

Wellness is not just a trend.  
There has been a collective  
shift in consciousness  
towards things  
that give us the ability to  
live a longer, happier and  
healthier life.





# introducing next level guest well-being

When a little extra care and thought you can take your guest well-being to the next level. It is felt, remembered, appreciated and a deeper connection is formed between you and your guest. This is simply the nature of human connection.

The opportunity for hotels to make a genuine impact on the well-being of guests is easier than you may think. What is required is an understanding of what makes an impact and why. Then it's simply a matter of communicating that to your guests through different marketing channels and touch points.

Here are 5 ideas you can introduce to genuinely improve the well-being of your guests.

## excellence in service



top five  
guest well-being  
experiences you can  
introduce into your  
hotel with very  
little effort



# detox

## the health benefits of lemon water

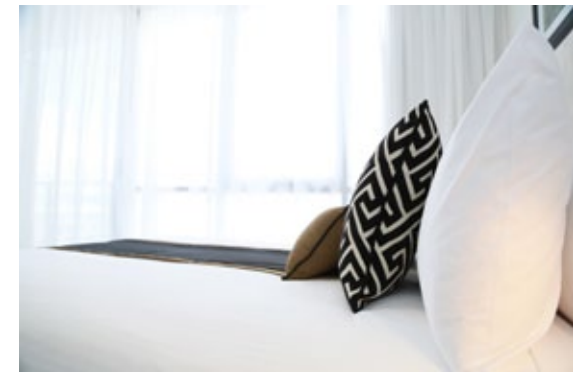
Zesty, colourful and unassuming, the humble lemon is a powerhouse when it comes to nutritional benefit and overall well-being. By simply introducing fresh lemon juice into our daily water intake, we can significantly improve both our short and long term health.

### Lemon water benefits;

- One cup of lemon juice provides 187% of our recommended vitamin C
- Aids digestion and detoxification
- Promotes fresh and plumper skin
- Boosts mood and energy
- Reduce stress, anxiety and depression
- Supports the immune system
- Aids weight loss
- Regulates blood pressure
- Protects expectant mothers

### How hotels can introduce it to guests

You can leave a little information 'care note' for your guest in-room, next to a lemon and knife, informing them of the many benefits of having a warm hot lemon drink 30mins before breakfast. This will kick start the body for the day and help them to absorb the nutrients from their first meal.





# relax

## the ultimate detoxifying and relaxing bath pack for your guests

On arrival, a guests nervous system is often in need of balancing due to the stress of travel but also of their general everyday, busy lives. One of the simplest, inexpensive and rejuvenating experiences to offer them is a deeply relaxing and detoxifying bath. Simply provide a bath pack with a "care note" on how they can start their holiday detoxified and relaxed.



This is a beautiful gift  
for any guest wanting to really  
relax into their holiday.  
A gift they will not forget!



relax

## Bath pack ingredients;

Dissolve/combine one cup of baking soda, one cup of Epsom salts, 10 drops of lavender essential oil, 10 drops of chamomile essential oil and five inches of ground ginger in the bath water (or ground ginger powder if pre-packed).

## Bath note instructions;

Deeply relax and immerse yourself in goodness and literally wash away toxins with this nurturing bath pack.

Run a deep, hot bath that you can comfortably soak in. Ideally, the water will be hot enough to induce a sweat.  
Submerge as much of your body as possible, all the way up to your neck, and soak for at least 20 minutes.  
Hop out of the bath slowly and cautiously, as you may feel a little dizzy. Rinse in a cool shower and apply a natural moisturiser such as a body butter, Shea butter or coconut oil along with aluminium-free deodorant. Hydrate your body with spring water and allow time to rest. Do not eat immediately following a detoxifying bath.  
Note: It is important not to use harsh soaps, shampoos or deodorants during or immediately after your bath, as your pores will be open and more prone to absorbing the chemicals in these products.

Through the regular use of quality, natural products in a warm bath, we can nurture both body and mind while contributing to improved body function and increased resilience.



