

TRAVEL AND HOSPITALITY

Rosewood Hotel Group targets bleisure travelers with new brand

December 7, 2017



KHOS will focus on work-life balance for bleisure travelers. Image credit: Rosewood, photo by @chellemorgan

By STAFF REPORTS

The Rosewood Hotel Group is looking to turn the traditional notion of a business hotel on its head with the launch of KHOS.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

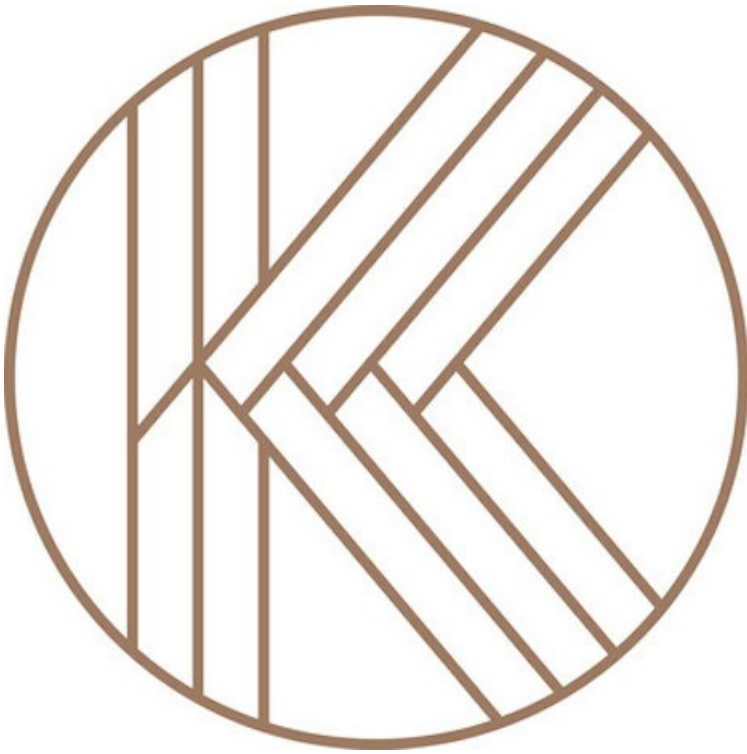
Rosewood's KHOS is a new business travel hotel brand with a lifestyle orientation inspired by modern-day Asia's energy, innovation and style. KHOS looks to blur the conventional boundaries of work and play, which for many guests no longer exist due to the rise of bleisure travel, and appeal to travelers who do not want to sacrifice style, socializing and wellness for the functionality business hotels are known for.

Work and play

KHOS' name is derived from the Mongolian word meaning "pair." KHOS in many ways will pair different concepts such as work and play, people and ideas, East and West and business with lifestyle.

The first KHOS hotels will be announced and opened in 2018. Rosewood Group plans to establish KHOS' global footprint based on the footsteps of its guests, with openings in capital cities and urban portals, up-and-coming business centers and resort destinations.

At its properties, KHOS will fulfill the needs of guests through concepts and amenities that fit within the parameters of the collaborative work era. For example, KHOS hotels will have public spaces for guests to socialize and gather with like-minded influencers against a backdrop of culture, art, design and cuisine.



Rosewood Hotel Group's KHOS logo. Image credit: Rosewood Hotel Group

In addition to socializing, KHOS will also create an environment for repose and reflection. KHOS feels that this is an essential component for work-life balance.

As for dining, KHOS will work to serve authentic, artisanal and communal dining options based on the culinary traditions of Asia.

Across the hospitality sector, there has been an uptick in bleisure-focused amenities.

For example, hospitality brand 1 Hotels is giving its guests a more refined way of holding meetings thanks to a new initiative ideal for business professionals.

Meaningful Meetings aims to provide customers with a luxurious and fully-equipped meeting option, with food, breathing exercises and a meditation presentation. This move shows how 1 Hotels is embracing the "business-leisure" movement by allowing its discerning guests to conduct their work lives with the same level of opulence as their personal lives ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.