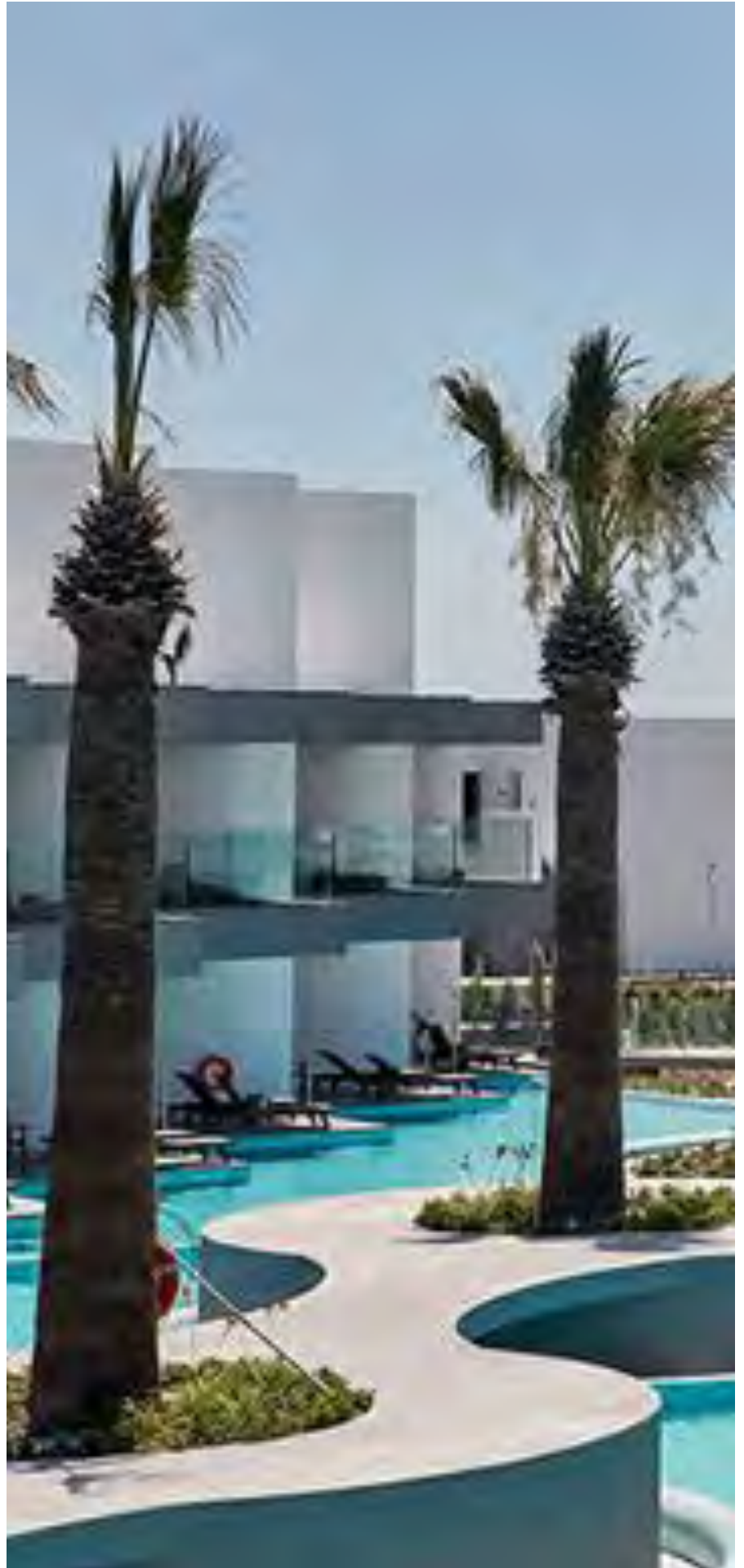


I WORDS:
VANESSA GAINFORD

WELLNESSES in Rhodes





Wellness: a trend we hope doesn't go out of style. The global wellness market is increasing year on year, and with the fast-paced digital age we live in, we don't see it slowing down anytime soon.

We are becoming more aware of our bodies' needs and acknowledging that our mental health needs just as much, if not more care. This holistic mindset has us searching for different ways to achieve wellness in our everyday lives, from the food we eat to the amount of time we spend online. Wellness sounds simple and it should be, yet with increasing pressure in life we are being pushed away from it, despite some of us clambering towards it.

TUI started their journey to helping their customers achieve wellness in 2008 at the launch of their first Sensori Resort in Crete with their partner Atlantica.

2018 saw them celebrate their 10th anniversary with the launch of their latest resort in Rhodes and 2019 is set to showcase TUI Sensori's wellness understanding further. TUI Head of Concept Helen Morgan understands the importance of engaging customers' senses through multi-sensory experiences so they can truly switch off from reality and focus on their wellness.

Every concept in each of TUI's Sensori resorts is designed to fuel the senses and derive memories formed from the five senses; touch, taste, smell, sight and sound.

The word Sensori itself is a combination of the word 'sense' and the Japanese word 'satori' which loosely translated is 'wow' and that's just what the resorts do: wow the senses.