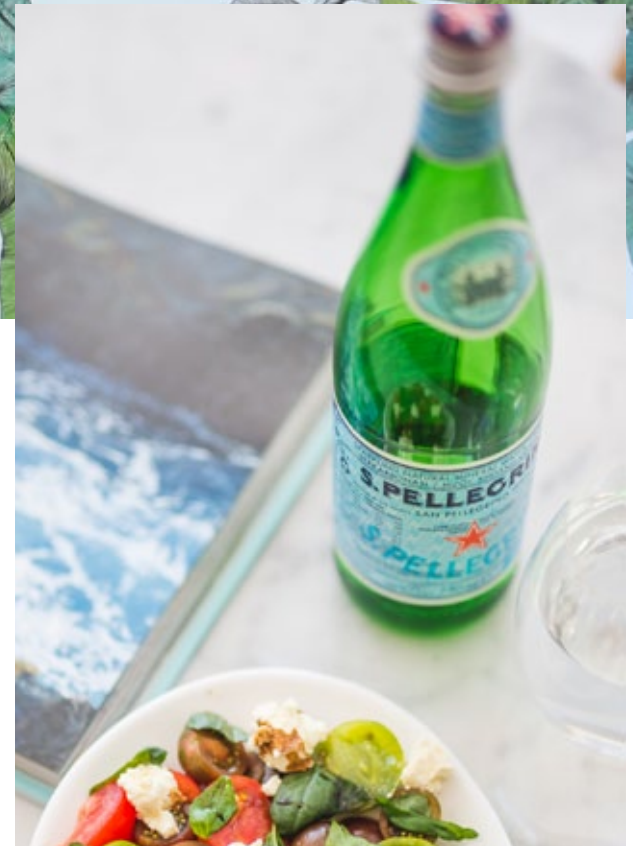


# pure water

## the amazing health benefits of spring water

Our bodies are amazing and what we put into them impacts how we feel and even think each and every day. Our busy lives and the quality of the food we consume can leave us depleted of minerals which can cause all sorts of problems within the body. By introducing great quality spring water, naturally balanced with minerals and pure water, we are giving our bodies what they need to thrive.

Standard tap water contains trace elements of chemicals, pharmaceuticals, fluoride, Chlorine and pesticides which kills the good bacteria in our gut. Your gut is where the vast majority of your immune system is. This will also effect your serotonin (happy hormone) production too. The more tap water you're drinking the more harm you're doing to your gut health.



*“Pure water is the  
world’s first and  
foremost medicine”*

A Slovakian proverb

# pure water

## Some of the benefits of spring water;

- Promotes bone health
- Regulates body fat
- Reduces cardiac diseases, regulates blood pressure and eases arthritis
- Reduces acidity and relieves fatigue and headaches
- Increases physical and mental alertness
- Improves the skin's complexion and makes hair stronger
- Supports the proteins, enzymes and cells, allowing them to function properly

## How hotels can introduce it to guests

It's believed that 75% of Australians are chronically dehydrated and dehydration is the number 1 trigger of daytime fatigue so a great way to care for you guests is to provide them with spring water. This could simply be as a gift but definitely something that should be in mini bars.





# gratitude

## why gratitude is one of the most powerful mood boosters

Almost 50% of people see going on holiday as an opportunity to reflect on their lives and gratitude is one of the most rewarding practices to help people feel happy.

*“Gratitude is the healthiest  
of all human emotions.  
The more you express gratitude  
for what you have, the more  
likely you will have even more to  
express gratitude for.”*

Zig Ziglar



A close-up photograph of an aloe vera plant in a white ceramic pot. The plant has thick, green, pointed leaves with serrated edges. One leaf is prominently in the foreground, showing a small water droplet on its tip. The background is a solid teal color.

