



NEWS

Canyon Ranch's new wellness model debuts

By [Barbara Bohn](#) on 11/26/2019

Canyon Ranch has entered a new state with a new concept for the luxury wellness brand: its first “retreat” model, the Canyon Ranch Wellness Retreat – Woodside, California, an hour away from Silicon Valley.

“In our research, Silicon Valley and the surrounding Bay Area had some of the highest frequencies of ‘retreat’ searches,” said Molly Anderson, Canyon Ranch’s vice president of experience development. Many members and guests of the company’s resorts are from California. As well, “Silicon Valley is a globally renowned area for brilliance and technology where individuals understand wellness and how it fits into their lives, but likely need a physical change of scenery to embrace it,” she said.



Canyon Ranch Wellness Retreat – Woodside

Canyon Ranch describes the retreat model as offering “community-driven, introspective and nature-infused sojourns” that complement the spa and wellness offerings at its resorts. In this case, the Woodside property is set on 16 acres of redwood forest.

The retreat integrates the wellness approach with more goal-focused experiences that might also be shorter, offering multi-day, intentions-based programs with two types of retreats. One is Recharge, where the focus is on self-care and building resilience and physical health through activities and other tools. Connect offers a mindful disconnection and focus on nature and spirit.

Anderson said that while there are a few resorts elsewhere in California that offer comparable experiences, such as Ventana Big Sur and Cal-a-Vie, “our highly curated, personalized and all-inclusive retreat programming gives us a unique position in the marketplace... Our primary asset will be driven by our Canyon Ranch Wellness Architects and their integrative expertise.”

She added, “Many of our guests are seeing this as an alternative drive market destination to Napa or Sonoma, noting that it provides an intimate place of respite and is a new interesting getaway setting that they hadn’t explored before.”

Cole Martinez Curtis & Associates designed the new aesthetic for the property, formerly the Stillheart Institute, which has a main lodge including 14 rooms and 24 rooms in standalone treehouses on stilts, with views of the redwoods. The spa has five treatment rooms, an indoor saline pool and whirlpool, and a fitness studio. Color palettes are earthy and warm and interiors are residential. Rooms have two themes: Wings, with cloud murals and warm grays, and Roots, with redwood motifs.

F&B focuses on the healthy fare Canyon Ranch is noted for: The Hearth has communal seating for the plant-forward California cuisine. And there’s another first for the company here – The Hideaway, its first bar

and lounge, offering natural, biodynamic and organic alcoholic beverages of many types. Juices and tonics are available as well.

Rates for the retreats start at US\$899 per person per night.



 Comments