Rhodes itself is the largest Greek Dodecanese island, known for its history, its beaches and its natural beauty. Fairaki sways towards a younger clientele and a more vibrant nightlife whereas Lindos is a timeless village, showcasing both the cosmopolitan and traditional sides of the island. Rhodes Old Town features medieval architecture and the Palace of the Grand Master. A short ferry ride at night allows you to witness the romantic haze that the city has



and strolling through the narrow stone streets to explore its history, eateries, bars and street markets; Rhodes has the abil-ity to captivate you and remove you from reality.

The TUI Sensatori Atlantica Resort and Spa is situated on the south of the island, along the east coast, not as touristy as other villages meaning its traditional charm is untouched. The resort itself is next to the remnants of an ancient Greek village, as when building the resort an archaeological site was discovered. Dating back to 5AD, houses, a church and an oil press have all been un-earthed; they have been preserved and the decision was made to make them a feature of the re-sort, allowing guests to experience the local history whilst being in awe of what the site was and what it is now.

Each area of the resort is calm, comfortable and

WE PASS
CANDY-COLOURED
VILLAGES, ROADSIDE
GRILLS AND LOCALS
GATHERED IN
ARMCHAIRS ON
FRONT PORCHES

spacious, whilst boasting a modern contemporary style. The main lobby is open, elegant and bright, instantly welcoming you in. Hanging pods are the main feature not only for their visual aesthetic but for the multi-sensory experience they offer. Each pod is based on a different Greek god, featuring sounds, aromas, colours and film; original thoughts were that these were great for children but it turns out they are an enlightening and relax-ing experience for adults too.

The design flows effortlessly from the communal areas to the privacy of your room. Each room style has its own individuality from mezzanine suites and swim up rooms to family rooms and exceptional sea views. The decor and layout is functional, spacious, modern yet have a cosy feel to them. Each facility is designed to make life easier and improve your wellness, the bathrooms boast his and hers sinks, the toiletry selections are great, the mini fridges are stocked and



the room service menu is endless. If this isn't quite enough there is even a pillow menu—yes, you can select from memory foam to feather and even scents from apple to lavender to ensure you get that perfect night's sleep.

The resort has seven gourmet restaurants ranging from fine dining to beachside casual; an Italian eatery, an American-inspired venue, contemporary Greek cuisine as well as a global buffet restaurant, catering for a variety of customer's palettes. There are also seven bars including two pool bars, a beach front lounge and a piano lounge, meaning there is a bar for each of your moods. There are also beach butlers for when you really are too relaxed to move.

To continue the relaxation the resort spa offers a variety of treatments, facials, aromatherapy massages and sauna facilities are available. If you fancy being a little more active, there is a yoga studio or there is the option for watersports and even aqua boarding which we would definitely recommend trying...it's a lot less dignified than yoga but a lot more fun.

Aiding TUI Sensatori on their pursuit to ensuring customer wellness is Dr Charles Spence. A leading experimental psychologist of the University of Oxford,



Dr Charles is a sensory expert, interested in how people perceive the world around them and how the brain processes information from each of the different senses. Dr Charles believes in the importance of balancing the senses, as in today's society we are in a state of 'sensory imbalance' meaning our senses are constantly bombarded with sight, smell, touch and taste and we don't take the time to process them. Suffering from sensory overload leads to problems with health and wellbeing, stress and sleeplessness.

Dr Charles has helped TUI Sensatori with their intelligent design to sensory balance which promotes health and wellbeing. Balance comes in all forms from

the option to undertake fun activities to ultra-relaxing spa treatments, likewise gourmet dining alongside fast food and cafes with donuts.

Dr Spence has also acknowledged that taking pictures and documenting our holidays on social media has become part of the holiday, as the catch-phrase goes; if it's not on Instagram, did it real-ly happen? The notion of having to post how relaxed you are, how much fun you're having and how beautiful the place you're in has become more important than actually doing just that. Meaning it's near impossible to switch off from reality and focus on well-being. So, removing yourself from the digital world and experiencing life really does improve your wellness. So, the design of the resort allows you to take in everything from the calming sounds of the Aegean Sea, the smell of flowers and the sounds of nature. Enhancing your emotions and allowing your senses to bring you into re-ality and experience your holiday rather than feeling the need to document it.

Dawn Goldworm has also been part of the TUI Sensatori journey to wellness. Dawn is an internationally recognised olfactive expert who has a rare neurological condition, synesthesia, which causes a cross wiring of the senses. Dawn cofounded 12:29 and has experience creating scents for luxury brands. To highlight the importance of sensory balance and to celebrate the 10th anniversary, Dawn designed a unique and limited edition scent called 'Balance'. Created to stimulate feelings of contentment, fresh citrus, white jasmine and soft musk promote calming and mood elevating effects.

The sense of smell is the first sense we develop, it is how we assess situations before even entering them, it links certain scents to memories and can evoke those memories when that sense of smell is triggered. So TUI Sensatori have scent play a key part throughout the resort so that emotions and memories can be revisited even when customers have left the resort.

TUI Sensatori have taken the care to ensure each customer has a true sensory experience from the moment they step onto the front steps of the resort, to the moment they leave. Each element ignited our senses and allowed us to understand the needs of each of them in order to achieve a new level of wellness. Keeping in-tune with our senses has been something we endeavour to do each day; small steps like breathing deeply each morning and evening, becoming aware of new scents and how they make you feel, appreciating colours and making the effort to really taste your food can make a difference to how you perceive the world and your wellbeing. ■



