

VICEROY

Viceroy and Taryn Toomey's 'The Class' Launch Exclusive Global Wellness Partnership

A transformative wellness partnership offering exclusive streaming content and on-property retreats at select Viceroy locations around the world



NEW YORK, NY (June 2025) — **Viceroy** is proud to unveil a global wellness partnership with **The Class**, the celebrated music-driven somatic practice founded by Taryn Toomey. Launching June 16, 2025 this collaboration will offer Viceroy guests complimentary and exclusive access to a series of bespoke videos and live experiences, designed to elevate mind, body, and spirit.

Rooted in presence and transformation, **Viceroy x The Class** seamlessly integrates into the guest experience with six in-room and on-property video modules that support daily grounding, energetic resets, and intentional movement. Whether needing to decompress after a long flight, seeking a conscious start to the day, or wanting to hone mindfulness techniques in anticipation of a return home, guests will find practices tailored to meet their unique rhythms and needs.

Each class offers a unique experience while following a thoughtfully designed flow reflective of five key elements central to The Class method. Each begins with a grounding warm-up to center breath and presence, followed by repetitive movement that builds strength and endurance through familiar exercises like squats, burpees, and jumping jacks. Breathwork is woven throughout to fuel the body and calm the mind, while optional sound release offers a powerful outlet for emotional expression. Each Class concludes with a restorative closing sequence, encouraging deep relaxation and integration of the work.

Filmed in New York City with Taryn Toomey and her renowned team of teachers, the collection features practices tailored for travelers and wellness seekers alike, including:

Welcome to The Class – 3 minutes

The Class Morning Practice – 40 minutes

The Class for Jet Lag – 30 minutes

The Class for Tension Relief – 25 minutes

The Class for Sculpt & Stretch – 30 minutes

Post-Travel Reset – 15 minutes

“Viceroy set out to create a wellness experience designed to meet the modern traveler’s needs—something that helps guests reset, recharge, and reconnect from the moment they arrive to when they return home,” says Jessica Luzzi Senior Vice President, Brand Marketing at Viceroy. “Through our partnership with Taryn Toomey and The

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Class, we are introducing a powerful new dimension of wellness, one rooted in intentional movement and the art of being present. Together, we're giving our guests a one-of-a-kind, in-room experience that is as enriching internally as it is externally."

"Bringing The Class to Viceroy Hotels & Resorts is a beautiful meeting of intention—two brands rooted in creating spaces that invite presence, depth, and meaningful experience," says Taryn Toomey, Founder of The Class. "I created The Class 14 years ago to explore the alchemy of the body, and it's been a gift to watch it resonate with people across the world. With this partnership, we're offering guests something deeply needed in travel: the ability to land in the body, reset the nervous system, and reconnect—whether navigating jet lag, arriving in a new place, or simply wanting to feel more grounded while away from home. These practices are short, intentional, and designed to meet you exactly where you are."

This partnership is one of many forthcoming Wellness initiatives Viceroy is bringing to life, signaling the brand's new direction with an emphasis on immersive experiences. The program will debut at Viceroy Chicago, Viceroy Washington DC, Viceroy Los Cabos, Viceroy Snowmass, Viceroy Santa Monica, and Viceroy at Ombria Algarve, with additional properties to follow. Expanding beyond the screen, the collaboration also debuts exclusive on-property activations and curated retreats, beginning with a special pop-up by "The Class" at **Viceroy Ombria Algarve** in Portugal. This event, hosted in May, celebrated the launch of **The Spa by Viceroy**, a new holistic sanctuary for restoration and renewal, marking the first in a global series of immersive wellness experiences hosted by The Class at Viceroy destinations worldwide.

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MEDIA CONTACTS:

PR Consulting at viceroyhotels@prconsulting.net

ABOUT VICEROY HOTELS & RESORTS:

With hotels and residences in Algarve (Portugal), Los Cabos (Mexico), Snowmass (Colorado), and St. Lucia (West Indies), and hotels in Riviera Maya (Mexico), Kopaonik (Serbia), Santa Monica (California), Chicago (Illinois), and Washington, D.C. Viceroy offers a fresh take on hospitality, centered on the richness of experiences and cultural connection. Viceroy is committed to creating unique and immersive experiences that allow guests to craft unforgettable narratives during their travels. Viceroy is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. Learn more at viceroyhotelsandresorts.com, facebook.com/viceroyhotelgroup, and [@viceroyhotels](https://twitter.com/viceroyhotels).

ABOUT THE CLASS:

The Class is a music-driven somatic exercise method founded in 2011 by Taryn Toomey to regulate the nervous system and release stuck energy by moving the physical body. Guided by our brilliant, extensively trained Teachers, each Class integrates a unique combination of movement, breath, music, and sound release to create physical, mental, and emotional openings. Challenging the physical state while nurturing the emotional with an emphasis on the mind-body connection—The Class is both an individual experience and a collective practice. Designed for all levels and types, available both online and in-person, The Class can be whatever you want, whenever you need, wherever you are. From playful and joyful to challenging and cathartic, every practice is your own.

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ABOUT GLOBAL HOTEL ALLIANCE:

Global Hotel Alliance (GHA) brings together a diverse collection of independent hospitality brands with GHA DISCOVERY, a multi-brand loyalty programme leveraging a shared technology platform. Through membership in GHA, brands expand their global reach, drive incremental revenue, and reduce dependence on third-party channels, all while maintaining management independence and individual positioning. GHA represents a collection of 40 brands with more than 800 hotels in 100 countries. The award-winning GHA DISCOVERY programme serves 26 million members and generated \$2.3 billion in revenue and 10 million room nights in 2023. GHA's brands currently include Anantara, Araiya, ASMALLWORLD, Avani, Bristoria, Capella, Corinthia, Divani, Doyle, Elewana, JA Resorts, Kempinski, Leela, Lore, Lungarno, Maqo, Marco Polo, Mysk, NH Collection, NH Hotels, nhow, Niccolo, Nikki Beach, NUO, Oaks, Outrigger, Pan Pacific, PARKROYAL COLLECTION, PARKROYAL, Patina, The Residence by Cenizaro, The Set Collection, Shaza, Sukhothai, Sun International, Tivoli, Ultratravel Collection and Viceroy. For more information, visit www.globalhotelalliance.com or LinkedIn.