

CARRIER UNVEILS REVIVE: A NEW BLUEPRINT FOR WELLNESS TRAVEL

When the path to feeling better has never felt more muddled, Carrier introduces a practical, achievable wellbeing travel handbook



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Luxury tour operator Carrier has launched Revive, a curated collection of wellbeing-led travel experiences designed to help travellers navigate the increasingly complex wellness landscape.

Bringing together a carefully selected portfolio of experiences from Carrier's global network, Revive has been created in response to growing demand for more intentional travel and a desire among its ultra-high-net-worth clients for clearer, more outcome-focused wellbeing experiences.

As wellness travel continues to rapidly accelerate from a niche interest into a mainstream luxury consideration, many travellers are seeking ways to improve how they feel but are often faced with an overwhelming range of options, philosophies and programmes. Revive aims to simplify that journey.

Rather than adding another wellness concept to an already crowded market, Carrier has developed a collection centred on a simple belief: that thoughtfully curated travel can play a meaningful role in supporting wellbeing, whether through rest, connection, personal growth or perspective.

A clearer starting point for wellbeing travel

Revive brings together a tightly edited portfolio of experiences selected for their ability to deliver tangible benefits, supported by expert guidance and Carrier's longstanding approach to travel curation.

The collection reflects a broader shift in luxury travel, with clients increasingly prioritising purpose, balance and long-term wellbeing over traditional markers of indulgence.

To make wellbeing travel easier to navigate and give travellers the confidence in where to begin, Revive is structured around three clear pathways:

Restore – for recovery and recalibration. Experiences range from the mindful wellbeing programmes of JOALI BEING in the Maldives to diagnostics-led stays at Buff Medical Resort in Germany, alongside established wellness leaders such as Six Senses Vana and Chiva-Som.

Reconnect – for presence, relationships and building bonds. Examples include fly-fishing expeditions at Deplar Farm in Iceland, conservation-led safaris in South Africa and Tanzania, and slower-paced escapes on the coast of Crete.

Renew – for deeper change and new ways of thinking. From the Buddhism-inspired rhythms of Gangtey Lodge in Bhutan to the reflective setting of Aman Kyoto and the creativity-led community in Palmaia in Mexico, these journeys are designed to offer fresh perspectives and lasting impact.

The focus is not on prescribing a single approach to wellness, but on offering credible, expert-led experiences that meet travellers wherever they are in their wellbeing journey.

Carrier's selection spans destination spas, nature-led adventures and under-the-radar retreats, combining clinical expertise, cultural traditions and immersive environments.

Why now?

Rebecca Turner, Head of Product at Carrier said:

"We're seeing growing demand for travel experiences that support wellbeing, particularly among time-poor clients who are less interested in extensive programmes and more focused on outcomes.

At the same time, the sheer volume of wellness messaging has made decision-making more complicated. Revive responds directly to that challenge by applying Carrier's expertise in travel curation to wellbeing and reframing it in a way that feels accessible and grounded."

Revive is designed for travellers who may not identify as "wellness-focused" but are increasingly motivated by how they want to feel – whether that's energised, more connected, or simply clearer.

Turner added:

"The problem isn't a lack of wellbeing options, but more the sheer volume of them. Our clients are looking for more clarity. Revive is about removing the guesswork. We've taken what can feel like a complicated space and distilled it into something that's easy to navigate and genuinely useful."

Revive signals a more pragmatic approach to wellbeing travel, helping travellers identify the experiences most suited to their goals, while making the path to feeling better simpler and more accessible.

View the full collection visit: carrier.co.uk/revive

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