

JOALI BEING

- BODUFUSHI -

JOALI BEING LAUNCHES A GLOBAL STORYTELLING CAMPAIGN “JOYFUL JOURNEYS OF WELL-LIVING”

Marking its fourth anniversary, JOALI BEING unveils a new campaign that invites travellers to rediscover connection, transformation and the Joy of Well-Living.



Bodufushi Island, Maldives 15 November 2025

[JOALI BEING](#), a transformative Well-Living island in the Maldives, celebrates its fourth anniversary with the launch of a new global storytelling campaign, “Joyful Journeys of Well-Living. Marking a defining moment in the brand’s evolution, the campaign invites travellers to rediscover connection, transformation and the beauty of shared experiences — where lightness transforms into energy, vitality and joy, and every journey becomes a meaningful chapter of personal growth and reconnection.

The story unfolds through a three-part cinematic series, beginning with “A New Chapter: My Well-Living Journey”, a short film that captures the beauty of shared moments and emotional renewal. Premiering today to coincide with JOALI BEING’s anniversary, the film celebrates the island’s vision of joyful transformation through the eyes of two brothers — a graduating teen and his younger sibling — whose journey of discovery unfolds amidst movement, laughter and connection. Set against JOALI BEING’s lush landscapes and endless ocean horizons, it blends documentary-style intimacy with vivid, cinematic imagery. Each scene embodies the island’s spirit of joyful vitality — a harmony of lightness, emotion and life in motion.

“We believe travel can be a turning point,” says Duygu Tatar, Senior Cluster Director of Marketing & Communications. “This campaign invites generations to pause, celebrate, and reconnect — to see every journey not as an escape, but as a new chapter of well-living.”

The launch marks the beginning of an ongoing celebration of JOALI BEING as a sanctuary of Well-Living — a place where people come to feel better, lighter, happier and more energised. Here, well-being, architecture, mindful cuisine and immersive luxury intertwine to inspire transformation and balance. Future chapters will explore themes of intimacy, curiosity and the joy of shared discovery, while seasonal narratives will bring to life JOALI BEING’s Four Pillars — Mind, Skin, Microbiome and Energy — through curated experiences that awaken the senses and nurture renewal.

Rooted in the philosophy of the Joy of Well-Living, each story and activation is designed to spark meaningful connection and mindful celebration — expressing the brand’s visual and emotional identity of Energy, Balance, Nature and Well-being, through experiences created for all ages. The campaign extends across digital storytelling, brand collaborations and immersive content that invite travellers to embrace purposeful journeys — to feel lighter, live deeper and discover the Joy of Well-Living.

As part of its fourth anniversary celebrations, JOALI BEING is marking this milestone with the theme “Journey of You.” The programme includes a series of complimentary and curated experiences designed to encourage reflection, connection and well-being in line with the island’s philosophy of the Joy of Well-Living.

A stay at JOALI BEING is a transformative journey of self-discovery and renewal, where guests depart with a renewed sense of lightness — body, mind, and spirit. Rates start from USD 2,326 per night for two guests sharing an Ocean Pool Villa on a B&B basis.

For bookings and further information, kindly contact reservations.being@joali.com

About JOALI BEING

JOALI BEING is a truly unique destination in the Maldives — a well-living island where guests come to feel lighter, happier, and more energised. A place of joyful transformation brought to life through architecture, mindful cuisine, and immersive luxury. Rooted in the Four Pillars of Mind, Skin, Microbiome, and Energy, the island blends modern science with time-honoured traditions to inspire purposeful living, balance, and renewal. Home to 68 beachfront and overwater villas shaped by biophilic principles, the island flows in harmony with the ocean and surrounding nature. Transformation unfolds in uplifting spaces such as the KAASHI Hydrotherapy Hall with Watsu, Aufguss sauna, salt inhalation, and a Turkish Hammam. CORE, the island’s fitness and movement zone, offers innovative facilities, dynamic training, and energy-filled programmes, while recreational sports, marine adventures, and sound healing experiences create vibrant pathways of movement and discovery. Mindful cuisine nourishes and inspires, while B’Kidult welcomes families with meaningful activities that encourage connection and shared well-living. Every stay at JOALI BEING becomes a personal journey of energy, renewal, and joyful living.

Please find the [link](#) to the image gallery (password: JOALIBEING@2022)

[Watch the Film Premiere](#)

[View Campaign Brochure](#)

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