Answering the Desire for Wellness in Luxury Travel
“True luxury is not just about what you do, it’s about how you feel.”
A GROWING DESIRE TO TREAT OURSELVES WELL

In the world of luxury travel, indulgence is not devoid of substance; treating yourself includes treating yourself well, and the pursuit of wellness is multi-dimensional. Yoga retreats, spa experiences, culinary offerings for a vast variety of dietary considerations, and wellness-focused design are becoming more prevalent in destinations around the globe. This is not merely an industry trend, but a new direction for the luxury traveler that promises longevity.

– 80% of affluent consumers agree that improving their physical and emotional wellbeing is more of a focus than it was three years ago.

Wellness has been identified as the travel megatrend of 2019. According to a recent report by the Global Wellness Institute (GWI), wellness tourism expenditures are expected to reach US$919 billion by 2022.
WELCOMING WELLNESS WITH INTENTION

Raffles Hotels & Resorts properties are an oasis for the well traveled. These guests experience unique stresses that come with frequent excursions, changing time zones and lengthy journeys. They also have discerning tastes and refined expectations of the destination. In response, Raffles has sponsored research with the GWI and collaborated with thought leaders in wellness to create bespoke experiences to enhance guests’ emotional wellbeing.

The Raffles global blueprint for wellness – Emotional Wellbeing by Raffles – guides guests through thoughtfully curated programs, spaces, and rituals resulting in a sense of calm. It promises to deliver serenity, harmony and pleasure through three core pillars:

**Design for Harmony:**
Unique, thoughtfully designed spaces through techniques including Feng Shui and Biophilia, creating harmonious environments for guests to relax and enjoy.

**Nutrition for Pleasure:**
Exploration of the relationship between the body, food and nutrition, and the promotion of pleasure through carefully curated recipes that support a healthy connection between the mind and digestive system.

**Rituals for Serenity:**
A selection of subtle rituals promoting serenity, harmony and revitalization, facilitated in part by the personal Raffles Butler assigned to each guest.
“The body is the home of the mind, and once the mind is restless, the physical body is under tension. The body and mind are interconnected and tuning through the body awareness is the tool for mind transformation.”

– Dr. Buathon Thienarrom, Wellness Practitioner and Founder, Sukkasart Institute of Healing Arts, Thailand
THE POWER OF HARMONIOUS DESIGN

Design has a profound impact on the guest experience, dancing with senses and emotions from the moment one passes through a threshold until long after they depart; it is much more than merely an aesthetic discipline. Structural materials, furniture, lighting, colors, textures, sounds, scents and even the way one moves through a space or interacts with service staff all have the power to evoke emotions and leave a lingering impression. Composing these elements with a keen eye for repetition and balance without clutter and distraction creates a welcoming symphony of pleasure and serenity for guests. Luxury hotels and resorts have numerous opportunities to evoke these emotions at countless touch points throughout a guest’s stay.
CREATING PEACEFUL ENVIRONMENTS

Feng Shui

The ancient Chinese practice of Feng Shui has been used for centuries to create harmony and enhance the human experience within a space and beyond. Combining trusted traditional techniques with contemporary convenience, Feng Shui methods seek to create energetic harmony in a space by incorporating the five elements of Fire, Earth, Metal, Water and Wood, and balancing Yin and Yang energies. These elements manifest themselves in the various materials, technologies and layouts, creating an elevated level of enjoyment expected by today’s discerning traveler. Additionally, the use of Feng Shui in the back-of-house creates a harmonious employee environment that further translates positivity into the frontline guest experience.

Biophilia

Biophilia is the hypothesis that humans possess an innate tendency to seek connections with nature and other forms of life. The term itself translates to “love of life or living systems.” In the world of design, it means creating environments that reconnect people to the natural environment, whether through mirroring the breathtaking geometry of nature or incorporating oxygenating plants and expansive views that invite the natural world inside. Studies have shown that these practices promote wellness by accelerating the process of healing.

