

Myndstream

Myndstream Debuts In-Room Wellness Music Platform at The Summit by Forbes Travel Guide



Caption: Myndstream's new in-room platform, My Stream, can transform every guestroom into a personal wellness sanctuary

FOR IMMEDIATE RELEASE

London, February 24 2026 – With the global wellness market now valued at \$6.8 trillion, wellness offerings have evolved from a nice-to-have perk into a non-negotiable pillar of the guest experience in luxury hospitality. This shift is fueled by a new traveller mindset: nearly three-quarters of guests now plan trips specifically to recharge, while almost half select hotels based on their wellness offerings.

However, despite this demand, a significant gap remains, while public wellness amenities thrive, the in-room experience is still frequently overlooked.

Leading health and wellness audio brand [Myndstream](#) is bridging this gap with the launch of its all-new in-room wellness platform, My Stream. The digital solution puts the power of functional music into guests' hands, giving them the freedom to choose from a curated suite of soundscapes, all designed to help guests get the most from their stay.

Each experience has been meticulously designed by Myndstream's team of world-leading musicians, scientists and wellness experts, helping guests to fully recharge, master their sleep, find deep relaxation or re-energize after a long flight.

With My Stream, the guestroom becomes a deeply personal wellness sanctuary. It enables brands to elevate the guest journey through truly distinctive, in-room wellness rituals powered by bespoke music.

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Imagine an in-room bath butler experience where a wellness concierge prepares a decadent soak featuring aromatherapy from luxury amenities partner [LATHER](#), tailored skincare and your sommelier's wine of choice – take it to the next level with functional music by Myndstream to help stress dissolve and the senses drift. Or, for performance-driven travellers, curated in-room recovery rituals developed in collaboration with leading recovery specialist [Hyperice](#); combining targeted sound, rest and relaxation to restore and rejuvenate both body and mind.

Make it your own

In collaboration with Myndstream's expert music team, hospitality brands can harness music as a strategic tool and design a suite of in room experiences that express their property's unique identity and complement their guest journey.

These intuitive, effortless wellness rituals transform the in-room environment into an extension of the property's broader wellness philosophy and extend the focus on wellbeing beyond the spa. The result is in-room wellness music that delights guests, strengthens brand storytelling and creates memorable, emotionally resonant moments.

Seamless, guest-controlled delivery: how it works

The experiences are delivered and controlled via guests' personal devices. Each property collaborates with Myndstream to define a custom library of soundscapes and rituals, which guests can then access through a simple QR code or link directing them to a web-based platform.

The flexible solution can also be seamlessly integrated into each hotel's ecosystem depending on their requirements, such as during the check-in process or part of the Wi-Fi set-up.

No apps or complicated downloads are required, ensuring a frictionless and intuitive experience with no upfront hardware costs.

World debut: The Summit 2026

The In-Room Wellness Experiences will debut at the prestigious [2026 Forbes Travel Guide Summit](#) this week in Monaco, where Myndstream is attending for the second consecutive year as the organisation's Official Audio Partner.

Through this partnership, more than 850 attendees from the world's leading luxury properties will be given an exclusive first look at the experience, taking part in a restorative sleep turndown ritual. The immersive moment blends the sensorial power of aromatherapy and music, and was thoughtfully designed by Myndstream in collaboration with LATHER.

Myndstream will infuse music throughout the summit agenda to capture delegates' imaginations, stir emotions and demonstrate how sound is a subtle yet powerful strategic tool in luxury hospitality. From globally-inspired live performances to immersive

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activations with LATHER and Gharieni, music will flow throughout The Summit, fostering connection and showcasing its vital role in five-star experiences.

Freddie Moross, Myndstream founder, commented: “The spa has traditionally been the beating heart of wellness in luxury hospitality, yet there’s no reason those rituals or an elevated sense of wellbeing should end at the treatment room door.

“With our new In-Room Wellness Experiences, we’re extending that sense of intention, giving guests access to award-winning functional music whenever they need it – and enabling brands to create signature in-room rituals that bring their unique offering to life in a memorable way for guests.

“We couldn’t think of a more fitting space to launch this innovation than The Summit by Forbes Travel Guide; known globally as a beacon of excellence in hospitality and a taste-maker in defining five-star luxury.”

ENDS

Notes to editors

About Myndstream

Pioneering a new approach to audio, [Myndstream](#) combines art and science to create music that transforms spaces and elevates how people feel within them. At the heart of the brand is a belief that music can play a powerful role in supporting health and wellbeing.

Myndstream’s soundscapes have been composed for use across spas, therapeutic practices, hospitality environments and personal wellness routines. Designed to promote relaxation, enhance mood, improve focus and restore energy, the music transforms everyday spaces into immersive environments of calm, care and intention.

To support consistent, high-quality delivery across physical spaces, Myndstream uses proprietary technology to stream its music to thousands of spas worldwide through its digital platform, The Stream, available via app and desktop.

Through partnerships with leading academic institutions and wellness organizations, Myndstream is at the forefront of research exploring the impact of music in therapeutic settings. The brand also collaborates with a [world-class roster of musicians and A-list talent](#) to create and curate wellness-focused audio experiences for both businesses and individuals.

Widely recognized as the gold standard in wellness audio, Myndstream is the official audio partner of Forbes Travel Guide and the Global Wellness Summit.

Myndstream is part of Cutting Edge Group, the acclaimed music company behind scores for *Stranger Things*, *Whiplash*, *Bridgerton* and other major film and television

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productions. Drawing on over 20 years of experience shaping emotional narratives through sound, Cutting Edge launched Myndstream to bring that same depth of impact to the world of wellness.

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About LATHER

[LATHER](#) is an award-winning personal care brand rooted in the power of clean ingredients and functional aromatherapy. Founded in Los Angeles, LATHER creates high-performance bath, body and wellness products designed to elevate everyday rituals into meaningful moments of care.

For more than two decades, LATHER has partnered with leading hotels, resorts and wellness destinations worldwide to develop elevated in-room and spa amenity experiences that enhance the guest journey. From bespoke scent development and thoughtfully designed packaging to fully customized amenity programs, LATHER works closely with hospitality brands to create sensory-forward experiences that reflect each property's unique identity.

Guided by a commitment to purposeful formulation, sustainability and operational excellence, LATHER helps hospitality partners transform essential touchpoints into distinctive expressions of wellbeing and luxury.

For more information, please visit:

www.latherhotel.com

www.lathercustom.com