

## SWISSÔTEL LAUNCHES NEW "VITALITY ON-THE-GO" WELLNESS PACKAGES IN PARTNERSHIP WITH TOMS BAGS



*-Packages are designed to inspire mindfulness and wellbeing while travelling and feature TOMS Bags, custom crafted Swiss-inspired adult colouring cards and Caran d'Ache pencil crayons-*

**New York, June 28, 2016** – Travel doesn't have to be all hustle and bustle, it can be an opportunity to recharge and reconnect to one's mindfulness and wellbeing. Helping guests maintain their mental and physical fitness while on the road is the intent behind a new series of packages set to launch July 1 at Swissôtel in partnership with TOMS Bags.

"Whether you are travelling on business or for leisure, it can be easy to get wrapped up in the fast paced experience of being on the road," said Lilian Roten, vice president, Swissôtel Hotels & Resorts. "Our new postcards, available online and at hotels around the world and the Vitality On-The-Go packages delivered in partnership with TOMS Bags, give our guests the tools they need to take a step back, slow down and reflect even for just a few moments during their trip."

The new Vitality On-The-Go packages include one night in a beautifully designed guestroom and feature the added gift of a TOMS Bag, a 25oz Swell bottle that keeps liquids cold for 24 hours and hot for 12, and specially crafted and illustrated thought-provoking adult colouring postcards with accompanying podcasts. For each bag purchased through this offer, TOMS will help provide a safe birth for a mother and baby in need in Bangladesh, Ethiopia, Haiti and India.

Each postcard integrates six universal dimensions of Swiss wisdom that relate to: vitality, authenticity, tradition, hospitality, calm and clarity. The cards were designed by Swiss illustrator Sebastian Fässler and include thoughtful and inspiring texts by Swiss writer Myriam Zumbühl. The postcards are linked to six podcasts that inspire the mind and are intended to spark joy and happiness among travellers.

"We know that our guests lead busy and productive lives, which is why our hotels are purposefully designed and efficient without compromising on the special touches and genuine comforts that make a stay inspiring," said Ms. Roten. "Vitality is about caring and enhancing that experience and with Vitality On-The-Go, it's about prompting our guests to have some fun, take a walk to the park, enjoy a moment in the outdoors and reflect on living life well while enjoying a healthy snack."

Guests are invited to listen to the podcasts, colour in the postcards, add their own message and reflect on each topic. When they are done, they can give their postcards to any Swissôtel colleague, who will mail them free of charge to a family member or friend to spark ideas and start conversations, extending the guests' impact beyond their stay.

These customized experiences also include a \$25 F&B credit, which can be used towards Vitality On-The-Go offerings to stay fuelled while spending time outside the hotel. Guests can also gain access to complimentary in-room fitness equipment and exercise cards.

"Healthful food and beverage options aren't always convenient for guests when they are traveling," said executive chef Dan McGee, Swissôtel Chicago. "Our Vitality Cuisine was created to ensure that travelers have healthy, nutritious options that don't compromise taste and flavour. Now with Vitality On-The-Go, our guests can take a selection of this delicious food with them as they venture outside the hotel."

Packages are available at the following hotels until the end of 2016:

- Swissôtel Chicago
- Swissôtel The Bosphorus, Istanbul
- Swissôtel Sydney
- Swissôtel Berlin
- Swissôtel Zurich
- Swissôtel Dresden Am Schloss
- Swissôtel Merchant Court
- Swissôtel The Stamford, Singapore

Packages start at \$238.95USD. For more information or to book today go to:

<http://www.swissotel.com/offers/deals/vitality-on-the-go/>.

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### **About Swissôtel Hotels & Resorts**

Conveniently located where travellers want to be, Swissôtel Hotels & Resorts provides guests with the opportunity to stay in the heart of more than 30 top locations worldwide, where they can confidently explore the very best each destination has to offer. Synonymous with all there is to love about Switzerland, the brand remains true to its roots, successfully combining genuine Swiss hospitality with intelligent design and local flair. With social responsibility at the forefront and a genuine commitment to positively impact the destinations it calls home, every Swissôtel upholds industry-leading sustainability standards and is committed to treating guests, colleagues, and the environment with equal respect. This all comes together to provide guests with peace of mind that is authentically Swiss. Part of FRHI Hotels & Resorts, a leading global hotel company that also operates the Fairmont and Raffles brands, the Swissôtel portfolio offers business and leisure guests an authentic and local travel experience that is full of energy, passion and vitality. For more information or reservations, please visit [Swissotel.com](http://Swissotel.com).

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