“Feng Shui wellness design combines trusted traditional techniques with contemporary convenience resulting in a range of enhanced guest and employee experiences.”

– Simone Osswald, Feng Shui Wellness Designer and Raffles Hotels & Resorts Collaborator
CREATING PEACEFUL ENVIRONMENTS

Raffles Maldives Meradhoo and Raffles Seychelles incorporate classic Feng Shui practices and Biophilia in key locations throughout the resorts, enhancing the oasis for the well traveled with color, textures, lighting, breathable plants and greenery.

These concepts also come to life through furniture placement designed to create a welcoming energy in the guest arrival area, optimal lighting controls for restful sleep in guest rooms, and an abundance of natural light in managerial and administrative offices to support employee wellbeing.

Biophilia is exemplified in the geometric layout of the beach villas of Raffles Maldives Meradhoo, which feature generous outdoor spaces teeming with plant life and open concepts that beckon the ocean breeze. Outdoor and indoor daybeds invite guests to relax and absorb the extraordinary atmosphere of the breathtaking marine environment.
NUTRITION FOR PLEASURE

Those with wanderlust often wander toward the enticing scents and flavors of world cuisine. With a new focus on wellness, food is still a driving force, but with a more mindful twist.

Luxury travelers recognize the benefits of healthy eating and that diet optimization doesn’t have to be overly complex or disappointingly devoid of flavor. Raffles is answering this with a nutrition program thoughtfully curated in collaboration with Cindy Palusamy, industry leader and founder of The Juicery.

Select Raffles hotels offer nutrition programs inspired by three key elements:

**Dream Food**
Foods that support deep and restful sleep.

**Travel Recovery**
Foods that relieve jet lag and support hydration during travels.

**Second Brain**
Foods that support the symbiotic relationship between the mind and gut.

Raffles guests can find flavorful and nutrient-rich options combining ayurvedic and traditional Chinese medicine, such as healing golden turmeric lattes, warm chocolate tahini milk with raw cacao powder to support restful sleep, and energizing juices made with cucumber, celery and Thai basil. Culinary offerings include probiotic ingredients like kefir and kombucha, which help boost brain power and support a healthy mind and gut connection. Studies have shown that a healthy digestive system can have a profound effect on mood, making it an important consideration in the pursuit of emotional wellbeing.
RITUALS FOR SERENITY

Modern travelers crave the chance to rest and rejuvenate after a long journey in order to re-establish emotional wellbeing and physical equilibrium. To achieve this, luxury hotels are seamlessly weaving mindfulness elements throughout the guest’s stay to help them feel refreshed and ready to take on the adventures of their day. From spa services and hotel design to sleep rituals and guided meditation, wellness is tailored and brought to guests at different touchpoints throughout their visit.

The Raffles brand is defined by its commitment to enhancing the emotional wellbeing of its guests, based on the understanding that true luxury is not about what you do, but how you feel. Rituals for Serenity by Raffles offer discerning guests the luxury of rest, comfort, tranquility, and wellness. Every innovative service has been created to ensure guests feel welcomed, understood, valued, and cared for at all times.
Quality of sleep is a key determinant of health – a well-regulated sleep schedule can reduce cardiovascular stress and anxiety and help regulate blood pressure – and consumers are increasingly recognizing its importance. Getting enough sleep is the first action that consumers take to try and stay healthy (before “getting enough exercise” and “getting rest and leisure”). More than half of consumers globally (58%) say they try to stay healthy by getting enough sleep, up 5 points since 2014\textsuperscript{iv}.

Luxury travelers are often looking for rituals that promote deep sleep, with trends in ayurvedic medicine, temperature-controlling bed linens, sleep coaching, and meditation growing in popularity. One third of consumers globally (31%) have now practiced meditation or mindfulness, up 5 points from 2015\textsuperscript{v}. Sleep coaching for adults is another relatively new concept most commonly associated with encouraging infants to adopt a healthy sleep routine. Coaches can help adults suffering from insomnia adjust their pre-bedtime behavior and sleep environment in a way that supports better sleep.
“Today’s travelers are challenged with hectic schedules and time zone changes, which disrupts their sleep patterns and can impact their physical and mental wellbeing. Our new sleep rituals provide guests with an unmatched relaxation experience, supporting their emotional wellbeing throughout their stay.”

