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## **NEW MIRAVAL GROUP STUDY REVEALS MEN'S WILLINGNESS TO PRACTICE SELF-CARE IS ON THE RISE**

April 30, 2019 – (SCOTTSDALE, AZ) – Miraval Group today reveals the results of a survey exploring men's current attitudes towards self-care. After recognizing a steady increase in male visitors over the past five years, the renowned wellbeing brand, with wellness resorts in Tucson, Ariz. and Austin, Texas, partnered with StudyLogic, LLC, to survey 1,000 men aged 18-65+ across the nation about their wellbeing practices and what barriers, if any, prevent them from practicing self-care.

"At Miraval, we engage our guests to take the time to care for themselves. These practices – which include healthy cooking, mindfulness, fitness and spa – are beneficial for everyone, regardless of gender. As a leader in wellbeing, we strive to ensure we're 'meeting our guests where they are' to give them meaningful wellbeing experiences," said Marc W. Ellin, global head of Miraval Group. "We conducted this study to delve deeper into the topic and better understand how best serve to our male guests."

Defining self-care as "engaging in behaviors that support one's own wellbeing," the study found that more than half of the male respondents (59 percent) have increased their self-care practices over the past five years. Younger respondents (ages 18-34) were shown to practice self-care more regularly than older respondents (ages 18-65+), but overall, more than half of those surveyed practice self-care more than three times per month. The study also revealed that the top benefits the respondents derived from self-care were increased energy (22 percent) and clearer thinking (22.2 percent). Only (14 percent) cited weight loss as the top benefit, evidencing that the mood-enhancing benefits of self-care are being recognized more than the physical benefits.

Though only (14 percent) of those surveyed cited weight loss as the top benefit of self-care, the study did reveal that dieting/mindful eating was one of the most popular practices men were interested in adopting (23 percent). Miraval has also seen this on its properties, its culinary classes being one of the most popular activities among its male guests. As a result, Miraval has made a significant commitment to culinary experiences by investing in purposely built Life in Balance Culinary Kitchens at its properties in Austin and Tucson in partnership with Williams Sonoma. In these spaces, Miraval can offer a greater number and variety of hands on cooking classes.

"It was important for us to partner with an independent entity in order to understand objectively how to best cater to our male guests," said Ellin. "While the results show that men are becoming more open to wellbeing practices, it's clear that there is still some work to do. We look forward to leading the charge at fostering this important conversation and continuing to be an open, safe place for men to learn, heal and grow."

In addition to the study, Miraval hosted a panel discussion during the 2019 SXSW Wellness Expo in Austin, Texas that focused on the state of men and wellbeing. The panel was comprised of wellbeing professionals, Simon Marxer, Miraval Group's director of spa and wellbeing; Dr. Gregory Scott Brown, founder of the Center for Green Psychiatry; and Aubrey Marcus, founder of Austin-based wellness brand Onnit. The panel was moderated by Ben Court, executive editor of *Men's Health*. The panel agreed that men's self-care is on the rise, citing factors including shifting generational norms, greater accessibility and the positive, noticeable effects of wellbeing as the three main forces that are driving the trend.

When speaking about shifting generational norms, panelists noted that millennials and gen z-ers are placing a greater emphasis on their overall health and are prioritizing experiences and quality of life over material goods. As a result, they are more willing to spend money on their wellbeing and are less likely to stigmatize wellbeing practices. In fact, the Miraval/STUDYLOGIC survey showed that just (10.43 percent) of 18-34-year-olds cite stigma as a barrier to practicing self-care compared with (17.42 percent) of 35-54-year-olds. Indeed, of the male visitors to Miraval Arizona, the fastest rising demographic is millennial men who are often coming to Miraval solo to recharge, learn and take part in experiences that help them create balance in their lives.

The panelists noted that men's rising interest in self-care could also be attributed to accessibility. There are more outlets for practicing self-care than ever before, especially in urban areas, where the number of yoga and meditation studios, skincare bars, juice shops and infrared saunas are steadily increasing. And the proliferation of apps like Headspace and Zeel are making it easier for men to ease into self-care.

The rise in self-care in men can also be attributed to the idea that wellness works, evidenced by the fact that some of the world's most successful male CEOs – like LinkedIn's Jeff Weiner, Salesforce's Marc Benioff, Bridgewater Associate's Ray Dalio – credit their success to meditation and mindfulness. The panelists predicted that as more successful men open up about their wellbeing practices, the more other men will follow suit. Indeed, the Miraval/STUDYLOGIC study noted that nearly (40 percent) of all men surveyed were curious about adopting a mindfulness, yoga and/or martial arts practice.

The panel concluded with a thought-provoking Q&A from the audience, which brought up thoughts about stigmas related to anxiety and mental health in men, how wellbeing professionals can reach men across demographics and tips for how men can start and maintain a regular wellbeing practice. The panelists were optimistic in their responses, saying that men being able to open up about their struggles and have an honest discussion is a sign that self-care is positively taking hold.



### **About Miraval Group**

Miraval is a luxury leader in wellness resorts and spas for individuals looking to create a life in balance through alignment of the body, mind and spirit. Opened in 1995, Miraval Arizona in Tucson, AZ, pioneered the destination wellness spa resort category with its comprehensive program of activities, experiences and personal treatments. A second Miraval resort experience opened in February 2019 offering imaginative, compassionate and awe-inspiring moments in natural surroundings in Austin, TX. A third Miraval resort delivering highly personalized journeys is expected to open in Lenox, MA in late 2019. Miraval also offers two Miraval Life in Balance hotel spas at Monarch Beach Resort in Dana Point, CA and Park Hyatt St. Kitts Christophe Harbour.

### **About Hyatt Hotels Corporation**

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company with a portfolio of 13 premier brands. As of September 30, 2017, the Company's portfolio included 739 properties in 57 countries. The Company's purpose to care for people so they can be their best informs its business decisions and growth strategy and is intended to create value for shareholders, build relationships with guests and attract the best colleagues in the industry. The Company's subsidiaries develop, own, operate, manage, franchise, license or provide services to hotels, resorts, branded residences and vacation ownership properties, including under the ***Park Hyatt®***, ***Miraval®***, ***Grand Hyatt®***, ***Hyatt Regency®***, ***Hyatt®***, ***Andaz®***, ***Hyatt Centric®***, ***The Unbound Collection by Hyatt™***, ***Hyatt Place®***, ***Hyatt House®***, ***Hyatt Ziva™***, ***Hyatt Zilara™*** and ***Hyatt Residence Club®*** brand names and have locations on six continents. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

### **Study Methodology**

This study is based on a survey conducted by STUDYLOGIC LLC via telephone of 1,000 men from the United States. Results were broken down by age group and by location (urban, suburban, rural). The survey consisted of ten questions. Interviews were conducted between February 15 and February 22. The survey contains a margin of error of (+/-3-5 percent) range.

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