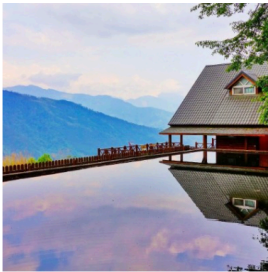




Luxury Hotels Adopt Wellness and Remote Work Features as the Pandemic Lingers

Global Trends

Lifestyle



September 28, 2020

Investors and entrepreneurs across the world are known to consider all the risks before diving into the unpredictable and capital-intensive hospitality industry. A global pandemic, however, was on no one's horizon. Faced with a lost year and tightly restricted international borders for the foreseeable future, many have pivoted away from leisure to wellness and remote work.

Georgia's Adjara Group, which owns luxury properties including the Stamba Hotel and Fabrika Hostel, is turning to health, wellness and eco-tourism, according to OZY. The team is working with local farmers to source organic food and has even built Tbilisi's first vertical farm as the nation reopens its borders to tourists gradually.

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While the Adjara Group is pivoting to wellness, other global brands such as the Aman Group are enhancing existing offerings. The group's portfolio already included wellness retreats and spas such as the Forest Bathing and Onsen retreat at Amanemu, Japan. This year, with the pandemic raging across the world, the group has launched Wellness Immersion features at several properties and hired an Ayurvedic doctor to deliver specialized immunity-boosting programs for guests at their Amanbagh property in India.

Other hotel chains have turned their attention to professionals working remotely. The InterContinental in Washington, D.C., the Mountain Shadows Resort in Scottsdale and The Stafford London have introduced day-use tariffs with special perks aimed at those working remotely, according to Global Traveler. Meanwhile, Colorado's Gravity Haus has launched the "Work from Haus" programme that offers a StarterHaus suite – a tech-forward and functional co-working space.

As the pandemic lingers on, these wellness and remote work features could become a staple of luxury hospitality across the world. These new features could salvage the hospitality business and offer investors an opportunity to retrofit their hospitality properties for a different demographic as traditional tourism sags. It could also stymie the losses of real estate investment funds with hotels and resorts in their portfolio.