

# hospitalitydesign



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good vibes

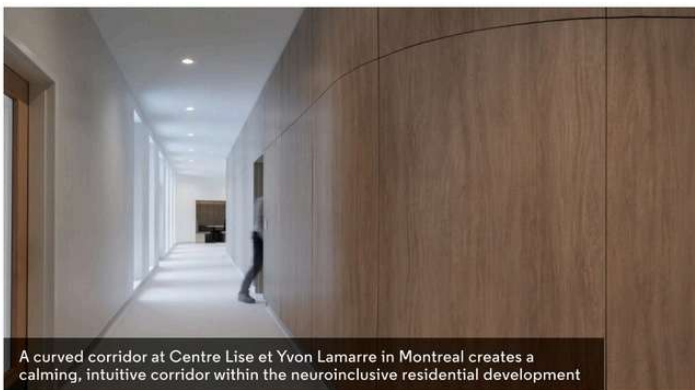
the wellness issue

hd Presenter of expo+  
conference



being well **industry outlook**

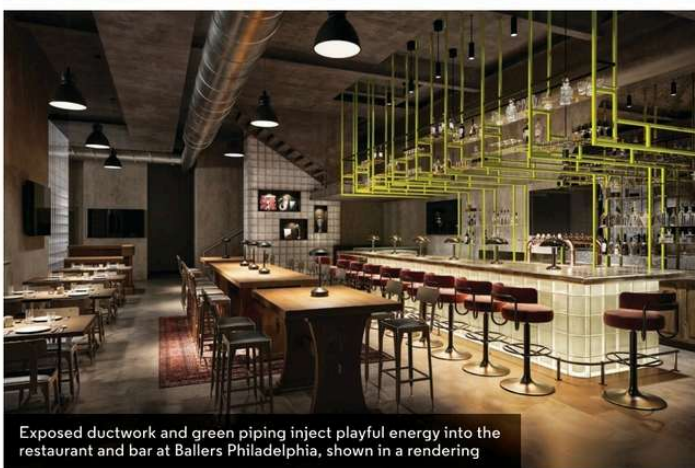
Bottega restaurant at the Six Senses Kanuhura in the Maldives boasts a soaring thatched canopy



A curved corridor at Centre Lise et Yvon Lamarre in Montreal creates a calming, intuitive corridor within the neuroinclusive residential development



The bright and airy lobby in SIRO Boka Place in Montenegro features tiered seating



Exposed ductwork and green piping inject playful energy into the restaurant and bar at Ballers Philadelphia, shown in a rendering

Photos by JOHN ATHIMARTIS, CLAUDE-SIMON LANGLOIS, and renderings courtesy of BALLERS

Whether or not a space is intended specifically for wellness, spatial design plays a critical role in this evolution. Stanley Sun, principal and creative director at Toronto-based Mason Studio, poses the question, “What is it about us and our bodies that are connected that can change based on space?” A multisensory palette—scent, sound, light, and touch—can shift how people interact with their surroundings, themselves, and even how they form memories. Blurring the lines between retail, wellness, and hospitality, Mason Studio designed La Clinica, a beauty retail outlet and spa, as a model for a new kind of healing space. “We wanted people to feel [good] when they walked in,” says Sun. “Our light bar is a flood of light that creates no shadows on your face so you can look in the mirror and feel confident and strong.”

As the definition of wellness evolves, so does its impact on the hospitality landscape. Here’s

how wellness is transforming the design and development of hotels and destinations in 2025.

### Living Longer—and Better

The future of wellness travel is built around optimization. According to McKinsey, more than 60 percent of wellness consumers find it important to invest in products and services that help with healthy aging and longevity, from fitness-centric hotels to advanced biohacking medical services. Almost 60 percent of consumers who traveled for wellness treatments in 2024 said they expect to travel for these treatments in the next year. “There’s a trend called glow-up getaways,” says Seyi Oduwole, foresight analyst at trend forecaster the Future Laboratory, “which is all about self-optimization, betterment, longevity, and lifestyle.” Guests are seeking measurable outcomes and personalized care. “They want more than just a relaxing

holiday,” she says. “They want to see results—a kind of transformational travel.”

Some brands are meeting this demand through strategic partnerships. Viceroy, for example, recently teamed up with the Class, a music-driven somatic practice, to provide guests complimentary access to in-room and on-property video modules for grounding, energetic resets, and intentional movement. Hyatt also partnered with Future personal training to provide guests with complimentary guided workouts via an app.

