



TEA CEREMONY & MINDFUL LUXURY EXPERIENCES FOR HOTELS & RETREATS

A refined wellness experience designed to enhance guest satisfaction and elevate spa programming

by LIYING LIM



LIYING LIM

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Visiting Practitioner | Ceremonial Leader

Liyong combines her background in luxury editorial and holistic wellness to design meaningful guest experiences rooted in the ancient art of Cha Dao — The Way of Tea. Her work bridges the gap between sacred ritual and refined hospitality, inviting guests into a state of calm awareness and inner balance.

Featured in

Harper's Bazaar | Holistic Scotland | Prestige Magazine | The Sun Daily | Creative Mornings Edinburgh

Based in

Edinburgh | Available worldwide for collaborations

THE WHY

WHY TEA CEREMONY ELEVATES YOUR PROPERTY

*Differentiate your spa menu
with a culturally rooted experience*

*Enhance guest satisfaction
through mindfulness and connection.*

*Generate incremental revenue
with premium, bookable activations.*

EACH SESSION IS EASY TO INTEGRATE INTO EXISTING SPA
SCHEDULES OR USED AS PART OF SPECIAL EVENT
PROGRAMMING



CEREMONIAL OFFERINGS

As a Guest Visiting Practitioner, our ceremonial offerings are:

1:1 TEA CEREMONY SESSIONS

A 90-minute mindful ritual designed for deep relaxation and inner balance. Ideal for VIP guests or leadership wellness sessions. Includes guided meditation, intentional tea service, and reflective silence.

GROUP SESSIONS (UP TO 20 GUESTS)

A shared sensory journey using tea as a vehicle for presence and connection. Blends guided stillness, gentle sound elements, and mindful conversation. Perfect for wellness events, retreats, or intimate corporate gatherings.

HALF-DAY PRIVATE IMMERSIONS (ON-SITE OR OFF-SITE)

An extended experience (up to 3 hours) combining multiple tea rituals, mindfulness, and integration tools. Guests leave with clarity, calm, and practical techniques for daily grounding. Available on-site (spa, garden, or villa) or as an exclusive off-site event.

FULL-DAY PRIVATE IMMERSIONS (ON-SITE OR OFF-SITE)

A bespoke itinerary co-designed with the hotel or resort to align with its brand narrative and guest journey. Includes morning and evening ceremonies, reflective pauses, and wellness-aligned meals or spa treatments curated by the property.





PRICING

1:1 BESPOKE TEA CEREMONY ACTIVATION

Tea Ceremony & Guided Meditation

90 mins / £400

GROUP CEREMONY (UP TO 20 GUESTS)

Tea Ceremony & Guided Meditation

30 mins / £750

60 mins / £1,250

90 mins / £1,750

HALF-DAY PRIVATE IMMERSION

ADD ACTIVITIES

- 3 hours / £2,750

FULL-DAY PRIVATE IMMERSION

ADD ACTIVITIES

- 6 hours / £4,750

Rates shown are recommended retail values.

Revenue share structure (typically 50/50 or 60/40) to be confirmed per property.

