

ADVANTAGE

Live Unconventionally

EMBRAER QUARTERLY
VOL 4 ➤ 2018

Spectacular Iceland
Embarking on an expedition
in the North with Lindblad

Embraer Keeps Soaring High
Celebrating the launch of the
Praetor 500 and Praetor 600

The Two Faces of Korea
South Korea brings together
tradition and modernity



From left
Water garden at COMO
Shambhala Estate near
Ubud, Bali | Wellness
tourism is the industry's
fastest growing sector with
a 10 percent rise in 2018



TRAVEL FOR MIND AND BODY

The wellness travel industry is one of the fastest growing segments, with consumers looking for a more holistic approach to their well-being

It's no secret that the wellness industry is on the rise. The Global Wellness Institute values it at USD 3.7 trillion, with global wellness tourism revenues making up USD 563.2 billion of the share. The segment is growing so quickly that some experts expect it to be valued at over USD 800 billion by 2020, making it the fastest segment growing within the travel industry. But what is it that has caused this shift, and how can global brands react to it?

Consumer demand for wellness-focused experiences is rising, and with it, luxury hotels and tour operators are reacting. Long gone are the days in which guests simply expect a Swedish massage or a pedicure—they now expect holistic concepts that go far beyond simple treatments, resulting in a shift in the industry. The focus is no longer on short-term fixes to acute problems, but in bettering the overall well-being of the individual. From sleep quality and stress management

to digestive health and fertility, the approach is becoming more comprehensive. Learning to reconnect with your true self and empower your body to live a better life and ultimately live in the present moment consciously is perhaps the most essential component of wellness travel today. We've grown beyond narrow approaches focused on short-term fitness goals and crash diets, realizing that true wellness comes from within and can be achieved through the connections we make with our inner selves and with those around us.

When luxury gym chain Equinox equinox.com opened the first E by Equinox location in New York City, it sought to establish a new level of exclusivity for its guests. With focus on movement, nutrition and regeneration, trainers are concerned with members'



From top
Set on a historic working ranch, The Ranch Malibu is rustic yet refined | The Ranch Malibu's program follows a strict fitness regimen and plant-based diet plan | Nestled in nature with no distractions, The Ranch Malibu spans 200 acres in the Santa Monica Mountains

overall quality of life and well-being as opposed to traditional performance indicators. In an age in which consumers are looking for intelligent solutions to controlling their own health, the demand for venues like E by Equinox is rising.

Some have created extensive wellness programs to cater to the rising trend. The Ranch Malibu theranchmalibu.com, a popular retreat amongst the Hollywood scene, offers its guests an intensive endurance, wellness and nutrition program that claims to help guests “gain physical endurance, shed unwanted pounds, boost metabolism, tone up and detoxify in an active, healthy and sustainable way.” Founded by Alex and Sue Glasscock, this boot camp approach provides an environment meant to help their clientele unplug from their chronically busy lives and reset their body and mind. The week-long retreat is limited to 18 guests who have to adhere to a “no-options” approach, meaning the program follows a strict fitness regimen and plant-based diet plan to maximize results.



There is also an increasing demand for true adventure and exploration experiences. Luxury travel planner Black Tomato's Get Lost experience blacktomato.com/get-lost builds upon the well-known adage “sometimes you need to get lost to find yourself” and claims to be the “ultimate experience for helping people disconnect, engage in the moment and push themselves to achieve a truly wonderful sense of satisfaction.” Travelers are taken to off-the-chart destinations; the only input they can provide is the type of environment they wish to explore, giving them the feeling of being genuinely lost. A dedicated support team is never far away, but travelers are very much left to their own devices and forced to utilize their own wits and inner strength to make their way through a series of checkpoints. The journeys are strenuous, a true test of body and mind, but they bring us to a new level of self-connection that few experiences can achieve.