# gratitude

## Practising gratitude;

- Is one of the most powerful practices we can do for our mental health
- Scientifically proven to improve our brain as it changes the molecular structure of the brain
- Makes us healthier and happier
- Floods our brain with dopamine (a happy hormone), which gives us a natural high
- Strengthens our heart, immune system, and decreases blood pressure
- Improved self-care and we feel greater motivation to exercise
- Makes us more resilient to trauma and stressful events

## How hotels can introduce it to guests

1. Provide a gorgeous custom designed hotel gratitude notepad in room for guests to enjoy and take home with them.
2. Have a custom designed communicable gratitude journal that all guests continue to add to in room. Guests can see what other people have written and in simply reading the outpouring of gratitude from others, it connects them with their own feelings of gratitude more deeply.

## Ideas to write in there;

Every morning and evening, list 3 things that you are grateful for.

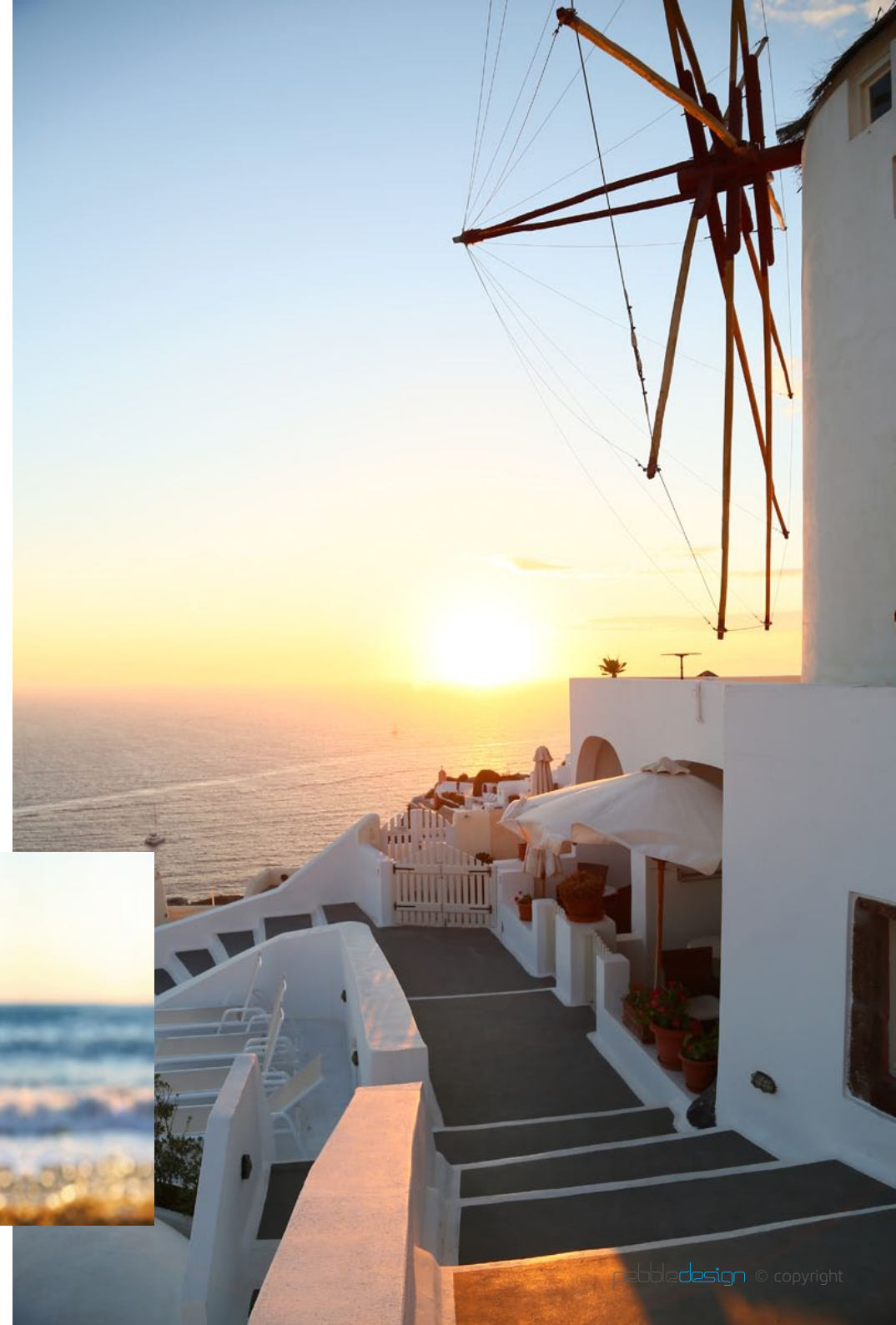
Try counting all the things you have in your life that money cannot buy.