POPULAR ENHANCEMENTS

CUSTOM TEA SET

Artisan-made bowl, six curated teas, and incense
£100 per set

YIN-YANG TEA PAIRING

Two teas curated to balance masculine and feminine energies
£55 per set

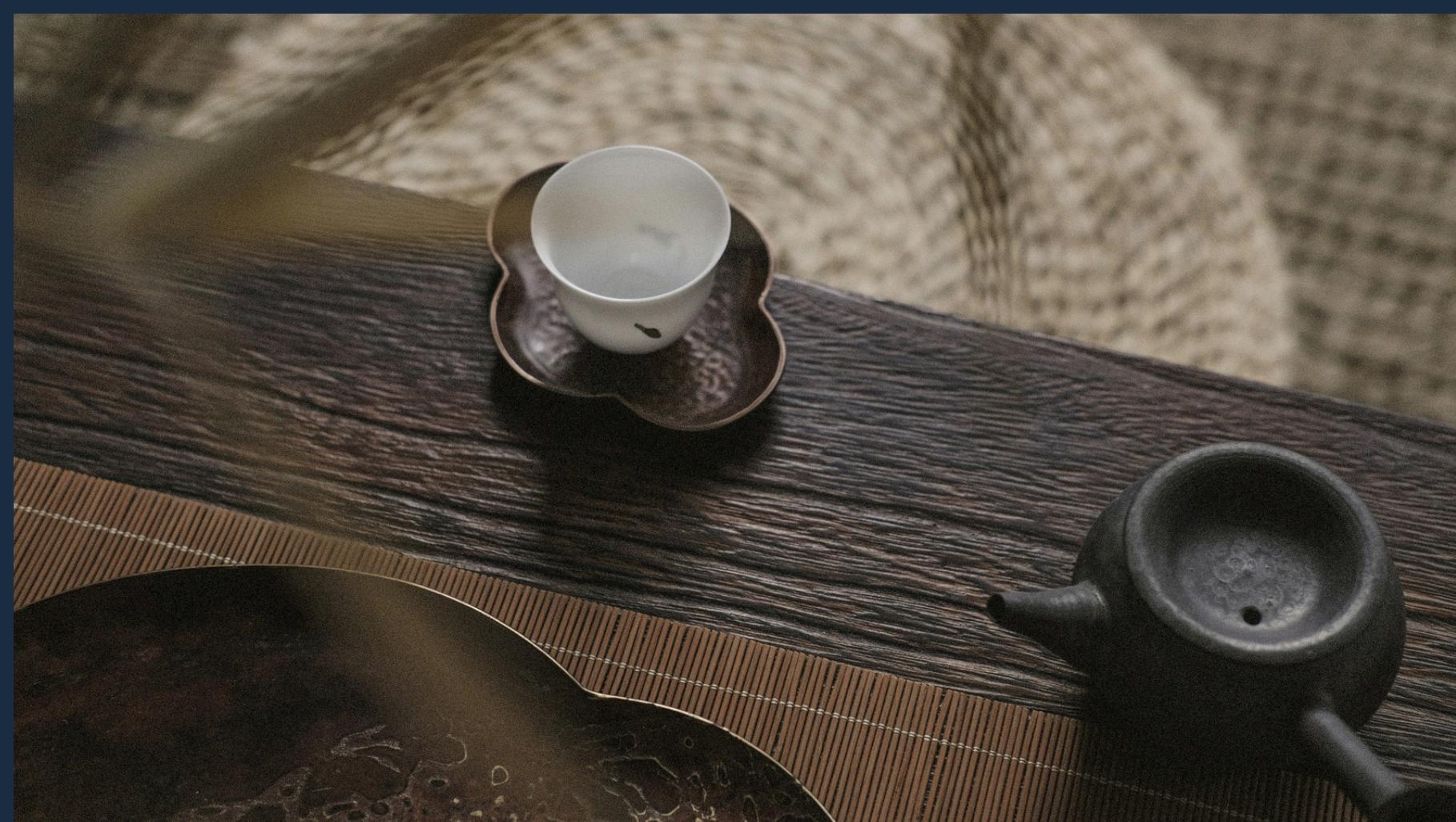
DECORATIVE MANDALA

Arrangement of crystals, flowers, shells, and candles to elevate the ceremonial setup
(pricing upon request)

These optional elements can be sold as upsells or included in premium packages to increase guest spend.



THE LOOK & FEEL



OUR PROMISE & GUARANTEE

SIGNATURE OFFERING

LiYing's work blends the ancient art of Cha Dao (The Way of Tea) with modern mindfulness practices to create elegant, restorative guest experiences not typically found in spa menus. Each session is designed to cultivate stillness, presence, and connection delivered through graceful ceremony and refined hospitality.

