

Press release  
Paris, October 12, 2018

## PULLMAN HOTELS & RESORTS CONFIRM ITS COMMITMENT TO WELLBEING WITH BOOTCAMP

**The upper upscale brand continues to expand its Pullman Wellness program with *Bootcamp*, allowing travelers to maintain a healthy lifestyle during their stay. This initiative has been developed in collaboration with the brand's Wellness Coach, Sarah Hoey.**

### **BOOTCAMP: ENHANCING THE SPORT PILLAR AT PULLMAN**

With *Bootcamp*, Pullman is enhancing its commitment to wellbeing and more specifically to its **SPORT pillar**, a major focus for the brand.

#### **The origins of *Bootcamp***

*Bootcamp* is based on **U.S. army training**. Originally, this technique was designed to **strengthen soldiers' physical and mental capacities**. It involves **alternating cardio and muscle building exercises**, which makes it a very intense and dynamic workout. Today, training camps are very popular with those who want to maintain their physical fitness, while pushing past their limits.

#### ***Bootcamp* at Pullman**

**A US Navy and TRX coach**, Sarah Hoey has already been including *Bootcamp* in her fitness routine for several years. This wellbeing discipline was an obvious inspiration for the development of the Pullman Wellness program, and more specifically with regard to the **SPORT pillar**. This technique enables guests staying in Pullman Hotels **to push past their limits and take care of their body**, even **when traveling**.

The Pullman brand has therefore developed, in collaboration with Sarah Hoey, **a series of four 7-minute videos, available to everyone on YouTube**. Each video is dedicated **to one of the four key fundamentals** of the Pullman Wellness program: **age defense, energy boost, balance and detox**. Guests have the option of viewing the videos in their room as a training aid before performing the exercises either indoors or outdoors. Their workout can be as intensive as they like, and they can choose to train using each video individually or all four consecutively for a complete 30-minute workout.

Pullman has also set up an external fitness trail developed by Sarah Hoey, the **Fit Trail**, in some of its properties. The **Fit Trail** offers a **minimum of five fitness stations** featuring high quality equipment complete with instructions. This fitness trail is very popular with travelers wishing to follow the *Bootcamp* outdoors as the stations can really help with the exercises. The Fit Trail is currently available to guests at the following cosmopolitan properties: Pullman Timi Ama Sardegna, Pullman Marrakech Palmeraie Resort and Spa, and Pullman Phuket Arcadia Naithon Beach.

## THE PULLMAN WELLNESS PROGRAM

### The four pillars of wellness at Pullman

Launched in 2017, the **Pullman Wellness** program is based on four universal pillars of wellbeing: **FOOD**, **SPA**, **SLEEP** and **SPORT**. Each of the four pillars provides options for customization along four key fundamentals: **age defense**, **energy boost**, **balance** and **detox**.

For **FOOD**, Pullman serves its *Active Breakfast*, which uses seasonal products and offers dairy, sugar and gluten-free selections to cater to all individual requirements and tastes.

In relation to the **SPA**, various categories of body and facial treatments are available depending on the time of day: Dawn treatment to wake up gently, daytime treatment to feel invigorated, evening treatment to slow down.

To encourage more restful **SLEEP**, a short guide to gentle stretching and exercise is provided, including a morning routine enabling the body and muscles to wake up, as well as an evening routine to relieve tension accumulated during the course of the day.

**SPORT** is addressed through a series of 7-minute videos available on YouTube, enabling guests to perform various *Bootcamp*, yoga or fitness exercises, either in their room or outdoors. A fitness bag and local jogging map are also provided.

### Sarah Hoey, Pullman Wellness Coach

The **Pullman Wellness program** was developed in collaboration with **Sarah Hoey, Wellness Coach for the brand since 2014**. A **personal coach, fitness model** and **certified nutritionist**, Sarah Hoey is also premier fitness influencer in Southern California fitness world. She has professional wins and coaching achievements throughout the world and is passionate about sharing her skills and knowledge. Her **holistic take on fitness and love for teaching** make her the perfect candidate to represent **wellbeing according to Pullman**.



The Pullman Wellness program has been designed to **help travelers adopt a healthier lifestyle**. The Pullman clientele belong to a generation of “**global nomads**”. Hyper-connected entrepreneurs and explorers, their life is a **permanent quest for balancing productivity with personal wellbeing**. The Pullman Wellness program provides an increasingly targeted response to their requirements under Sarah Hoey’s professional guidance.

“*The traveler’s mentality has evolved. Generation Y wants to lead a healthier lifestyle and feel better. We believe that we have a role to play in contributing to a generation of more fulfilled travelers*”, explains Sarah Hoey.

## SUCCESS IN 2018 LEADING TO GLOBAL EXPANSION IN 2019

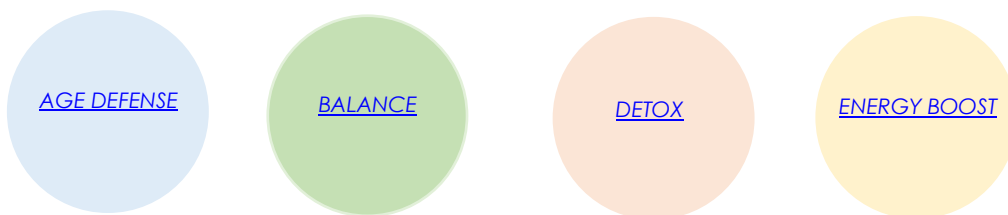
By December 2018, *Bootcamp* will have been **trialed across twelve destinations globally**, including the vibrant places equipped with the Fit Trail: Italy, Morocco and Thailand.

*"We are proud to continue to develop the Bootcamp in new destinations, as well as in new properties around the world. This reflects the brand's commitment to the SPORT pillar and more broadly to the Pullman Wellness program, said Aldina Duarte Ramos, Director of Wellbeing, Pullman Hotels & Resorts.*

Building on this success, *Bootcamp* will be expanded **more extensively around the world from 2019**, notably at Pullman Paris Centre-Bercy, Pullman Luang Prabang, and Pullman The Park Lane Hong Kong.

Follow Pullman Hotels & Resorts on social networks:  
**#pullmanlife #pullmanwellness #pullmanwellbeing #upyourgame**

Follow the series of 7-minute videos on YouTube:



#### **About Pullman**

Pullman Hotels & Resorts delivers an experience that is upscale, upbeat and perfectly in tempo with the global zeitgeist. Against the backdrop of today's fast paced life, Pullman helps guests be at their best, in business and at leisure, enabling them to seamlessly conduct business, explore the locale, workout and make connections – to the neighborhood and people around them. Retaining the values of exploration, comfort and dependability that drove it to become a pioneering travel brand over 150 years ago, Pullman today features more than 120 worldwide properties including Pullman Paris Tour Eiffel, Pullman Park Lane Hong Kong, Pullman Shanghai South, Pullman London St Pancras and Pullman Sao Paulo Vila Olimpia. Pullman is part of AccorHotels, a world-leading travel and lifestyle group which invites travelers to feel welcome at more than 4,500 hotels, resorts and residences, along with some 10,000 of the finest private homes around the globe.

[pullmanhotels.com](http://pullmanhotels.com) | [accorhotels.com](http://accorhotels.com)

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