

New Life Portugal joins Healing Hotels of the World *New wellbeing retreat focuses on healing psychological distress*



Mindfulness is key to healing at New Life Portugal

Cologne, Germany, 14 December, 2021 -- New Life Portugal, a wellbeing retreat and mindfulness center located in the Serra de Estrela Natural Park, has become the latest resort to join Healing Hotels of the World. Featuring personalized, research-driven programs and a dedicated team of international experts, New Life Portugal provides support to guests looking to reduce stress, heal from burnout, or find help for anxiety, depression or grief. The holistic, integrated approach to wellbeing incorporates a combination of meditation, yoga, counselling, coaching, fitness, nature and mindfulness, and is an example of a new kind of retreat that focuses on emotional as well as physical health.

New Life has operated a similar center in Thailand for the past ten years, and is now expanding to reach a broader audience in Europe, with the Portuguese outpost set to open on December 31, 2021. The New Life programs have been developed by a psychologist with more than 30 years of experience in the science behind mindfulness, healing, and recovery, and include pathways focused on resilience, wellbeing, contemplative living and rejuvenation.

"New Life Portugal is the kind of place that will fundamentally change people's lives," says Anne Biging, Co-Founder and CEO of Healing Hotels of the World. "Their approach to wellbeing operates at the intersection of engaged community living, mindfulness, compassion, physical self-care, counselling, life coaching and nature. This holistic approach is what true healing is about, so they are a perfect fit for Healing Hotels of the World, and we're thrilled to have New Life Portugal with us in our healing hospitality community."

New Life Portugal is particularly focused on healing burnout, an increasingly common issue, especially for those working from home during the pandemic. Mindfulness is central to the New Life approach, and guests begin their days with yoga or meditation before joining community meetings and taking part in one-to-one sessions with counsellors, life coaches or personal trainers. Days are filled with therapy or study groups, meditation workshops, outdoor activities, excursions and game nights.



"We know from years of research that we can shift our neurologically embedded patterns when we mindfully and compassionately bring awareness to our present moment experience, and that's a big part of what we do at New Life," says Julien Gryp, Managing Director of New Life Portugal. "Being part of a community and having a sense of meaningful belonging is also key for our guests. We're so happy to have found our own community through Healing Hotels of the World – an organization that shares our passion for helping people realize profound change."

Karin Bleecker, Program Director at New Life Portugal, adds: "More than a spa, but not as intense as a formal meditation retreat, with our integrative approach, we aim for that sweet spot with just the right mix of compassionate self-care in a beautiful setting with programs that challenge all of us to dive deeper."

Set amid the natural tranquility of forests, hills and rivers in the Northeast part of the country, New Life Portugal features 56 guest rooms created from a combination of renovated old stone ruins as well as new construction with elements of stone and wood. A stunning glass-fronted meditation room provides views out over the valley, and a community center features a state-of-the-art kitchen, large dining hall, living room with a fireplace, fitness center with a sauna and massage rooms, and an outdoor swimming pool.

Guests choose one of four paths: a Resilience Path, which is focused on nurturing personal growth; a Wellness Path to restore balance and enhance physical wellbeing; a Contemplative Living Path, which helps cultivate stillness and strength; and a Rest + Rejuvenate Path, focused on relaxation and mindfulness.

"Guests at New Life Portugal can be both challenged and nurtured, and have opportunities to rest in the natural beauty and quiet or be active and engaged," says Dr. Elisabeth Ixmeier, Co-Founder and COO of Healing Hotels of the World. "Finding the right balance means that people have a truly healing experience that works for them. We know that burnout is such an important issue for these times, and we're so happy to welcome New Life Portugal to our collection of Healing Hotels."

About Healing Hotels of the World

Healing Hotels of the World is the pioneering global brand committed to healing hospitality. Founded in 2006 by Anne Biging and Dr. Elisabeth Ixmeier, the member-based collection of 90+ of the best Urban and Resort Healing Hotels around the world brings holistic healing travel based on specific Healing Excellence Standards to life. Member hotels are Healing Certified ensuring that the wellbeing of each guest is taken to a deeper dimension through their holistic program offering. Healing Hotels of the World provides expert consulting and training empowering hoteliers to fully embrace the healing guest experience. With the online magazine JUST BREATHE MAG and the yearly HEALING SUMMIT, the leading event for the healing hospitality and holistic lifestyle community, Healing Hotels of the World has found unique ways to express and share its vision of enabling travel guests to become whole in body, mind and soul.



About New Life Portugal

New Life Portugal is a wellness retreat and mindfulness centre located in the Serra de Estrela Natural Park, a Unesco Geosite. Holistic and integrative, their approach to wellbeing operates at the intersection of engaged community living, mindfulness, compassion, physical self-care, counselling, life coaching, and nature effectively blending 'Eastern' practices such as yoga and meditation with 'Western' modalities like Cognitive Behavioural Therapy and Interpersonal Therapy. New Life's mission is to provide support for anyone who wishes to cultivate their sustainable wellbeing. Since first being established in Thailand in 2010, through New Life`s work more than 4,000 people positively transformed their lives. After discovering a much greater need for their holistic healing offering than they first imagined, New Life will open the doors of its second wellbeing retreat and recovery centre in Portugal on December 31, 2021. https://healinghotelsoftheworld.com/hotels/new-life-portugal/

To find selected photo material accompanying this press release, please click here.

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