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Transformative Wellbeing Leader Miraval Resorts & Spas Celebrates Achievements in Brand Growth and Mindful Leadership

Thought Leader Redefines Intentional Innovation in 2024

CHICAGO (March 5, 2024) – As the global wellness tourism industry reaches an estimated \$1 trillion threshold in 2024, Miraval Resorts & Spas continues pioneering new standards for transformational wellbeing with brand growth, fresh mindfulness resources and purpose-driven collaborations and experiences. Looking across its three full-service resorts, [Miraval Arizona](#), [Miraval Austin](#) and [Miraval Berkshires](#); the newly opened [Miraval Life in Balance Spa Aviara](#) within Park Hyatt Aviara Resort, Golf Club & Spa, and the forthcoming [Miraval The Red Sea](#), continuous innovation is on the horizon, supporting each guest and colleague in becoming the best version of themselves to foster a life in balance filled with mindfulness, purpose, and inspiration.

“Intentional dedication to transformative wellbeing experiences was the foundation of Miraval Resorts & Spas’ milestone year in 2023,” said Yvette Edwards, senior vice president-field operations, Luxury and Miraval Americas. “We strive to continually raise the wellbeing standard, shaping the future of holistic wellness travel and empowering and inspiring individuals with tools to create their own life in balance at and beyond our resorts.”

Transformative Experiences

Miraval Resorts support integrative wellbeing for colleagues, guests and their extended communities through meaningful experiences that focus on mindfulness and the power of presence as celebrated through Hyatt’s recently announced “[Be More Here](#)” brand platform. The Miraval brand, a wellbeing travel pioneer for nearly 30 years and recipient of the 2023 [World Spa Awards](#)’ “World’s Best Wellness Retreat Brand” award, was the first to introduce equine therapy as part of its wellbeing offerings and has since launched groundbreaking [Life in Balance Spa](#) treatments such as **Vasudhara**, an award-winning sensory water experience and **Nāga**, a Thai deep-tissue massage facilitated by a provider suspended in hanging silks. Advancing the industry further with water-based treatment experiences, new innovative highlights include the **Mother’s Solace**, a pre- and post-natal aquatic journey for mothers in any trimester and postpartum and the couples’ **Tidal Flow**, which supports intentional bonding and connection. A nod to the brand’s dedication to transformative experiences, each full-service resort achieved recognition in 2023 travel awards including Travel + Leisure Top 15 Destination Spas “[World’s Best Awards](#)” and Condé Nast Traveler’s Top 7 Resort Spas “[Readers’ Choice Awards](#).”

In 2024, Miraval Resorts celebrates the conscious exploration of the mind, body and spirit connection with increased emphasis on women and parenthood journeys during pivotal life transitions that can impact personal and professional wellbeing. A dedicated **Seasons of Life: A Menopause Journey** will launch at Miraval Austin this May, with the intention of creating a safe space for individuals to gather and discuss the emotional, physical and spiritual aspects of menopause, offering a holistic experience for navigating this phase of life.



Intentional Gatherings

Miraval Berkshires, the only Miraval Resort to offer Mindful Weddings, recently completed a reinvention of its Gilded-Age estate [Wyndhurst Mansion](#) the centerpiece of the 380-acre property. Available for full or partial buyouts, the stately mansion is the ideal backdrop for once in a lifetime celebrations. The space complements the [Mindful Weddings](#) offering at Miraval Berkshires by expanding to engagements, elopements, vow renewals and more to meet couples at any stage of the marital journey. Highlighting experiences throughout the resort and at the Life in Balance Spa, such as a round of [Mindful Golf](#), private wellbeing sessions and more, couples customized itineraries for themselves and guests.

Across the portfolio, Miraval Resorts has redefined the way professional groups and leadership teams collaborate, encouraging connection to oneself and those around them through intentional experiences to support productivity and inspiration. [Group Wellbeing Retreats](#) at each resort create an inspired setting to foster an intentional approach to corporate strategy sessions, leadership meetings, team bonding and company retreats, bringing world-renowned specialists and signature programs to ensure more meaningful connections, collaboration and community building while supporting personal wellbeing. [Social Retreats](#) bring families and friends a rejuvenating escape or enriching bonding opportunities, ideal for milestone celebrations, family reunions, group getaways and mindful bachelor or bachelorette getaways, fostering intentional connection and reigniting interpersonal relationships.

