travelers.

"If you look at the scope of luxury hotel brands, none have a comprehensive program that blends healthy menus with a healthy kids menu and super-fast-delivery menus, plus has a fitness component that includes delivery of equipment to the room plus apparel, footwear and iPod that can be borrowed with a phone call," Ms. Lavian said.

"It has made a brand-wide sweep of all in-room dining, quick dining and minibar options to make them all healthier," she said.

Final Take

Tricia Carr, associate reporter on Luxury Daily, New York