McGroarty says the biggest trend and new obsession is with longevity and healthspan, “leading to a new marriage between medicine, wellness and, high-tech biohacking.” Take Sam Nazarian’s recently launched the Estate brand, where guests have access to a slew of medical tools like MRI, CT, DEXA scans, advanced blood work, hormone therapy, telehealth, and more.



being well **industry outlook**

both the residential and amenity units.” The community is layered with vibrant, modern touches, including social spaces like a piano bar, multiple lounges, private dining areas, and wellness rooms. Above all, the essential ingredient is happiness. “We designed the residence to be sophisticated and hospitality inspired, but to also incorporate a great deal of joy through color, pattern, and form,” March says.

**Designing for All**

With roughly 15 percent of the global population identifying as neurodivergent, inclusive design is expanding beyond ADA compliance to embrace emotional and sensory needs. In Montreal, the Centre Lisé et Yvon Lamarre—a residence and day center for young adults with autism designed by Lemay—is rooted in warmth and rhythm. “It doesn’t look like a hospital but more like a residential space with soft colors, wood, and calm acoustics,” says Bryan Marchand, architect and design director at Lemay.

The space is thoughtfully divided into a residential wing and day center, with intuitive features like rounded corners and color continuity that reduce anxiety and support autonomy. “Round corners help people see what’s ahead without fear,” Marchand explains, while color—like a soft blue from an apartment door that fades into the corridor—reduces anxiety. “It’s less of a shock when transitioning,” he adds. Two sensory rooms, cocooned in cushions and absent of windows, offer a personalized respite via adjustable lighting. Marchand sees broader applications for these neuroinclusive strategies—from public transportation hubs to hospitality.

Indeed, such elements are also being adopted in airports and hotels. Newark Liberty International Airport’s Terminal A includes a 1,000-square-foot sensory room designed by PGAL and the Anderson Center for Autism, featuring fish tanks, tactile bubble tubes, and river-like carpets. Meanwhile, TUI Blue has introduced sensory rooms at several hotel properties, designed with dimmable lighting, textured panels, and calming zones. “By providing sensory-friendly spaces in our hotels, we’re actively removing barriers to travel for neurodiverse individuals and their families,” says Craig Moffat, product and proposition manager at TUI Blue. The brand also partnered with Special Educational Needs agencies to provide staff training. “Our goal is to create environments where every guest feels seen, respected, and able to relax fully,” Moffat adds.

**Diverse Programming**

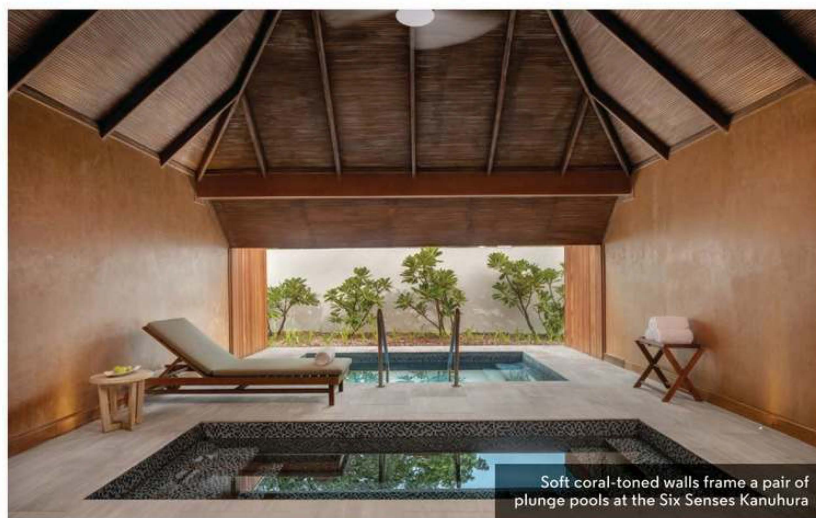
Wellness programming is no longer one-size-fits-all. From stargazing to women’s programming, hotels are tailoring experiences to evolving guest



The rooftop terrace at SIRO Boka Place offers panoramic views of the bay and surrounding mountains



Formerly the Well, plants and windows define the pool at Hacienda AltaGracia in Costa Rica



Soft coral-toned walls frame a pair of plunge pools at the Six Senses Kanuhura

Photos by ART GRAY, COLE WILSON, and courtesy of THE WELL