

IN-STORE

## Ritz-Carlton Kapalua ups fitness credibility with health and wellness experts

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By JOE MCCARTHY

The Ritz-Carlton, Kapalua, HI, is enhancing its wellness initiatives by recruiting fitness coaches to lead a four-day workshop Oct. 31 - Nov. 3.

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**Luxury Daily**

The "E Malama Kou Kino" or "Care for your Body" workshops invite both guests and local citizens to take part to help balance mind, body and spirit under the guidance of health and wellness practitioners. Increasing the credibility of the hotel's fitness initiatives will resonate with guests passionate about leading healthy lives.

"The E Malami Kou Kino event is part of the overall wellness initiative at The Ritz-Carlton, Kapalua," said Steven Holt, marketing director of public relations at **Ritz-Carlton Kapalua**, Los Angeles.

"There are few places in the United States with such a spiritual connection to the land," he said.

"By bringing together some of the best and most talented wellness practitioners, the resort is creating a unique wellness culture that aligns seamlessly with the Hawaiian culture."

Breath in

The Ritz-Carlton Kapalua has partnered with Beth Shaw and her YogiFit team, Robert Ferguson, America's Diet Free Life coach, Tai Chi champion, David Dorian Ross, strength and conditioning coach, Nick Tumminello and TogaGlo instructor Felicia Tomasko.

The diverse-background team will develop a schedule geared toward all levels of fitness.

In addition to the workout sessions and interactive seminars for guests, participants can partake in an evening event at the resort's Waihua Spa.



*The Ritz-Carlton Kapalua's Waihua Spa*

Guests can experience tray-passed healthy Hawaiian appetizers, a skinny cocktail bar, mini-treatments, a trunk show, a gift bag, a raffle, a retail sale and more.

The theme of health and wellness will be a resort-wide focus during E Malama Kou Kino, the entire fall season and beyond.

The resort's cultural adviser will infuse elements of Hawaiian healing with traditional blessings and educational, interactive seminars while naturalists from Jean-Michel Cousteau's Ambassadors of the Environment will be on hand for nature hikes, tours of the resort's organic gardens and more.

The Waihua Spa and Culinary teams will also feature a wellness focus for the fall. Farm-to-table spa treatments using ingredients from the organic garden will be available and new "skinny" menus will be featured at select restaurants on property.



### *Kapalua garden*

The property is expanding its on-site garden to increase the amount of fresh produce used in its restaurant menus and to prepare for wellness activities this fall.

The Kapalua garden provides benefits for both the hotel and the surrounding area with compost piles, a horticulture learning center and an abundance of fresh ingredients. Environmentally sustainable practices can uplift the spirit of the surrounding community and provide the hotel with a level of authenticity that imported ingredients cannot attain ([see story](#)).

E Malama Kou Kino workout sessions and seminars are complimentary for overnight guests of The Ritz-Carlton, Kapalua.

As an added benefit for fall, The Ritz-Carlton, Kapalua has launched two new vacation packages with wellness-themed delights available for any guests staying at the resort between Sept. 1- Nov. 27.

### Health or else

Luxury hotel brands are largely evolving into more health-oriented entities.

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

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 ([see story](#)).

Also, 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](#)).

Of course, the greater emphasis placed on fitness comes from consumer demand.

"This event is all about our guests and the locals on Maui," Mr. Holt said.

"It anticipates the needs of our guests and their overall desire for wellness as part of their resort experience here at The Ritz-Carlton, Kapalua," he said.

Final take

*Joe McCarthy, editorial assistant on Luxury Daily, New York*

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