

Gangtey Lodge Debuts New Wellbeing Experiences as Travelers Prioritize Mental Health

Five Keys to wellbeing through nature, culture, spirituality, culinary and wellness in Bhutan



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Phobjikha Valley, Bhutan (April 11, 2023): Gangtey Lodge is pleased to announce its Five Keys to Wellbeing Program as the mystical Himalayan Kingdom of Bhutan continues to welcome back international travelers. As consumers continue to prioritize their health, a recent study by Accenture confirms wellbeing has become an "essential" spend, with 39% of respondents already having booked a luxury trip in 2023. Travelers will find at Gangtey Lodge a harmonious and inspiring environment where one can experience the Bhutan effect through all aspects of wellbeing: physical, mental and spiritual. Known for its stunning landscapes, ancient Monasteries, spicy food, colorful festivals and most of all its authenticity, Bhutan is the perfect escape from fast-paced city life. The Kingdom of Bhutan is a country with a strong ancient Buddhist culture and "high value, low volume" approach to tourism. Travelers who want to enjoy nature will find it in abundance as the government mandates 60% of its land be covered by forests. The Land of the Thunder Dragon is a truly life changing experience with exhilarating activities and genuine cultural immersions in a beautiful untamed wilderness.

In 2023, as Gangtey Lodge celebrates its 10-year anniversary, they are eager to incorporate their Five Keys to Wellbeing in their new 3 and 4 night itineraries for travelers. Wellbeing experiences are focused on nature, culture, wellness, spiritual and culinary experiences. They have been created to provide an ultimate and exclusive journey, where one can truly reconnect with their inner being and feel alive.

Nature: Immersion in nature is proven to be emotionally and physically beneficial to wellbeing. The team at Gangtey Lodge helps inspire guests to enhance or transform their life with wellbeing offerings to suit their needs, encouraging guests to enjoy greater vitality and fitness levels, with a variety of

experiences to choose from. Working out in the great open expanses of the Valley, experiences are carefully designed to meet each guest's desired level of fitness; ranging from gentle valley walks, to more strenuous hikes to surrounding mountain peaks, to the lung busting cycle to the top of the pass. A walk in the surrounding forests will take you into a world of unspoiled and pristine nature. This "Shinrin-Yoku" experience will immerse you into a sea of tall blue pine trees, where you can inhale and absorb the sweet scent of pines and fill your lungs with the purest air on Earth.

Culture: Visiting neighboring villages, guests will experience the beautiful traditional life of the Bhutanese countryside touring through pastures and tiny hamlets. Phobjikha (Gangtey) Valley is rich in culture and customs, its origins shrouded in myths and legends passed down through the ages in the oral tradition. Guests can hike to a traditional farmhouse where they will be able to immerse themselves in the local community and learn more about their culture. At the lodge, the team will teach visitors Bhutan's national sport Dha (archery), which together with Khuru (darts), are the most popular Bhutanese sports. Wearing the traditional dress, a Bhutanese Kira or Gho, is a wonderful way to dress up for dinner or to visit the monastery and is one of the most distinctive aspects of Bhutanese culture.

Spiritual: Guided Meditation classes with a Lama, provide a unique spiritual experience, enabling complete disconnection with the surrounding world. Morning or evening prayers and different ceremonies will allow guests to find harmony and inner peace. Spiritual Experiences at Gangtey Goenpa (Monastery) and Shedra (Buddhist College), allow guests to find spiritual enrichment and delve into ancient traditions, which are an integral part of the local community. Join the monks at the Shedra for an early morning Thrusel ritual, for self-cleansing of all bad spirits surrounding us and for good luck. Buddhist fumigation is a ritual practiced by the Bhutanese every morning and during special pujas (religious ceremonies). Experience morning or evening prayers at the Gangtey Shedra. Hoist some prayer flags for happiness, long life, prosperity, luck and merit and to offer karmic merit to all sentient beings. In addition to the regular academic practice and classes the Shedra provides a meditation class and discussion for Gangtey Lodge guests, on compassion and shamata (tranquility and calm abiding meditation) by highly qualified lamas, with English translations. This meditation practice helps people overcome stress, develop a peaceful mind and to generate kindness.

Culinary: From intimate Bhutanese dinners in the Woodshed to outdoor picnics with dramatic landscapes on the Gangtey 360 hike and beautiful alfresco breakfasts on the terrace, dining experiences at Gangtey Lodge promise to introduce exotic flavors of Bhutan as part of the cultural immersion into Gangtey Valley. To celebrate those truly unforgettable moments, and to complete the perfect journey, the Executive Chef prepares and offers tailored and balanced wellbeing menus composed of only natural and organic ingredients. For those interested in a cooking class, guests can collect ingredients such as homemade cheese and butter from a visit to a village house, or join the chefs shopping at the local market to get a greater understanding of the history, customs, and traditions in preparing a culinary journey of Bhutan.

Wellness: Travelers can finish the day with a relaxing, luxurious massage in their Farmhouse Suite, or take a traditional Hot Stone Bath in the beautifully appointed stone bathhouse. The bath itself is made of local pinewood, and the rocks used to heat the water are large boulders collected from a river nearby. It is believed that the heat from the water, the minerals released from the rock, and herbs foraged from the forest all combine to produce an array of medicinal benefits. Bath experiences help to replenish the skin

with rich minerals that nourish and care naturally. Special treats complementing the bath experience are served to enhance the experience.

The multi-award winning lodge Gangtey Lodge offers the perfect blend of luxury, nature, culture, and spiritual enlightenment through its regenerative and sustainable practices. Rates begin at \$600 per person per night. Further details on the 3 and 4 night itineraries can be found here. For reservations please contact res@gangteylodge.com or visit www.gangteylodge.com/reservations.

About Gangtey Lodge:

The multi-award-winning Gangtey Lodge is set high above the Phobjikha (Gangtey) Valley in the Kingdom of Bhutan with sweeping views over the 17th-century monastery and valley floor. A member of Small Luxury Hotels of the World, the Bhutanese farmhouse-inspired lodge boasts 12 beautifully designed suites while offering every comfort and luxury in one of the most remote places in the world. Through unique adventures, guests will discover a spiritual presence and peace of mind, while experiencing the country's rich and fascinating historic culture. Gangtey Lodge embraces Bhutan's concept of Gross National Happiness by pursuing a harmonious balance between respecting nature and promoting cultural preservation and sustainable development.

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Media Contact:
Julie Leventhal
REYA Communications
julie@revaccommunications.com