Pioneering Family & Multi-Generational Wellbeing

Miraval Berkshires, which was named “Massachusetts’ Best Wellness Retreat” in the 2023 [World Spa Awards](#), is supporting the development of the next generation through [Family Connection Week](#), a first-of-its-kind family wellbeing experience that will welcome guests 8+ years or older for the first time from April 14 to 21. The experience will elevate mindfulness and healthy habits within families, supporting children and adolescents in building a strong foundation for a balanced life and creating moments for family bonding that will leave a lasting impact. Families will have access to activities including mindfulness sessions, creative expression, cooking classes, yoga and outdoor adventures.

This summer, Miraval Berkshires will launch a **Family Camp Weekend** package offering mindful family fun for parents and children visiting the area during summer camp season in the Northeast.

Miraval Life in Balance Spa Experience Comes to SoCal

Miraval Resorts recently celebrated the expansion of its mindfulness experiences with the October 2023 grand opening of [Miraval Life in Balance Spa Aviara](#) at Park Hyatt Aviara Resort, Golf Club & Spa in Carlsbad, Calif. The only Miraval Life in Balance Spa location outside of the brand’s three full-service resorts, Miraval Life in Balance Spa Aviara features signature Miraval spa services, wellness activities, and culinary workshops and furthers the Miraval Resorts’ mission of inspiring individuals to create a life in balance through mindfulness and transformative experiences.

Bringing Wellbeing Home: Recipes for a Life in Balance

In late 2023, Miraval Resorts invited guests and readers to bring the transformative Miraval experience home with the debut of its newest cookbook, “**Recipes for a Life in Balance.**” The cookbook is a collection of stories and recipes from guests and colleagues of each Miraval resort that inspire mindful living and a



deeper appreciation of the world around us. Focused on conscious nourishment and the pursuit of wellbeing, the book offers recipes and rituals that encourage meaningful exploration of conscious consumption, gratitude practices and inspire readers to discover new ways to nourish the soul, cultivate meaningful human interaction and foster connection to their own wellbeing and that of their environments. The book is available for purchase at all full-service resorts, Miraval Life in Balance Spa Aviara and online via the [Miraval online store](#).

Workplace Wellbeing Leadership

Inspired by a mindfulness meditation practice, Miraval colleagues wear name tags that say “I am,” followed by a word that represents their essence. The honoring of colleague individuality and dedication to creating a culture of care, not only for guests, but for Miraval staff, led to the creation of the **“I Am” days benefits program**. This program offers opportunities for Miraval colleagues to spend paid time experiencing the resorts however they deem most beneficial to their personal wellbeing. “I Am” days are an extension of the award-winning “I Am” initiative which celebrates colleague stories, creativity and creates a platform for authentic connections between colleagues and guests. The “I Am” colleague celebration initiative was recognized in the 2023 [Hospitality Sales & Marketing Association International \(HSMAI\) Adrian Awards](#) as a Silver President’s Award winner.

In 2024, Miraval Resorts continues its collaboration with purpose-driven organizations and thought leaders NAMI and Dr. Alfiie Breland-Noble, founder of BIPOC mental health nonprofit [The AAKOMA Project](#) to bring a heightened focus on positive colleague wellbeing. This year, Miraval will welcome NAMI Ambassadors and former professional athletes Marcus Smith and Soul Cole to each Miraval property where they will lead thought leadership sessions delving into their personal wellbeing journeys including discussion on vulnerability for men and athletes.

Miraval Resorts & Spas and Dr. Alfiie continue amplifying diversity, equity, inclusion awareness through a series of group retreats and colleague sessions including dedicated “Caring for our Caregivers” sessions focused on cultural responsiveness training. These sessions offered colleagues access to mental wellbeing resources to enable more meaningful work-life integration within a safe and inclusive workplace environment.

About Miraval Resorts & Spas

The [Miraval](#) brand is a global leader in wellness resorts and spas. Miraval Arizona in Tucson, Ariz. pioneered the destination wellness spa resort category more than 25 years ago with its comprehensive program of mindfulness activities, destination-inspired experiences and spa treatments that incorporate modalities from around the globe. In 2017, Miraval Arizona joined the Hyatt portfolio bringing its in-depth approach to wellness to Hyatt guests and World of Hyatt members globally. In February 2019, Miraval Austin opened in Texas as the brand’s second wellness resort. The newest resort, Miraval Berkshires, located in Lenox, Mass., opened as the brand’s first East Coast destination in July 2020. Together, all three Miraval resorts inspire guests to create a life in balance, foster positivity and cultivate mindfulness. For more information, please visit [MiravalResorts.com](#). Follow the Miraval brand on [Facebook](#), [Twitter](#) and [Instagram](#), and tag photos with #MiravalMoments.



About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of December 31, 2023, the Company's portfolio included more than 1,300 hotels and all-inclusive properties in 77 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith™, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

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