



Washington Duke
Inn & Golf Club*

Wellness is Predicted as the #1 Meeting Trend for 2019

Diane Tighe, director of catering & conference services at AAA Four Diamond hotel Washington Duke Inn, also shares ways for planners to incorporate wellness into their event

DURHAM, N.C., Jan. 14, 2019 – Wellness will be an essential component for planners to incorporate into their 2019 meetings and events, focusing on the complete physical, mental and social well-being of their attendees. The top meeting trend prediction comes as the theme of wellness grows rapidly on a global scale, with associated expenditures at \$4.2 trillion, growing nearly twice as fast as global economic growth, as reported by The [Global Wellness Institute](#).

Diane Tighe, who plans up to 75 events per month with her team at Washington Duke Inn & Golf Club on the campus of Duke University in Durham, NC, shares recommendations for physical, mental and social wellness for planners to incorporate in 2019 for an event to remember. With nearly 20 years of experience at the property, Diane is a Certified Professional Catering Executive (CPCE) and an active member of NACE since 2001. She handles meetings for organizations such as Fortune 500 companies, non-profits like the Duke Children's Gala and global academic powerhouse Duke University.

- 1. Movement** – As devices like the Apple Watch continue to encourage standing and movement, attendees are more likely to be aware of sitting too long. [Mayo Clinic](#) counsels that sitting for long periods of time links to a number of health concerns, such as obesity, increased blood pressure, high blood sugar and more. Events can implement chances for attendees to stand during a discussion and kick off the day with golf or organized morning run.
- 2. Nutrition** – Make sure to also offer nutritious meals for the health-conscious and options for those with dietary restrictions, such as gluten-free or vegetarian, so everyone is nourished and satisfied throughout the day. Culinary team are becoming increasingly creative and flexible, so a good food service should know how to cater to everyone's needs.
- 3. Mental Breaks** – With so much information conveyed at meetings, it's easy for attendees to leave feeling drained. To prevent this from happening, integrate more breaks into the schedule as a way to regroup and refocus, which is ultimately more likely to capture better engagement and participation. After sessions are complete for the day, planners can also slot in opportunities to meditate, whether through gentle yoga or breathing exercises. A study by the [University of Wisconsin-Madison](#) even shows that mediation might reduce the chance of getting a cold or the flu!
- 4. Camaraderie** – Having a sense of connection encourages communication, trust and new ideas, not to mention inherently makes an event more fun. Provide forums for your guests to get to know each other better through mixers and group activities, so your meeting can function as both a professional development tool and a networking opportunity.

“There are so many emerging trends in the industry, whether it be activities or session styles, that ultimately align with wellness and making sure the attendees have a well-rounded experience,” said



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Tighe, director of catering & conference services at Washington Duke Inn & Golf Club. “At Washington Duke Inn, we come with a plethora of fresh ideas to support meeting planners achieve organizational goals while thinking outside the box.”

Request more information about the Durham venues and packages at [Washington Duke Inn & Golf Club](#), or contact our specialists to arrange a site visit at 919.313.9618.

About Washington Duke Inn & Golf Club

Washington Duke Inn & Golf Club is located on the campus of Duke University, only 20 minutes from Raleigh-Durham International Airport and 10 minutes from Research Triangle Park and the original AAA Four Diamond hotel in Durham, North Carolina. Nestled on 300 acres filled with tall pines and hardwoods, the Inn – named as U.S. News’ Top 15 Best Hotels in North Carolina and awarded Honorable Mention in ConventionSouth Readers' Choice Awards – is known for its beautiful facility and grounds, 271 elegantly appointed guest rooms and suites, marvelous cuisine in the Fairview Dining Room — winner of the AAA Four Diamond Restaurant Award and Wine Spectator Award of Excellence — the Bull Durham Bar, the Robert Trent Jones-designed 18-hole championship Duke University golf course, and its convenience to local points of interest. It is set apart from other area hotels and conference centers by unparalleled service, a gracious staff, luxurious interiors and attention to detail.

The hotel is owned by Duke University and is managed by WDI Hospitality, LLC of Durham, North Carolina. For more information and reservations call (919) 490-0999 or (800) 443-3853 and visit washingtondukeinn.com. Follow Washington Duke Inn on Facebook at facebook.com/WashingtonDukeInn, Twitter at twitter.com/WashingtonDuke and Instagram at instagram.com/WashingtonDukeInn.

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