

Be Relax customers start holiday early at Dubai Airport

In June, spa service and travel accessories provider Be Relax launched a new virtual reality experience for customers indulging in a massage at Dubai International Airport.



Using a VR head set, customers can observe dolphins swimming, elephants walking and take in 360° views of new horizons in a hot air balloon; all whilst having a 'BE FEET' Foot Massage in spas located in all DXB concourses after security (A, B, C & D).

"Combining VR and massage allow passengers to completely escape and disconnect from the airport environment for a short while and have therefore a real 'refreshing' break," says the company.

"It helps improve feelings of wellness and make them enjoy a truly unforgettable experience." The VR option is currently free for all customers purchasing a 'BE FEET' massage.

NEW WAYS TO RELAX

"Developing new ways to relax has always been at the heart of Be Relax's mission," says Alexandre Antuszewicz, Head of Marketing & Sales – Partner.



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“Airports can be stressful and boring sometimes. As a result, alongside Dubai International Airport, we have been exploring solutions to make passengers have an unforgettable airport experience.

“We are convinced that VR combined with massage is an amazing wellness experience. This is a moment that Be Relax customers and Dubai International Airport passengers will remember.”

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