

Spas Are Opening and Telling People to Bring Their Kids

By Flora Tsapovsky

March 29, 2021



CREDIT: JENNA BRILLHART/INSTYLE.COM

Vacation is almost here. You can see it in every [vaccine rollout update](#), taste it with every outdoor dinner, feel it in the warming air. For tired, [burnt-out American mothers](#), the mere thought of relaxing at a resort spa, far away from laundry and meltdowns, can erase the bitter taste of Zoom school, [multitasking fatigue](#), and endless chores. But, as resorts and hotels around the country slowly start welcoming vacationers back, there's a plot twist no one saw coming: Kids are now part of the package, encouraged to splash, meditate, stretch, and get a massage right next to mom and dad.

The trend is meant to accommodate parents who no longer rely on grandparents for child-free vacation time. It also represents a new approach to hospitality: To meet the needs of families that have been stuck together through the pandemic, hotel managers and spa directors are making family time a priority, in semi-private or rather public ways. At the new spa at the [Rush Creek Lodge at Yosemite](#) in California, whole families are invited to hop in the hot tub, splash in the mineral showers, relax in the sensory room, and swing on the daybeds in the dedicated outdoor space. At [Shore Lodge](#) in McCall, Idaho, parents can now add a facial for a child 13 and up to their perhaps optimistically named 'State of Unwind' spa package.