

Westin promotes wellness travel across the Middle East, Africa with #JOMO

Ahead of World Sleep Day on 15 March 2019, Westin Hotels & Resorts across the globe are recognising the power of #JOMO, also known as the **Joy of Missing Out**. With a growing demand for well-being and self-care while travelling, the Westin will reward its guests for taking time back with extra sleep, exercise or a break from technology.



"JOMO is an extension of Westin's commitment to making it easy for travellers to reclaim their well-being routine while on the road. The brand has been rooted in wellness since the game-changing debut of the Westin Heavenly Bed nearly 20 years ago. The concept of JOMO resonates in this region. For example, 45% of people in the UAE reported that wellness resolutions made throughout the year will be related to sleep," said Sandra Schulze-Potgieter, vice president premium and select brands, Marriott International Middle East and Africa.

Enhancing wellness experiences

To ensure travellers take time for themselves on World Sleep Day, the Westin hotels in the Middle East and Africa are offering wellness experiences as an alternative to the constant digital connectivity that accompanies travel.

Guests at Westin Turtle Bay Mauritius can relax on hammocks dotted around the hotel swaying to chilled playlists and are invited to join the Tai Chi and yoga sessions.

Associates at Westin Cape Town will dress the part, wearing gowns on World Sleep Day and will offer special JOMO spa treatments. Westin Abu Dhabi Golf Resort and Spa is encouraging guests to disconnect from technology and put their phones inside the #JOMO box during their gym workouts and spa treatments.

These hotels will join other Westin Hotels globally to champion #JOMO.

"There is a direct correlation between your sleep and your overall well-being. Perhaps unexpectedly, quality sleep is also foundational for people to reap the benefits of fitness and is a necessary part of exercise recovery. Disconnecting and winding down one to two hours before bed, which includes putting away light-emitting electronic devices, lends to falling asleep more easily and experiencing deeper, more restful sleep," said Dr Charles Morin, a sleep researcher and president of the World Sleep Society

Until 17 March, #JOMO door tags will be available at participating hotels around the world for guests to use, with the opportunity to receive specially-curated Sleep Well amenities.

Global travellers will be able to experience the #JOMO door tags in the region at Westin Mauritius and Westin Cape Town, and around the world in New York, Vancouver, Mexico City, Lima, Puerto Vallarta, Warsaw, Munich, Hamburg and Singapore, as well as at new Westin hotels in Hawaii, the Maldives and Australia.

"Finally, sleep and self-care have become cool to talk about," said Chris Heuisler, Global RunWestin Concierge, Westin Hotels & Resorts.

"Nearly 65% of people sleep fewer hours while on the road; so empowering travellers to embrace the JOMO, sleep strong and rise better reinforces our commitment to guests' well-being and the growing understanding that sleep impacts everything from the way you work out to business productivity and overall happiness."

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