Transformative wellness preaches that wellness is a lifelong physical, mental and spiritual seeking. New concepts are being created to cast guests in an



EMBRAER TIP

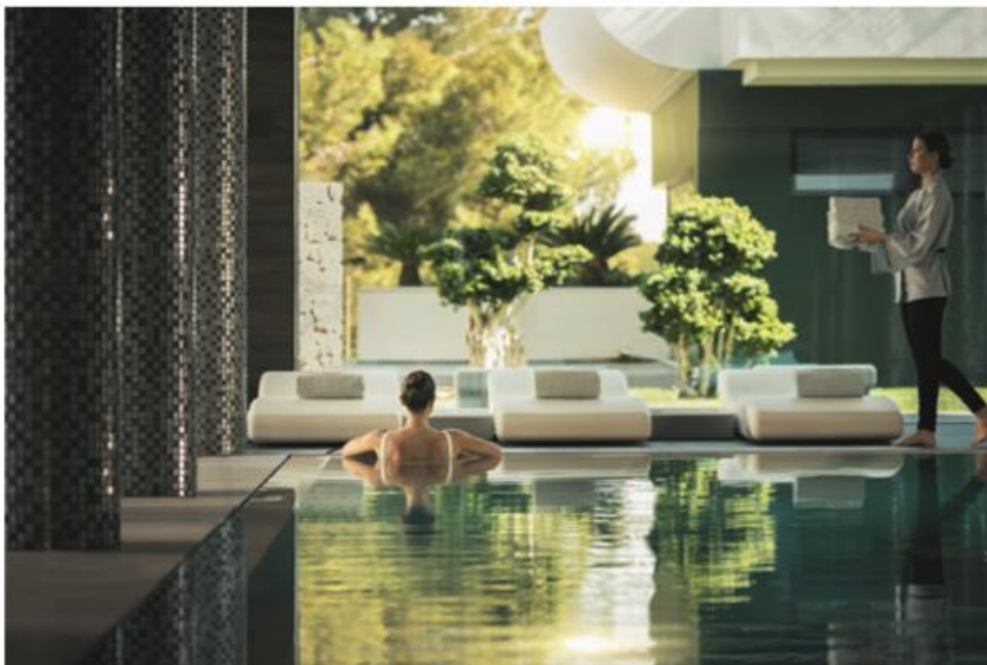
To reach SHA Wellness Clinic, fly into Alicante, Spain from Hamburg, Germany in a Legacy 650E flying up to 14 passengers in 1 hour 43 min

immersive wellness story that transcends superficial, short-term treatments. The COMO Shambhala Estate comohotels.com puts cultural experiences at the center of its holistic programs, with immersive retreats ranging from Ayurvedic cleanses to active fitness retreats. Hidden in a spiritual enclave of jungle just north of Ubud in Bali, guests can focus on yoga, meditation and outdoor circuit training. Six Senses Bhutan sixsenses.com has also created a multi-property wellness circuit that gives guests access to five lodges with different focus areas centered on topics from food to spa treatments.

More people are also seeking experiences that combine medical treatments with their retreats. SHA Wellness Clinic shawellnessclinic.com is a pioneering medical spa sitting on a beautiful mountainside overlooking the Mediterranean Sea in Spain. It is renowned for being a leading wellness center that combines effective natural therapies and highly therapeutic nutrition with the latest advances in Western medicine, most prominently in preventive medicine, genetics and anti-aging. They create bespoke programs for individual guests so they are able to achieve their personal well-being goals and continue maintaining healthy habits long after they have left SHA. The clinic employs distinguished professors and doctors to lead specialist units including: cognitive stimulation, preventive medicine

and genetics, derma-aesthetic medicine, bioenergetics and regenerative medicine and stem cells, as well as stress management and natural therapies.

There is a genuine progression within the wellness travel industry that is taking us away from preconceived notions of the past that wellness is limited to our physical health. In times when more and more people struggle with mental health and societal pressure, the importance of connecting mind and body is more essential than ever before. The industry has started developing solutions to these challenges and it is becoming the norm to search for genuine experiences that inspire connection with ourselves. <



From top
SHA Wellness Clinic is a pioneering medical spa overlooking the Mediterranean Sea | SHA Wellness Clinic is a leading well-being centre that combines the most effective natural therapies