



Travel Industry Executive Edyta Satchell Proving Wellness In Travel Is Key to 2021 Recovery With Launch of 2 New Travel Brands

Satchelle Global and Finelle.com cover a broad range of issues from helping corporations struggling to adapt their travel programs to guiding overworked female executives on obtaining a better travel/life balance.

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Longtime travel industry executive Edyta Satchell has announced the launch of two new travel brands to the marketplace in response to the seismic shift in global travel over the last year.

Satchell Global has been in development since last April, when Satchell realized that there was a critical need for expertise in the health and wellness space within the travel industry. And with the global pandemic crippling corporations whose livelihood depends on the ability to travel and see customers, there was a clear path to developing a company that can educate employers, business travelers, and the general public on measures that can protect their health while safeguarding their revenues and client connections. Through thoughtful planning, preparation, and education employees can better maintain focus, minimize anxiety, and perform at their best while conducting business on the go.

"Response from corporations as well as from frequent business travelers has been overwhelming", says Satchell. "The need has always been there, but with COVID-19 leaving companies of all sizes scrambling to protect both their people and their profits, they're finding themselves without dedicated resources to help them do this the right way, and quickly. That's where I can assist with my decades of travel management experience as well as certifications in health and wellness. I have a unique combination of skills in both areas that I'm thrilled to be able to put to use for so many in need."

“Dee Runyan, Senior Vice President at Partnership Travel Consulting, LLC had this to say "2020 placed a spotlight directly on organizations' responsibility to ensure the wellbeing of their employees, in general, and travelers specifically. Prioritizing wellness in business travel now means implementing meaningful programs to ease traveler anxiety, preparing employees for the new realities of traveling for work, and, frankly, making it a cornerstone of any modern organization's overall benefits package. Having a global resource to assist is paramount, as for many companies this is new territory." She added "Edyta's passion, vision and ability to execute quickly makes her an ideal partner to develop and operationalize such programs on a global basis."





Joe Currie, Director, Americas at Nina & Pinta, experts in corporate travel and expense management added "Corporations absolutely must make wellness a core offering in their travel programs moving forward. Brand-conscious employers are shifting toward travel wellness, safety, and well-being as a priority on par with expense management. Their sales, productivity, and employee retention simply depend on it. Edyta addresses the uncertainty and lack of resources many corporations are dealing with."

Corporations interested in learning more about the services and support offered by Satchelle Global are encouraged to visit SatchelleGlobal.com for more details on the programs available.

In addition to services for corporations, Satchell has also developed a brand focused exclusively on female executives who are struggling to balance their business travel schedule with their health, well-being, and family. Finelle.com offers a community of like-minded women who receive targeted coaching, access to helpful resources, as well as products and services designed to help women live happier, more productive lives, even while improving their performance at work. Women interested in joining the community are encouraged to visit Finelle.com where they'll be able to review an array of options to get started.



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ABOUT EDYTA SATCHELL

America's Travel Wellness and Beauty Expert, Edyta Satchell, a Certified Integrative Nutrition Health Coach is a renown corporate travel executive, speaker, and wellness practitioner. She helps thousands of women gain back their beauty, confidence, productivity, and success in all aspects of their life.

Edyta is the Founder of both Satchelle Global Travel Wellness and Finelle.com, she is an accomplished woman with more than 20 years of global leadership experience working with dozens of A-listers including CEOs of key Fortune 500 companies.

She has been featured in most prominent travel and wellness publications such as Travel Weekly, Travel Research Online, Travel Market Report, Authority Magazine, and more.

Edyta is also certified in Oncology Esthetics, supporting cancer survivors.