

EXPERIENCE

‘Celestial Concierges’ and Crystal Healing. Luxury Resorts Take a Moonshot at Astrological Offerings.

By Hannah Seligson Aug. 14, 2024 5:07 pm ET



“Crystal healing was one of the many esoteric components of the ancient Hellenic medicine performed,” says Andrea Lomas-Gong, vice president of Spa & Wellness Operations at the Mandarin Oriental Costa Navarino.

Mandarin Oriental Costa Navarino

Affluent vacationers are looking to the stars in other ways, too. 2024 was crowned the year of Astro-tourism, which means the wellness industry is also leaning into the amateur-astronomer demographic. Tom Marchant, co-founder of Black Tomato, the New York-based luxury travel advisory, says interest in astrology- and astronomy-related travel has been a growing segment of the market since 2021. Eclipse inquiries, for instance, have increased 250% year over year so far in 2024, Marchant says.

Eclipses, “which once inspired mystery and confusion—its causes are attributed to godly displeasure—today inspires great excitement, even obsession amongst travelers. Eclipse travel has an ancient lineage, marking a historic celebration of the natural world,” he said.

Hotel Castello di Reschio in the Umbria region of Italy hosts a celestial retreat, for around €1,500 per night, described as a “cosmic odyssey, where the stars align to guide a personalized transformative experience.” What that looks like varies, but it might include stargazing with an astronomer, daily yoga sessions, or participating in some creative reflections with embroidery, basket weaving, or paper marbling.