



spa business insider

21 SEPTEMBER 2026 ISSUE 510

A SPA BUSINESS PUBLICATION



Yuki Kiyono joins Hyatt's top team

Yuki Kiyono has joined Hyatt Hotels Corporation as corporate vice president of brand effectiveness, luxury, following 13 years with Aman.

"After 13 extraordinary years with Aman, a new and exciting chapter is now beginning," she said.

Working under the leadership of Tamara Lohan, Hyatt's global brand leader – luxury, Kiyono will support the group's strategic focus how on wellbeing is brought to life across its luxury brands and guest experiences.

Lohan co-founded luxury hotel platform Mr & Mrs Smith and joined Hyatt following its acquisition of the business in 2023. She now leads the group's global luxury brand strategy, with responsibility for differentiating its brands and strengthening consistency and guest experience across the portfolio.



AMAN

■ Yuki Kiyono will support Hyatt's strategic focus on wellbeing

Kiyono will also work to strengthen the brands and shape their vision, connecting brand strategy with development, operations, residences, guest experience and commercial performance. Her appointment signals a distinct luxury strategy for Hyatt's wider wellbeing offering.

Hyatt's luxury portfolio includes Park Hyatt, Alila, Miraval, Impression by Secrets and The Unbound Collection by Hyatt. Miraval opened its first resort outside the US, Miraval The Red Sea in Saudi Arabia, in June 2026.

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HILTON

NEW CONCEPT

Hilton creates Signia Restore wellness concept

The first iteration will debut in Indianapolis, US

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REENA SETH

NERVOUS SYSTEM

Spas should be offering more than just indulgence

Reena Sheth focuses on nervous system services

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BRIANNA MARIE CROKE

EVENT

Industry shifts identified at Wellness Tourism Summit

Judy Chapman reports from the event

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PROGRAMMING

Equinox Hotels offers hypnotherapy

The Spa by Equinox Hotel Hudson Yards in New York, US, has introduced hypnotherapy sessions by a cognitive wellness coach, hypnotherapist and psycho-spiritual coach called Anita Hodosi.

The 90-minute session is called Hypnotherapy for High Performers. The US\$350 (€301, £264) experience is designed to help the participant reset their nervous system and release mental overload. This is achieved through guided subconscious work, deep meditation and reframing. Hodosi told



ANITA HODOSI

True wellness
isn't only
physical

Anita Hodosi



Spa Business: "What makes this work at The Spa by Equinox Hotels special is that it meets people where they already are – investing in their bodies – and invites them to bring that same intention to their inner world."

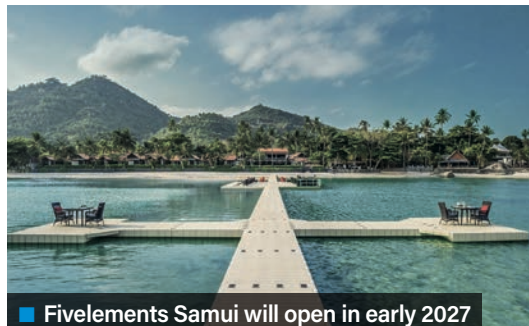
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EXPANSION

GOCO reveals rollout plans for Fivelements

GOCO Hospitality, which owns Fivelements in Bali, has revealed plans for new properties around the world that will share the Balinese healing sanctuary's philosophy and form part of its new global wellness hospitality brand.

Fivelements' expansion is supported by GOCO's investment partnership with Fullerton Fund Management, a wholly owned subsidiary of Singapore's sovereign wealth fund. Established in 2023, the partnership focuses on accelerating investment in wellness real estate and longevity hospitality around the world.



■ Fivelements Samui will open in early 2027

GOCO HOSPITALITY



GOCO HOSPITALITY

We want to create
destinations
that inspire
healthier ways
of living

Ingo Schweder,
GOCO founder



GOCO's ambition for the Fivelements brand is to create a connected global ecosystem where hospitality can support healthier choices.

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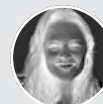
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Spa Business insider is published fortnightly by The Leisure Media Company Ltd, PO Box 424, Hitchin, SG5 9GF, UK.

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ISSN: Print: 1753-3430 Digital: 2397-2408
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