

TRAVEL AND HOSPITALITY

# Aman signs tennis star Novak Djokovic

August 29, 2024



*The 24-time Grand Slam champion will help improve year-round guest health, fitness and wellbeing experiences at Aman. Image credit: Aman*

---

By LUXURY DAILY NEWS SERVICE

Swiss hotel chain **Aman Resorts International** is naming its first global wellness advisor.

Making strategic enhancements to its lifestyle offerings, the ultraluxury hospitality leader has secured a multiyear deal with Serbian professional tennis player Novak Djokovic. The 24-time Grand Slam champion will help improve year-round guest health, fitness and wellbeing experiences at Aman.

"Over the years, I have cultivated a comprehensive daily wellness routine, combining mental health, nutrition and fitness, that has enabled me to achieve sustained success both on the global stage and in my personal life," said Mr. Djokovic, in a statement.

"Sharing those learnings with Aman guests will be both a privilege and a pleasure."

## Health and hospitality

Aman is officially welcoming Mr. Djokovic into the new role. The update went public on Aug. 28.

The 37-year-old will apply the high-level expertise gained in his pursuit of athletic excellence to the overall partnership. Wellness retreats are among the slate of specially curated events the Aman representative is being tapped to host.



*The professional tennis player is Aman's first official global wellness advisor. Image credit: Aman*

Just as Aman has its network of properties annually ([see story](#)), the company intends to grow and develop its engagement with Mr. Djokovic over time.

The team has named one other major sports star to a similar position in recent months, signing Russian former world No. one tennis player Maria Sharapova, who currently serves as Aman's inaugural global wellness ambassador, last fall ([see story](#)).

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.