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In Awe of African Art

VENICE, NEW YORK AND BEYOND

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Next-gen spas
Great buildings
Mauro Colagreco
Climbing ambition
Hiking the Simiens

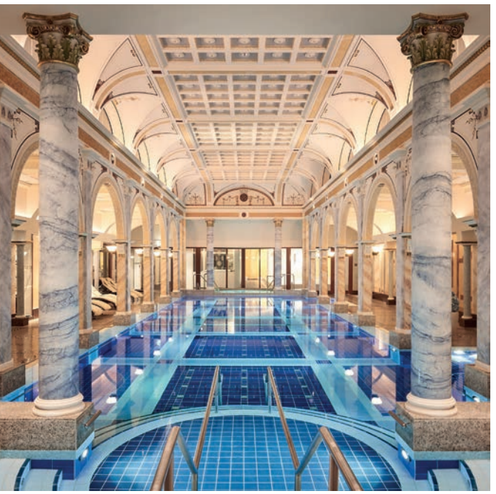
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PLUS MARCHESI ANTINORI + REVOLUTIONARY JETS + LEATHER MADE FROM PLANTS + LAGOS LODGINGS + ANDALUSIA

OPTIMISING YOU

WHY TRAVEL AND CHILL OUT WHEN YOU CAN TRAVEL AND TURN BACK THE CLOCK? WITH OPTIMISATION ITINERARIES ADDING CRYOTHERAPY AND HYPERBARIC OXYGEN TO GOOD OLD-FASHIONED SOUND-HEALING JOURNEYS, BEING ON HOLIDAY MIGHT JUST EXTEND YOUR LIFE. **KATIE BIGELOW** TEASES THE TRANSFORMATIONAL EXPERIENCES THAT ARE SHAKING UP THE WELLNESS TRAVEL INDUSTRY

opposite page The new Royal Mansour Tamuda Bay resort in Morocco has the country's first medical-aesthetic spa, with high-tech and traditional treatments. Hydrotherapy is a big component. **this page** The Tamuda Bay spa also offers an $IONO_2$ Active Mask treatment, which increases the concentration of negative oxygen ions you inhale, simulating fresh mountain or sea air.



In Milan, guests visiting Portrait Milano's new Longevity Spa can, along with other biohacking therapies, tap into a menu of treatments that spans cryotherapy, intravenous nutraceutical drips and LED light stimulation.

And, in Bangkok, the new Aman Nai Lert hotel features a massive, 1,500m^2 space dedicated to wellness rituals and medical-grade recalibration. Therapists offer both traditional healing and high-tech modalities, so while there are Thai massages and facials and manicures, the spa's partnership with local wellness pioneer Hertitude Clinic means it can also provide comprehensive blood testing, micronutrient and heavy metal profile scans, "biological age" analysis and even PRP hair restoration treatments.

In Morocco, on the coast between Tetouan and Tangier, guests at Royal Mansour Tamuda Bay can indulge in a fleet of personal optimisation treatments and therapies at the resort's 4,300m^2 medical-aesthetic spa (the country's first). Apart from holistic therapies such as acupuncture and Ayuvedic massage, and deep detoxification treatments like colon hydrotherapy, they have a PowerCab cabin for full-body cryotherapy, use intense pulsed light technology to treat certain skin issues and perform cryolipolysis, a fat cell elimination treatment involving trageted cold. There's barely a complaint they don't have a treatment for, and if your desire is for long-lasting self-improvement, they have dedicated longevity retreats (from four to 14 days) developed by a integrative medicine specialist.





Such glimpses into a new generation of destination spas underscore the fact that wellness centres everywhere are levelling up. Many hotel spas and health reorts now offer vagus nerve stimulation, red light therapy and every imaginable vitamin shot (and of course magnesium in an IV drip, administered by sleep specialists).

As rising burnout, stress and post-pandemic health conditions have led to our increased prioritisation of overall wellbeing, many of us now consider attending to wellness a travel essential rather than an add-on or indulgence. And more of us than ever now regard self-optimisation as the main reason to go on vacation.

We are by many accounts peptide deep into the "transformation economy", our increased spending on personal growth the result of a desire to actively work on improving our physical and mental wellbeing. The urge is no longer to merely be pampered, but optimised. We want our travels to be not only about taking our physical bodies to desirable places, but bringing them back home in better shape than ever before.

The luxury wellness hotel market is no longer just about relaxation – it's about transformation. We want to return home fundamentally changed, not only feeling younger, but looking and sleeping better, less stressed, more mentally focused, our brains more agile.

this page The Retreat at Blue Lagoon in Iceland is a luxury resort with private access to geothermal, silica-rich waters. Its spa has underground chambers carved directly into volcanic rock.
far left People have travelled to Bad Ragaz for its healing hot spring since 1242. Pictured is the resort's 19th-century Helena Bath, its waters rich in chloride, hydrogen sulfide, iron, fluoride and iodide ions, which improve blood circulation, help relax muscles, boost metabolism and strengthen the immune system.
far left below Another historic Swiss wellness destination, now fabulously modernised, is Bürgenstock Alpine Spa.