EFFORTLESS INTEGRATION

A fully mobile setup that adapts seamlessly to spa suites, villas, gardens, or outdoor spaces. Minimal preparation required for hotel teams: each experience can be hosted using existing property facilities.

LUXURY-GRADE AESTHETICS

Curated tea ware, thoughtful design, and subtle storytelling that complement the aesthetic standards of five-star properties. Every element from lighting to linens enhances the sense of serenity and refinement.

REVENUE & LOYALTY DRIVER

Transforms wellness programming into a premium, bookable experience that increases guest engagement, drives spa traffic, and elevates brand perception. Guests leave with memorable moments that translate into repeat visits and word-of-mouth referrals.



A NOTE ON THE LIVING TEA WE USE

"THE LEAF IS THE TREE'S EXPRESSION OF ITS RELATIONSHIP TO ITS ENVIRONMENT."

Our ceremonies are proudly committed to working with indigenous, wild, ancestral tea leaves we call Living Tea, which is defined by some if not all of the definitions below:

- living tea is seed propagated (cultivars), as opposed to cuttings (varietal);
- the tea trees have room to grow – upwards to produce large crowns, and between trees, allowing the plants to organise themselves;
- living tea is grown in full biodiversity, surrounded by natural ecology;
- living tea is, of course, grown without the use of any agro-chemicals (the Terrible Trio: pesticides, herbicides or chemical fertilisers);
- and the relationship between the farmer and trees is one of respect and reverence;
- finally, no irrigation or fertiliser of any kind (even organic fertiliser). This allows the trees to be independent, developing strong and deep roots and connecting to the energy of the mountain.



PARTNERSHIP OUTCOMES

Destination Resorts (Wellness + Leisure Focus)

- Enhances guest retention and satisfaction for extended stays.
- Provides added value during low occupancy or shoulder seasons.
- Creates emotional “wow” moments that drive guest reviews and repeat bookings.
- Strengthens brand alignment with holistic wellness and sustainable hospitality.
- Generates PR and influencer content opportunities (ideal for resort storytelling).

According to the Global Wellness Institute, properties that integrate wellness programming see up to 15–20% higher guest satisfaction scores and 10–15% longer stays compared to properties without structured wellness activations.

City Hotels & Urban Properties (Corporate + Lifestyle Focus)

- Offers differentiating experiences beyond spa menus perfect for resident guests and locals.
- Increases weekday spa utilization and event calendar engagement.
- Attracts new demographics (corporate clients, local wellness communities).
- Supports CSR and mental wellness initiatives for corporate partners.
- Creates visually elevated, social-media-friendly moments that amplify brand visibility.

Forbes Travel data shows that luxury urban hotels offering wellness rituals report up to 25% higher spa revenue per available room (RevPAR) and a significant boost in guest sentiment scores related to “mindfulness” and “unique experience.”

HOSTING REQUIREMENTS

TECHNICAL RIDER

- A space that is at least 10 x 10 ft
- For events with more than 50 guests, headset microphone is recommended (mic + speakers).
- sound system/portal speakers
- wifi
- access to clean water, preferably spring water
- One sound check prior to guests' arrival

GUESTS RIDER

Room temperature set to 21-22°C

Dimmed lighting preferred

Event supplies

- meditation cushion or chair/floor seats
- Blankets

Travel and accommodation arrangements can be discussed based on program duration and location.





KIND WORDS

“Liyong’s ceremony transformed a simple cup of tea into a soulful experience that grounded our guests in presence.”

— Lauren Jane Keller, Founder of Sangha

“A masterful blend of stillness, beauty, and ritual: an unforgettable signature offering for any wellness space.”

— JJ Martin, Founder, La Double J



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Location

Edinburgh

Available to travel (Asia, Europe, and anywhere in the world. Open to discussion.)