

## HEALTHCARE

# Wynn Las Vegas proves health is wealth with unorthodox wellness offerings

February 16, 2023



*The Spa at Encore was recently the recipient of a Forbes Travel Guide Five-Star Award. Image credit: Wynn Las Vegas, Russell MacMasters*

By EMILY IRIS DEGN

Wynn Las Vegas is now offering a slew of health and wellness options at the resort, per the resort's new "Wynn Living Well" program.

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In partnership with American football legend Tom Brady and fitness celebrity Amanda Kloots, guests are being offered a wide variety of ways to improve physical well-being on-site. The Nevada hotel kept flexibility in mind, featuring nourishing meals, exclusive work-outs and on-trend wellness options to address the multifaceted nature of health.

### Wealth of health

As the demand for wellness travel rises, this elite program is well-positioned in what many see as the post-pandemic travel landscape.

Between turning to industry experts and including both new-age and classic wellness practices, Wynn Las Vegas is addressing many niches that are not collectively covered at other hospitality sites. Diversifying the offerings, rather than focusing on one health trend or category caters to the wide array of guests that enjoy the hotel.

*Wynn Las Vegas Debuts Wynn Living Well Program Focused on Health and Wellness.*

This acknowledgment of Wynn guests' many backgrounds and interests makes "Wynn Living Well" a program for all.

"Being away from home does not mean you have to compromise on your desire to stay fit, eat right, or enjoy healthy activity our program was created to provide our guests everything they need to live well, no matter how they choose to define it," said Brian Gullbrants, North American chief operating officer of Wynn Resorts, in a statement.

"Through the Wynn Living Well program, we're able to offer our guests world-class instructors, five-star treatments, exclusive fitness programs and health-conscious fine dining at a caliber that only Wynn can deliver."

The program is grounded in three pillars renew, replenish and re-energize. Both physical relaxation and bodily

strengthening are explored.

The healing powers of CBD oils are utilized in the resort's massage options. This popular option offers massages and facials that are infused with CBD at the spa.

With caviar also having a renaissance, Wynn took a therapeutic approach, introducing a scalp treatment that uses it. The resort also embraced the IV therapy trend for the program, offering tailored drips at the in-house NutriDrip by Clean Market.

Guests can additionally enjoy other popular wellness options, such as aromatherapy massages and oxygenated facials.



*The health-centric menu at Wynn provides guests with the chance to fuel up with high-quality ingredients and wholesome meals. Image credit: Wynn Las Vegas*

Health-centric menus offer nourishing, culinary experiences, while the "Drinking Well" program provides non-alcoholic beverages for guests to refresh with. Mixologist Mariena Mercer Boarini makes drinks that explore booming wellness ingredients, such as maca, ashwagandha and reishi mushrooms.

Outdoor-loving guests can head outside to play golf at the Wynn Golf Club. The fact that the course is the only one on the Las Vegas strip adds an extra note of luxury.

Exercise-loving guests can also take experiential classes at the immersive SoulCycle space, or do yoga at The Fitness Centers at Wynn and Encore. The center is home to innovative equipment made by Italian fitness line TechnoGym, allowing for a futuristic experience.

The resort's partnership with Mr. Brady and Ms. Kloots especially sets this program apart in a world of booming travel options for health and fitness enthusiasts.

Mr. Brady co-founded Wynn's TB12 program for muscle recovery, and now guests can book individual treatment sessions. The holistic approach to pain-free movement will be led by a program Body Coach, who will guide guests through a Brady-approved session.



*Wynn Living Well program ambassador, Amanda Kloots, brings a new level of exclusivity to the resort. Image credit: Wynn Las Vegas.*

Guests can also enjoy bespoke video work-out sessions in their rooms, created by Ms. Kloots especially for the hotel. The four full-body sessions are available in-room, offering guests a chance to move their body with the guidance of a world-renowned trainer.

"My number one goal, whether traveling or at home, is to make fitness part of my daily routine, and incorporate

movement into my everyday," said Ms. Kloots in a statement.

"Wynn's new wellness program will help those on the go do just that," she said. "Whether it's one of my original in-room workout videos or a nutritious meal at one of the resort's acclaimed restaurants, the new program is a holistic approach to wellness that features something for everyone."

#### Traveling well

As travelers increasingly seek out more meaningful travel experiences, wellness travel is having a moment.

With wellness experiences being so in-demand, other resorts and hospitality companies are also embracing the trend. Four Seasons recently launched an entire wellness program of its own in Bora Bora ([see story](#)).

Wellness-focused travel experiences have existed forever, with many elite travelers historically making journeys to natural spas for physical well-being and holy sites for internal well-being. This modern take on it is new however, being made popular by social media a place that a whopping 60 percent of high-earners turn to for travel inspiration ([see story](#)).



*From outdoor to indoor wellness offerings, Wynn Las Vegas is set up to please every kind of health nut and wellness traveler. Image credit: Wynn Las Vegas*

As fitness influencers continue to escalate in popularity, wellness trends will continue to thrive including in travel. Wynn Las Vegas' holistic inclusion of the plethora of these trends and partnership with those who are shaping the wellness industry both puts the resort in a very strong position.

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