– Lindsay Madden-Nadeau, Global Director of Wellbeing, Accor
**HEALTHY SLEEP**

Sleep Serenity ritual is a core component of the wellness program at Raffles, designed to bring our guests tranquillity and deep sleep.

Your Raffles Butler provides curated services to enhance the harmony of each guest room, anticipating every need so guests can fully relax in the hotel’s tranquil environment. Within the comfort of their rooms, guests are also invited to enjoy:

- A full menu of slumber-inducing aids, including: Deep Relax aromatherapy oil from luxury skincare brand Aromatherapy Associates; featuring a blend of vetiver, sandalwood and chamomile which helps the body reach a sense of calm and supports a restorative night’s sleep
- Luxurious eye pillows made from DreamSoft® linen and RFK French linen which lay softly on the eyes
- A pillow menu featuring anti-allergenic pillows in a variety of shapes, fabric textures and densities
- Calming goodnight cards encouraging mindfulness and contentment before bedtime
- A sand timer engraved with a personal message as a gentle reminder to take five minutes to decompress
- A bath menu, with a selection of wellbeing baths drawn by your Raffles Butler, developed in collaboration with Aromatherapy Associates
- A goodnight nutrient-rich snack, which supports a restful night’s sleep
SERENITY SPA OFFERINGS

Raffles Spa is the center of emotional wellbeing at Raffles. Every experience is designed to consciously touch all the senses to transition guests into a state of relaxation and balance. Raffles goal is to deliver a powerful and revitalizing experience from the moment guests walk through the doors.

Raffles Spa features exclusive rejuvenating treatments, inspired by Asian, Middle Eastern and European traditions. Embracing local traditions like Turkish Hamamm from the heart of Istanbul, Tu Nui Massage from China, laconium rooms from ancient Rome and Ayurvedic treatments from India, are brought together to create holistic sanctuaries of tailor-made luxury.

Traditional spa rituals such as transformative body massages with healing hands, are featured alongside modern therapies such as chamomile body scrubs and facials are provided at all Raffles spa locations around the world.

Raffles careful combination of the best of Eastern and Western philosophies and methodologies has created a unique spa experiences that will calm the spirit and awaken the soul.
MEDITATION AND MINDFULNESS

Meditation is the key to holistic serenity. Meditation balances the nervous system and calms the mind; it is fundamental to inner peace and freedom. Research has proven that when practiced regularly it can alter the way we interact with the world. Raffles provides guests with the ability to calm the mind and provide relaxation to the body through mental training that reduces stress and regulates emotions. Meditation reduces depression, anxiety and neuroticism, all which can affect sleep, cognition and mental health at all stages of life. A dedicated Signature Meditation Studio has been designed for our guests to retreat to during their stay, it provides a space for relaxation and balance through guided mindful meditation practices with local experts. Weary travelers can also find their center in many tranquil Raffles spaces through guided meditation apps, online programs or their own practice.
MUSIC AND SOUND

Music is known to reach us at a deep level. Research has shown that rhythm, beats and vibrations of drums and other sounds can reduce brain waves that dominate conscious thought while increasing those that introduce deep relaxation and increase awareness of the inner self.

In 2010, a review of more than 100 existing literature reviews on the benefits of music and other creative expressions by Stuckey and Noble concluded that creative expression has a powerful impact on health and well-being. Further research from the Mayo Clinic has found that interaction with the arts may delay cognitive decline.

