

FAIRMONT HOTELS & RESORTS

FAIRMONT HOTELS ACROSS NORTH AMERICA SHARE FIVE WELLNESS TRENDS AHEAD OF GLOBAL WELLNESS DAY

- From energy healing to amplifying adaptogens, the renowned luxury brand emphasizes the importance of wellness with innovative practices -



New York, NY – May 24, 2023 – As **Global Wellness Day** approaches on **June 10**, **Fairmont Hotels & Resorts** across North America are excited to share five wellness trends that inspire and revive guests by improving their mental and physical well-being. From energy healing to stealth wellness, forest bathing to adaptogens, Fairmont hotels continue to evolve with innovative offerings that cater to the complex and ever-changing field of wellness.

Here are five unique wellness trends available at Fairmont properties this year:

1. Stealth Wellness

Channel your ‘stealth wealth’ obsession with discreet yet extremely luxurious treatments offered at Fairmont hotels. Through an exclusive partnership with biohacking expert, Dr. Oz Garcia, the iconic **Fairmont Century Plaza** in Los Angeles is reinventing wellness culture with their **biohacking program** - a customized approach to recovery, wellbeing, and anti-aging. Using a curated sequence combining elements such as infrared technology, neuroscience technology, and meditation all while in an anti-gravity state, biohacking offers an all-natural solution to improve sleep quality, resolve stress and support mindfulness. In San Diego, **Fairmont Grand Del Mar**’s new **JetPeel™ Facial** offers a noninvasive treatment utilizing pressurized oxygen to deliver nutritive micro-droplets at subsonic speed to reach the dermal layers below the skin surface. Each treatment includes a lymphatic drainage massage, gentle exfoliation, and customized infusion to address the appearance of fine lines, help restore firmness and boost radiance. The treatment is needle-free, pain-free, and non-contact with zero downtime and immediate results.

2. Amplifying Adaptogens

Fairmont hotels are embracing the use of adaptogens - herb, root and plant-derived substances that alleviate stress and anxiety. Taking inspiration from the coastal waters of British Columbia and rich botanicals of the Empress Gin, the new **Empress 1908 Experience** at **Fairmont Empress** incorporates juniper notes and warm butterfly pea blossoms to embody the essence of Victoria's natural surroundings. Complete with a calming mindful ritual, body scrub, massage with warm juniper oil, and a dry warm wrap, this treatment nourishes and exfoliates the body and calms the soul. Utilizing one of the most popular adaptogens, **Fairmont Austin** has curated a selection of spa treatments that harness the relaxing power of CBD. The **CBD Massage** involves a journey through manual, percussive, and stretching techniques complimented by Barker Wellness Muscle Relief - a blend of CBD, CBG, CBC, and menthol that is formulated to naturally soothe aches and pains. The hotel also offers a powerful and effective **CBD Facial** that uses high concentrations of antioxidant-rich CBD and CBG to optimize cellular respiration, anti-inflammation and anti-aging. At **Fairmont Chicago Millennium Park**'s LEAF Spa, guests begin their wellness journey in an enchanting candle-lit hallway where they will visit the captivating Wish Tree to set their intentions. From here, guests will enter the House of Knowledge, a gallery of plants, herbs and leaves from around the world that offer natural healing benefits and channel positive energy.

3. Pickleball Pursuits

Try your hand at the fastest-growing sport - pickleball! A combination of tennis, badminton and ping pong, pickleball has boomed in popularity across all ages and fitness abilities. **Fairmont Grand Del Mar** runs weekly **Pickleball Clinics** led by onsite tennis pro Lynn Lewis, which includes drills, instruction, and social play. Whether you're a seasoned player or completely new to the game, this clinic is the perfect opportunity to improve your skills in a fun and social environment. Exceptional courts and private lessons are also available at several Fairmont locations across the region, from the scenic shores of Hawaii's **Fairmont Kea Lani** in Maui to the tropical oasis of Bermuda's **Hamilton Princess & Beach Club** and the dramatic mountain landscapes of Canada's **Fairmont Chateau Whistler**.

4. Forest Therapies

Originating in Japan, the concept of *Shinrin-yoku* - consciously soaking in the atmosphere of the forest - has proven benefits for the body and mind. Delivered under a canopy of trees in UNESCO World Heritage Site, Banff National Park, **Fairmont Banff Springs** offers guests a private **Forest Bathing** experience to foster a profound connection with nature. This two-hour eco-therapy excursion will guide you through the forest and provide time to reflect and connect with the environment around you, before completing the experience with a short tea ceremony. At **Fairmont Waterfront** in Vancouver, guests can explore the old growth forests of Stanley Park while a local First Nation guide shares intimate history and knowledge of the Northwest coast trees, land, and peoples through the property's **Talking Trees** package. This experience is complemented by luxurious accommodations and a three-course feast at Salmon n' Bannock, Vancouver's only Indigenous restaurant, showcasing the rich ingredients and flavors native to the Pacific Northwest.

5. Energy Healing

Recenter your body, mind, and spirit with activities and treatments designed to cleanse, restore and renew. At **Fairmont El San Juan Hotel**, experience the healing power of sounds and vibrations during a **Sound Therapy Moonlight Meditation** by the Well & Being Spa. This sensory modality under the hotel's legendary 300 year old banyan tree combines ancient knowledge from Eastern traditions and modern biophysics together with



techniques passed down through generations of shamans and singing bowl healers to reduce the amount of signals fired by the brain, allowing the mind to let go of stress and noisy internal dialogue. **Fairmont Pacific Rim** in Vancouver offers several energy-directed treatments, including **Reiki** - which blends aromatherapy and meditation to induce deep relaxation and enhance energy pathways, and **Craniosacral Therapy** - where light touch is used to listen to the rhythms of the energy, fluid and tissues of the body to release tension in the nervous system.

These are just a few examples of Fairmont's commitment to developing innovative and holistic wellness programming for guests across North America. For more information on our unique offerings across the region and globally, please visit Fairmont.com/spa. High-resolution imagery is available to download [HERE](#).

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About Fairmont

Fairmont Hotels & Resorts is where the intimate equally coexists with the infinite – an unrivaled portfolio of more than 80 extraordinary hotels where grand moments of life, heartfelt pleasures and personal milestones are celebrated and remembered long after any visit. Since 1907, Fairmont has created magnificent, meaningful and unforgettable hotels, rich with character and deeply connected to the history, culture and community of its destinations – places such as The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs in Canada, Fairmont Peace Hotel in Shanghai, and Fairmont The Palm in Dubai. Famous for its engaging service, awe-inspiring public spaces, locally inspired cuisine, and iconic bars and lounges, Fairmont also takes great pride in its pioneering approach to hospitality and leadership in sustainability and responsible tourism practices. Fairmont is part of Accor, a world leading hospitality group consisting of 5,300 properties and 10,000 food and beverage venues throughout 110 countries.

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