What do you appreciate about the friends and family that you are with? Practice telling others you appreciate them – feeling gratitude and not expressing it is like wrapping a present and not giving it.

# breathe

box breathing - a 10 minute  
exercise to radically energise  
& boost your mood

Box breathing (also called four-square breathing) is a technique to heighten performance and concentration while also being a potent stress reliever. It's used by everyone from athletes to Navy SEALs, nurses and yoga practitioners and is a powerful technique to quickly connect you to your inner energy flow.





## The benefits of box breathing:

- Increases energy and blood flow
- Increases learning, skill development, focus and attention
- Improves your immune system
- Clears the mind and increases awareness
- Enhanced arousal response
- Helps regulate the nervous system reducing stress, anxiety and calms nerves

## How hotels can introduce it to guests

Share the box breathing technique with them in your online guest well-being portal, compendium, tent card in room or blog.

## Box breathing technique:

Box breathing is named as such because there are four sides to it.

Inhale deeply for 5 seconds, then hold your breath for 5 seconds, then exhale for 5 seconds, then hold for 5 seconds.

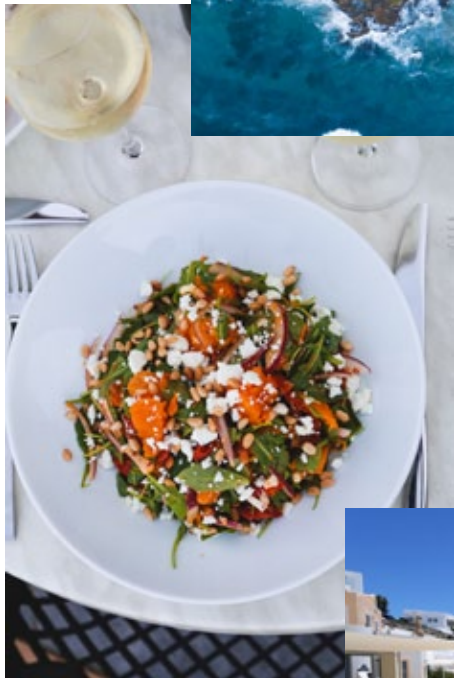
Go for 3 rounds of 5 seconds, then goes up by 1 second to 12.

The built-in game that you're playing with yourself is "don't panic."

Box breathing is very effective when training focus because when you go above 7 seconds, you automatically trigger the fight-or-flight response.

It's great to take this panic energy and use it to focus and go right into flow.

Action-adventure athletes get really good at taking their fear and adrenaline rush and going immediately into hyper-focus.



# contact

## integrating next level guest well-being

A key to integrating wellness into your hotel is having a strategy that aligns with your brand and excites and energises you. This new experience to offer guests, needs to be communicated in an inspiring, nurturing and positive way throughout your different communication channels.

If you need help integrating and marketing wellness, finding ideas or a signature brand experience that delightfully surprises your guests and creates a deeper, loyal, caring connection with them then contact us for a free 1 hour consultation.

We are a connected resource for;

- Wellness consultancy and marketing
- Wellness content – blogs, podcasts, interviews, video
- Wellness suppliers and products
- Wellness, spa, nutrition and sustainability consultants
- Beautiful illustrators and artists for gorgeous signature pieces

Contact us to find out more;

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*Create a bigger  
social conversation and  
genuine loyalty by  
taking guest well-being  
to the next level*