Sound is considered an intentional therapy; the sound vibration of music helps relax the mind. According to Eastern Vibration, a U.S.- and Nepal-based organization, for thousands of years the use of both sound and vibrations at varying frequencies has been used to achieve a soothing effect on the mind, body and spirit. Music synchronizes brain waves to achieve profound states of relaxation, helping to restore the normal vibratory frequencies of the cells in our bodies, to bring new harmony and healing journeys. When vibrations travel through the body, they promote circulation, energy flow, and rejuvenation. Specifically, Tibetan singing bowl meditation has been proven to have significant benefits for mood, anxiety, pain, and spiritual well-being. Sound healing can help clear energetic blockages, facilitate healing on a physical and mental level, and has other benefits including:

- lower stress levels
- fewer mood swings
- lower blood pressure
- improved sleep

Over the years, sound healing has also been used to treat a number of conditions including anxiety, depression and post-traumatic stress disorder.

Through a partnership with Music Concierge, the brand will develop a multi-layered bespoke music program that incorporates concept-driven soundscapes to enhance the sense of calm in the guest relaxation journey.
“As one of the primary senses, sound plays an essential role in influencing positive emotional wellbeing and underpinning the successful execution of a wider sensory experience.”

– Andrew Lytollis, Global Director, Music Concierge – Global Music Consultancy
This signature offer launched by Raffles Meradhoo Maldives enables guests the opportunity to dedicate three to four days of balanced wellness during their stay. The retreat offers expertise from practitioners with backgrounds in Traditional Chinese Medicine, Ayurvedic Treatment, and Advanced Beauty to bring guests into complete relaxation. The retreat specifically focuses on bodywork, energy healing, meditation and other forms of professional led breathwork. A special focus on Chinese martial arts to bring harmony to the body and mind through the alignment of Qi. Qi, is defined by Traditional Chinese Medicine as the vital energy that circulates through the body at all times.

As described by the 2015 study published by the Journal of Traditional Chinese medicine, ‘Qi deficiency’ can be linked to stress, daily stimulants, and those who lead lives on the go with little to no downtime, which in time, can lead to burn out. A balance Qi improves sleep and mental function allowing us slow down and live a more mindful life.

Raffles is dedicated to improving relaxation and meditation experiences for guests to provide healing through the continuous development of innovative and research inspired Retreats by Raffles.
LEADING THE WAY TOWARD WELLNESS

There is no denying that exploring the corners of the globe opens the heart and mind and fulfills the soul. Raffles gives travelers the chance to mindfully explore wellbeing while discovering the world. Travelers are either making wellness their main motivation for travel or taking steps to ensure that it plays a significant role in their journey. Industry leaders are answering this increasing demand by incorporating wellness into every touchpoint of the guest experience.
Raffles is dedicated to making wellness a focus in each unique hotel. The personalized butler service takes care of every guest need from the moment they wake to the moment they drift into sleep in order to provide the most serene service in the world. From liaising with hotel services to suggesting world class meals from specially made menus including nutritious nighttime snacks and providing exquisite turndown service, Raffles Butlers are in tune with each guest and offer tranquility and ease throughout every stay.

In order to provide the healthiest visits, Raffles integrates serene elements into new hotel designs, focused on creating unique, relaxing and unforgettable experiences. Every moment of a guests’ stay is enhanced by Raffles’ world class touchpoints that are integrated into the fabric of every property. Every spa service sends guests on a sensory journey to enhance emotional wellbeing, intentional therapies facilitate healing of the mind and body, and all services are delivered to inspire revitalization and natural strength. Each touchpoint at Raffles is designed to create a rhythm in each day to calm the spirit and awaken the senses. At Raffles it’s not only about being healthy, but about creating and sustaining a healthy state of mind. Our services are designed to create the most luxurious and relaxing experiences that remain with guests long after their stay. Raffles joins innovative and time-tested serenity offerings to provide guests with world leading support in their wellness journeys.
SOURCES

i Skift Research, U.S. Affluent Traveler Survey 2019, 2019
ii Skift, Travel Megatrends 2019, 2019
iii Global Wellness Institute, Global Wellness Tourism Economy, November 2018
iv Foresight Factory, 2018
v Foresight Factory, 2018