

## Luxury automotive brand offering curated wellness experiences at Miraval Resorts and Spas

PLANO, Texas (March 29, 2022) - Lexus is hitting the road for health and wellness. For those striving for a better self and looking to incorporate more balance and mindfulness into their lives, the luxury automaker is launching Lexus “Wellness Destinations.” This new program features a collaboration with luxury hospitality and wellness brand [Miraval Resorts and Spas](#) – and offers Lexus-curated wellness packages paired with complimentary transportation for each guest.

After the last couple of years we have all experienced, it's no surprise to see the focus on self-care paired with the desire to get away, resulting in record demand for wellness travel," says Vinay Shahani, Lexus vice president of marketing. "As a luxury lifestyle brand, Lexus is meeting this need by offering curated, integrative experiences that focus on wellbeing at Miraval resorts."

Miraval resorts are offering guests a “Lexus Drive Your Way to Wellness” custom experience for \$495 per person (offered through March 2023 and subject to availability). This one-day experience – ranging from six to eight hours – is available at the three Miraval resorts, located in Arizona, Austin and the Berkshires and includes a Lexus vehicle to use throughout the experience. Highlights include:

- An intention-setting ceremony with a Miraval Guide
- Scenic drives to various destinations where a private guide leads hiking, biking and/or swimming expeditions
- Chef-prepared picnic lunch and a locally oriented activity, such as kayaking, paddle boarding or birdwatching.

Each wellness package highlights the unique offerings available at the three Miraval resorts and is available to schedule directly through the selected property.

“We are excited to team up with Lexus to offer our guests exclusive drive experiences at each of our destination resorts and spas,” said Susan Santiago, head of Miraval operations at Hyatt. “These new and unique offerings allow us to immerse our guests in scenic, natural settings off-property that encourage external exploration and space for internal reflection. We look forward to continuing our mission of providing authentic experiences focused on our guests’ physical, spiritual, and mental wellbeing.”

Lexus deeply values the health and wellbeing of their guests, and comprehensive sanitization procedures are in place for each Lexus vehicle. Please also refer to each resort website for additional information on health and safety protocols.

For more information or to book a Lexus Wellness Destination, visit [miravalresorts.com](http://miravalresorts.com).

For further information:

### **About Miraval Resorts and Spas**

The [Miraval](#) brand is a global leader in wellness resorts and spas. Miraval Arizona in Tucson, Ariz. pioneered the destination wellness spa resort category more than 25 years ago with its comprehensive program of mindfulness activities, destination-inspired experiences and spa treatments that incorporate modalities from around the globe. In 2017, Miraval joined the Hyatt portfolio bringing its in-depth approach to wellness to Hyatt guests and World of Hyatt members globally. In February 2019, Miraval Austin opened in Texas as the brand’s second wellness resort. The newest resort, Miraval Berkshires, located in Lenox, Mass., opened as the brand’s first East Coast destination in July 2020. Together, all three Miraval resorts inspire guests to create a life in balance, foster positivity and cultivate mindfulness.

### **About Lexus**

Lexus’ passion for brave design, imaginative technology, and exhilarating performance enables the luxury lifestyle brand to create amazing experiences for its guests. Lexus began its journey in 1989 with two luxury sedans and a commitment to pursue perfection. Since then, Lexus has developed its lineup to meet the needs of global luxury customers in more than 90 countries. In the United States, Lexus vehicles are sold through 243 dealers offering a full lineup of luxury vehicles. With six models incorporating Lexus Hybrid Drive, Lexus is the luxury hybrid leader. Lexus also offers eight F SPORT models and one F performance models. Lexus is committed to being a visionary brand that anticipates the future for luxury customers.

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