



PREFERRED
— WELLBEINGSM —



Program Criteria

PILLARS OF WELLBEING

Preferred Wellbeing is anchored in five cornerstones of wellbeing. These pillars describe outcomes and experiences rather than facilities or feature lists.



Restore

Deep rest and nervous system ease



Vitality

Movement, nourishment, and everyday wellbeing



Connect

Meaningful connection to people and place



Longevity

Long-term well-being and personal growth



Respect

Integrity, care, and stewardship

Qualification Standards

The 12 Wellbeing Criteria

Preferred Wellbeing hotels must meet a minimum of **10 out of 12 criteria**, ensuring depth, flexibility, and credibility across diverse hotel typologies.

1. Environmental and Sustainable

- Energy, water, and waste conservation, biodiversity/ regeneration
- Transparency in sustainability practices

2. Purpose-Built Wellbeing Spaces

- Dedicated spaces designed for movement, recovery, and restoration
- Facilities that support both active and restorative practices
- Mindful practices
- Optional wellbeing consultations and non-medical guidance
- Culinary and F&B programming aligned with wellbeing principles

3. Nourishing Culinary Philosophy

- Menus that support energy, balance, seasonal, local, and responsibly sourced ingredients
- Dietary flexibility

4. Nature Immersion & Outdoor Renewal

- Direct access to natural or outdoor environments
- Programming that supports reconnection with the natural world
- Personalized wellbeing journeys
- Integrative wellness

5. Welcoming & Adaptive Guest Experience

- Inclusive environments and flexibility in pacing and privacy.
- Hospitality that adapts to guests rather than instructs.

6. Mental Presence & Inner Practices

- Guided mindfulness and rituals for mental clarity and grounding.
- Spaces designed specifically for stillness and reflection.

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7. Local Connection & Cultural Exchange

- Experiences rooted in regional culture and heritage and local artisan collaboration
- Meaningful guest engagement with place and community

8. Personalized Wellbeing Journeys

- Flexible experiences shaped around individual goals with optional guidance
- Support for guests to continue practices beyond their stay

9. Learning, Discovery & Self-Development

- Educational workshops and access to practitioners or cultural leaders.

10. Advanced Wellness Technologies

Bio-harmonizing interventions designed for cellular repair, inflammation reduction, and accelerated recovery.

Minimum 5 required:

- Recovery: Cryotherapy, Hyperbaric Oxygen, Dry Flotation.
- Cellular Health: IV Therapy, Red Light Therapy, Immortal Chamber.

11. Human-Centered Hospitality

- Intuitive hospitality rooted in emotional intelligence.
- Culture of Care: A ripple effect of wellbeing for guests, staff, and partners.
- Natural Personalization: Engagement that feels genuine, never "performed" or intrusive.

12. Ethical Operations & Culture

- Staff wellbeing, growth, and leadership alignment.
- Environmental sustainability and responsible operations.
- Internal culture aligned with guest-facing wellbeing values



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*Feel Better. Live Better
with Preferred Wellbeing*

