

Destination2 Unveils First-Ever Wellness Retreat with Star-Studded Lineup

Luxury travel is being redefined. Chester-based tour operator Destination2 is making travel industry history by launching its inaugural, star-studded Destination2 Wellness Retreat in January 2026 at the iconic Atlantis The Palm, Dubai.

Teaming up with Manchester's luxury brand activation specialists, GAIA the Agency, Destination2 is replacing stale stock photos with authentic, premium content created by a curated list of UK influencers, including *Love Island*'s **Maura Higgins**, chart-topper **Fleur East**, entrepreneur **Jemma Solomon**, TV personality **Lucy Mecklenburgh**, and presenter **Ashley James**. This groundbreaking strategy aims to connect with Destination2's core 35-45 female demographic by showcasing a lifestyle that perfectly balances culture, wellness, and five-star family-focused luxury.

Guests will experience a blend of wellness, culture and five-star indulgence at Atlantis The Palm. The itinerary features an afternoon at Atlantis the Palm, Casablanca and a sunset soirée at Ayamna, a Lebanese restaurant. Underwater yoga at The Lost Chambers Aquarium, Dubai's most-awarded desert safari with Hero Experiences which includes an overnight stay at Platinum Desert Oasis, and a sunrise hot-air balloon flight over the Dubai Desert Conservation Reserve followed by a Michelin-curated breakfast.

Experiences continue with exclusive afternoon tea at African Queen, an exclusive private morning swim & relaxation at Aura Sky Pool, and restorative morning of mindfulness at Gitano, a luxury beach club sanctuary.

The experience is further enriched by premium touchpoints from luxury partners, including Elizabeth Arden, Revlon, Space NK, Nadine Merabi, and Le Specs.

"At Destination2, we curate escapes across five-star resorts in Dubai, the Maldives and Thailand, and this retreat brings that promise to life through immersive experiences and voices that resonate with our audience," says **Rebecca Parker, Head of Social Media at Destination2**. "It's the first time a travel brand has executed a content and influencer strategy of this scale and quality. We are cementing our position as the go-to provider for affordable luxury travel that balances culture, wellness, and family connection."

The Destination2 Wellness Retreat is set to be the ultimate content engine, generating authentic, brand-owned assets that truly embody the spirit of luxury travel and drive measurable engagement, trust, and visibility.

Notes to Editors

- Destination2 is a UK luxury tour operator based in Chester, offering five-star resorts across Dubai, the Maldives and Thailand, with a focus on family-friendly, affordable luxury travel.

- GAIA the Agency is a Manchester-based luxury PR, brand activation, and storytelling agency specialising in travel, influencer marketing, and experiential campaigns.
- Founders Lee Bloor and Matthew Lucian previously launched, scaled, and exited Label PR and fashion brand Lavish Alice before establishing GAIA to focus on luxury travel and destination storytelling