



HAPPINESS LIKE NOWHERE ELSE

The pursuit of happiness at Borgo Egnazia

Borgo Egnazia and its unparalleled multi-award winning Vair Spa have always been focused on delivering happiness to guests. Now, thanks to the latest news about the “Science of Happiness”, they have developed a deeper science-based approach which combines connections with nature, local authentic experiences, meaningful human relationships and extraordinary spa treatments and programs through a personal and a community wellbeing point of view. The result is a surprising increase of individual happiness potential.

THE SCIENCE OF HAPPINESS

In our hyper connected world, where we are often overwhelmed by a stressful routine and thousands of digital messages, it is not always easy but it is fundamental to focus on what happiness is and how we can pursue it. If happiness has generally been conceived as a vague – and sometimes even frivolous- concept, it is crucial for everybody’s quality of life since it is about how people feel and experience their daily lives.

*Lots of evidence mounts that happiness has a powerful impact on our lives and therefore there is a new body of science that is grabbing the world’s attention and is influencing many fields from government policy to education, from travel trends to wellness strategy: it is the “**Science of Happiness**”.*

*According to these scientific researches, **the benefits of cultivating happiness are multifaceted**: we are more likely to live longer lives, to have healthier bodies, to be more innovative and creative, have stronger relationships, and even, have healthier cultures and communities.*

*As reported in the “**2018 Global Wellness Trends Report**”, Happiness Science has a surprisingly long history. One of the longest studies, from Harvard, has followed men from all different economic/social backgrounds since 1938 “revealing” that close relationships and strong communities are what keep people healthy and happy and delay mental and physical decline. That’s why the world – and the travel and wellness world- needs to put a powerful focus on driving much more social connection and technology disconnection. This is one of the pillars of a happier life, but it’s not the only one.*

A happiness-focused wellbeing approach has to include many aspects such as eating habits and fitness too. The state of happiness is determined by neurochemical mediators and hormones that can be balanced through food and physical activity. For example, serotonin-boasting foods are a fundamental part of eating for happiness and it’s clear that there’s a strong relationship between gut health and happiness.

In this scenario, travelling and wellness are a precious opportunity to experience good habits and answer to people's desperate need to shut out the digital noise and find themselves again, possibly if surrounded by nature and meaningful human connections.

HAPPINESS AT BORGO EGNAZIA AND VAIR

Surrounded by the true beauty of the Puglian landscape, Borgo Egnazia designs experiences to let guests find their personal path for a renewed happiness through a pervasive wellbeing approach, that has at its core a completely revamped Vair Spa.

An extraordinary team of talented therapists-artists, musicians and local dancers is ready to guide guests through poetic experiences, following the teachings of the "Science of Happiness", and creating unique programs according to individual desires and needs. Everything is calibrated to cuddle, soften, and soothe with treatments inspired by the ancient and authentic land of Puglia, the pure beauty of its olive trees and the clean power of the sea breeze.

*The brand-new "**Happiness Break**" is a fantastic example of this wellbeing approach: it is a regenerating personal journey aimed at a joyful vision of life, ideal for those who want to break free from a stressful everyday routine and reconnect with their own happiness. The tailor-made program is shaped based on two fundamental steps: the Aroma Intro, used as a sensory key to identify the potential and needs of everyone, and the Pro Happiness Test, which marks the exact starting point of the whole experience. It is available all year around and includes a careful selection of fitness and yoga classes, self-expression workshops, Spa treatments and sessions in the Roman Bath to re-establish the wellbeing of body and mind.*

*In this framework, **the concept of fitness** evolves with a new training project based on conviviality: classes will be preferably held in groups to share with others the joy and positive feelings of open-air activities followed by highly qualified professional personal trainers. The main goal is to support the body in the production and contagious diffusion of happiness hormones and neurotransmitters such as: endorphins, oxytocin, serotonin and dopamine to develop a healthy balance between body and mind to boost the guest experience.*

***Fun is also a key element** to reduce stress and release oxytocin. That's why Vair is also launching a new selection of experiences based on the importance of laughter. For the first time guests will have the opportunity to enjoy sessions with the "Maestro della Risata", a kind of "Laughter Teacher". Inspired by the traditional roots of popular music, the history of "Pizzica" and "Taranta", this master (that actually is an actor, musician and dancer too) applies the science-based theories of laughter promoting its benefits for the health of body and mind through theatre, dance and music classes.*

*Then, there is **nutrition, essential part of the Mediterranean lifestyle** that has always been considered one of the healthiest ones in the world. All Borgo Egnazia restaurants and bars, including the brand-new Spa food bistrò, offer experiences far from a restrictive and low calories approach, and all the menus feature an unexpected and delicious blend between taste and wellbeing. Furthermore, nutrition is customized following the Science of Happiness based on conviviality (to facilitate digestion and reduce stress), satisfaction and taste, genuineness (low-processed and healthy food). That also means a focus on sweetness (carbohydrates and stimulants to activate norepinephrine), healthiness (antioxidant, alkalizing and anti-inflammatory food), pro digestive system (favoring the health and microbiota of the gut) and stimulating circadian rhythm (hormonal balance between day and night).*

VAIR AS WELLBEING HUB

After some renovation works Vair has re-opened its doors turning into an innovative and wider “**Wellbeing Hub**”: a 2,800 sqm (about 30,100 sqft) completely renewed area, featuring a new reception on the ground floor as its main entrance. The new Vair Spa will include some new areas such as private infrared sauna, meditation room, a nail bar and a fully equipped and upgraded Technogym fitness area together with the heated indoor swimming pool and a new wet area facility. **Roman Baths** were and will always be one of Vair’s signature experiences, confirming water as an essential wellbeing element in the Mediterranean culture. A modern approach to wellbeing coupled with our Greco-Roman roots, have led towards new experiences such as the new **cryotherapy cabin**, where guests will enjoy functional and effective wellbeing at very low temperatures.

BORGO EGNAZIA - In less than 10 years Borgo Egnazia has gained a unique position as a high-end travel destination, becoming an icon of Puglian hospitality worldwide. Since 2010 it has been working on a different concept of hospitality and wellbeing, based on local and authentic experiences. The main goal has always been delivering “happiness” to guests, focusing on tailor-made and meaningful experiences strongly related to local traditions but innovative at the same time.

Contacts

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