

Creating A Life In Balance Through Mindfulness

An Interview with Susie Klein, Director of Business Development, Miraval Resorts & Spas

EDITORS' NOTE *Susie Klein is Miraval Resorts & Spas' first-ever Director of Business Development. Klein has more than three decades of excellence in hospitality and a passion for wellbeing. In her new role, she is focused on strategically expanding the reach and engagement of transformational Wellbeing Retreats at Miraval Resorts & Spas, contributing to the brand's growth. A Chicago native, Klein began her professional journey in 1987 at the city's McCormick Center Hotel and held sales roles with The Tremont and The Whitehall Hotels before joining DoubleTree by Hilton in 1992. She entered the luxury sector in 1995 with Four Seasons Hotels & Resorts, most recently representing Four Seasons One Dalton Street in Boston and the Four Seasons New York Downtown hotels. Klein holds a BA degree in Communications from the University of Missouri-Columbia.*



Susie Klein

COMPANY BRIEF *The Miraval (miravalresorts.com) brand is a global leader in wellness resorts and spas. Miraval Arizona in Tucson, Arizona pioneered the destination wellness spa resort category more than 25 years ago with its comprehensive program of mindfulness activities, destination-inspired experiences, and spa treatments that incorporate modalities from around the globe. In 2017, Miraval Arizona joined the Hyatt portfolio bringing its in-depth approach to wellness to Hyatt guests and World of Hyatt members globally. In February 2019, Miraval Austin opened in Texas as the brand's second wellness resort. The newest resort, Miraval Berkshires, located in Lenox, Massachusetts, opened as the brand's first East Coast destination in July 2020. Together, all three Miraval resorts inspire guests to create a life in balance, foster positivity, and cultivate mindfulness.*

Will you highlight your career journey?

The hospitality industry has always spoken to me as it combines everything I am passionate about – creating memorable experiences, impactful collaboration, and fostering personal and professional growth. I began my professional journey in Chicago, my hometown, at the McCormick Center Hotel in 1987 and later held sales roles with The Tremont and The Whitehall Hotels before joining DoubleTree by Hilton in 1992. I transitioned to the luxury sector in 1995 with Four Seasons Hotels &

Resorts and progressed through various sales roles, most recently representing Four Seasons One Dalton Street in Boston and the Four Seasons New York Downtown hotels. I joined the Miraval Resorts & Spas' team as its first-ever director of business development to support an observed need for groups to reconnect and collectively prioritize mental, physical, and spiritual wellbeing in new and meaningful ways. Through my role, I'm able to support groups of all sizes seeking a more intentional way to gather and connect through the life-changing nature of the Miraval experience.

What have been the keys to Miraval Resorts & Spas' industry leadership and how do you define the Miraval Resorts & Spas' difference?

The Miraval Resorts & Spas brand has pioneered the wellbeing space for nearly 30 years. The brand's biggest differentiating factor is the transformative experience that guests get at each of our resorts. Miraval has always been

focused on whole-person wellbeing and fostering an environment for meaningful interpersonal connections, which has been key to our success and continued growth. The Miraval experience encourages the conscious exploration of the mind, body, and spirit to create a life in balance through mindfulness.

Will you provide an overview of Miraval Resorts & Spas' properties?

Miraval Resorts & Spas includes three full-service resorts across the country – Miraval Arizona is the original Miraval Resort located in Tucson, Arizona; Miraval Austin opened in Austin, Texas in February 2019; and Miraval Berkshires is our newest location in Lenox, Massachusetts that opened in July 2020. Each resort celebrates its natural surroundings with its own distinct vibe, culinary offerings and experiences that align with the spirit of the destination while keeping the Miraval philosophy of creating a life in balance through mindfulness at its core. In fall 2023, Miraval Resorts & Spas expanded its footprint with the opening of the Miraval Life in Balance Spa Aviara within Park Hyatt Aviara Resort, Golf Club & Spa as the only



Miraval Arizona in Tucson, Arizona - Gratitude Retreat Patio



Miraval Austin in Austin, Texas - Sensory Garden

Life in Balance Spa location outside of a full-service Miraval Resort. On the horizon is Miraval The Red Sea, the brand's first international resort, located on Saudi Arabia's Shura Island.

Will you discuss Miraval Resorts & Spas' focus on Wellbeing Retreats, a completely reimagined approach to corporate and social retreats?

Wellbeing Retreats at Miraval Resorts & Spas mindfully and intentionally bring corporate and social groups together to inspire growth, cultivate mindfulness and make authentic connections. Each full-service resort offers fully customizable itineraries based on the type of group and experience desired to build a once-in-a-lifetime experience. Our Wellbeing Retreats help weave the thread between personal and professional wellbeing and provide environments, tangible tools, and learnings that enhance leadership skills and encourage mindfulness in all aspects of life. Retreat experiences journey beyond conventional team building and create space for participants to nurture innovation, forge deeper, more impactful relationships and foster culture centered around balance and holistic wellbeing.

How do you approach your role leading business development for Miraval Resorts & Spas and what are the keys to being successful in the role?

Wellbeing is a very personal experience that looks different for everyone, and I approach my role with that in mind as I educate groups on the transformative power of the Miraval Resorts experience, the value from both personal and professional perspectives, and the lasting impact. Success in my role looks like helping companies evaluate, understand, and reimagine the way they're approaching and supporting workplace and personal wellbeing for their employees and showcasing how Wellbeing Retreats at Miraval Resorts & Spas not only create mindful moments

for camaraderie, but provide impactful tools for individuals to thrive in all aspects of their personal and professional lives.

What has made the hospitality industry so special for you?

I have always thrived on making meaningful connections which is why I began working in hospitality. The more I learned about different areas of corporate and leisure travel and events, the deeper my love and appreciation for the industry became. As I progressed in my career and began making connections in the sales realm, I realized how significant the relationships I developed had

become. We became more than associates, celebrating life milestones together, finding common ground and nurturing connections. My role with Miraval Resorts & Spas has allowed me to foster new relationships and evolve existing connections to help deepen the understanding of the transformative nature and life-changing impact of the Miraval Resorts & Spas experience for groups.

Do you feel that there are strong opportunities for women to grow and lead in the industry?

Absolutely. The hospitality industry is evolving and there is a growing recognition of the value that women bring in shaping strategies, developing and scaling businesses, and fostering wellbeing in the workplace. Now more than ever, women are being recognized and celebrated for their unique perspectives, innovation, strong leadership, and clear ability to make a lasting positive impact in the industry. Women often excel in relationship building and identifying opportunities for growth and I am proud to work for a global leader like Miraval Resorts & Spas that has always championed women in leadership.

What advice do you offer to young people interested in pursuing a career in the hospitality industry?

Jump in with both feet and ask tons of questions. Be patient and learn so you can lead by example, and get to know your entire team, not just the people in your department. Make sure you cross-train and get in the short lines to help with things no one wants to do – it will give you more bandwidth as a leader and mentor in future roles. Bring your A-game and positivity every day and focus on what you can do next to anticipate the guest and client needs. Make sure that you find a way to say yes and make things happen – that will make you stand out. Anybody can say no. Be a client advocate as much as possible; it's a delicate balance. ●



Miraval Berkshires in Lenox, Massachusetts - Modern Cottage Exterior