



**HydroMassage®: A Solution for Hospitality**

# Growing Need for Guest Wellness and Recovery

Most hotels have fitness centers, however only 19% of Americans have gym memberships<sup>1</sup> and an estimated 67% of those are not used<sup>2</sup>

Wellness and recovery amenities are in high demand and appeal to a larger demographic



## FACTS:

- ✓ 68% of Americans struggle with sleep at least once a week<sup>3</sup>
- ✓ 80% of adults experience low back pain at some point<sup>4</sup>

1: [Club Industry](#)

2: [USA TODAY](#)

3: [Consumer Reports](#)

4: [National Institute of Health](#)

# Who Benefits from Wellness and Recovery?

All guest demographics can benefit from recovery

## Fitness Enthusiasts

Experts recommend athletes take the best care of their bodies possible during and after training



## Business Travelers

Sitting on a plane, carrying a 30lb bag, and staying in different hotels every night requires recovery



## Active Ageing

As we age, our muscles become tight and we begin to lose flexibility and develop minor aches and pains



## Generation X, Y, Z

Millennials spend so much time balancing work/family, they rarely have a moment to take care of themselves



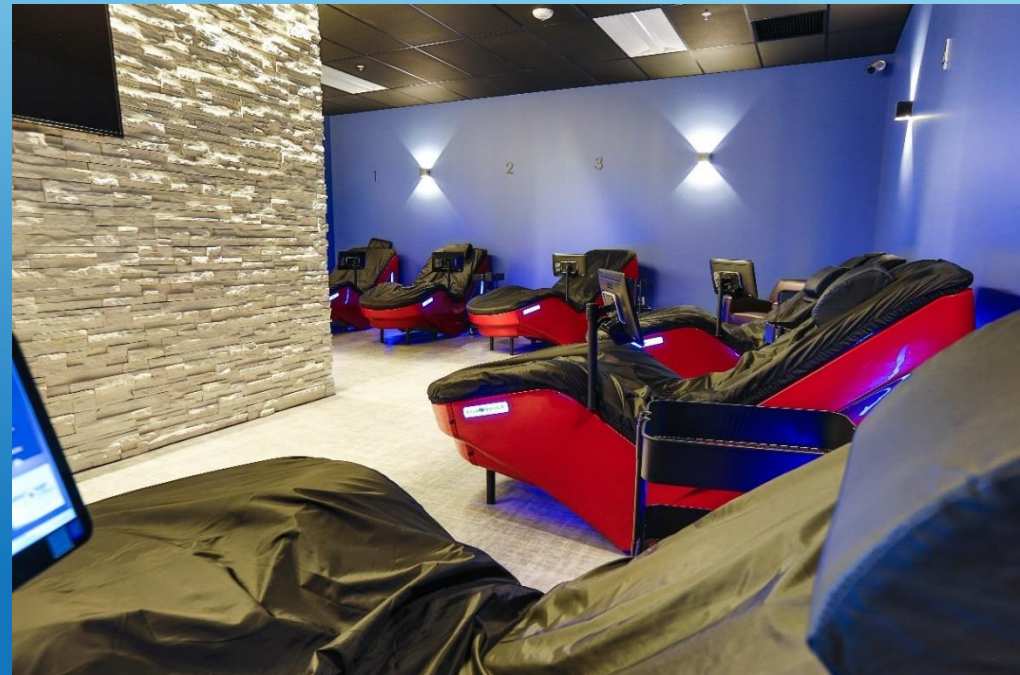
Wellness and recovery should be part of a balanced approach to a healthy lifestyle which includes: Sleep, Proper Diet, Exercise, and Massage



# Solution: HydroMassage®

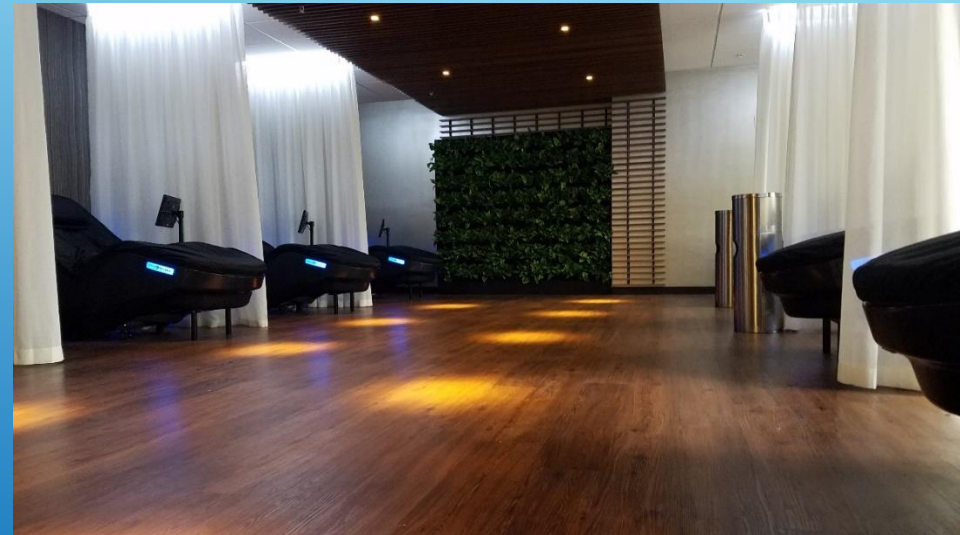
## HydroMassage Provides Guests with a Personalized, Innovative Massage Experience

- Fully customizable for each guest, based upon massage speed, intensity, massage location, and temperature
- Convenient, as the typical massage time is 10-15 minutes
- Great for muscle soreness, stress, and recovery
- The Touchscreen Control provides entertainment during the massage with music, videos, games, and optional internet access



# HydroMassage® Value for Hotels

- Inclusive wellness benefit for guests that may not use fitness centers.
- Meaningful increase in ADR, either in a premium package or sold separately
- Operates without labor costs
- Marketing benefit - guests love it and promote it to others
- Increases occupancy, retention, and satisfaction



*“HydroMassage has been a great amenity in my hotel. It has increase our hotel loyalty score and guest satisfaction. It has also enabled my hotel to generate additional revenue for every room reservation.”*

- John Moradi, Hotel Owner

# Option 1: HydroMassage® Wellness Suite

**HydroMassage® is promoted in a wellness-based guest room which provides the guest unlimited massages within the privacy of their own suite.**

**A property may have 3-4 suites that cater to the business traveler looking to refresh after a long plane ride.**

- Ex. \$20 - \$50 higher room rate per HydroMassage Wellness Suite

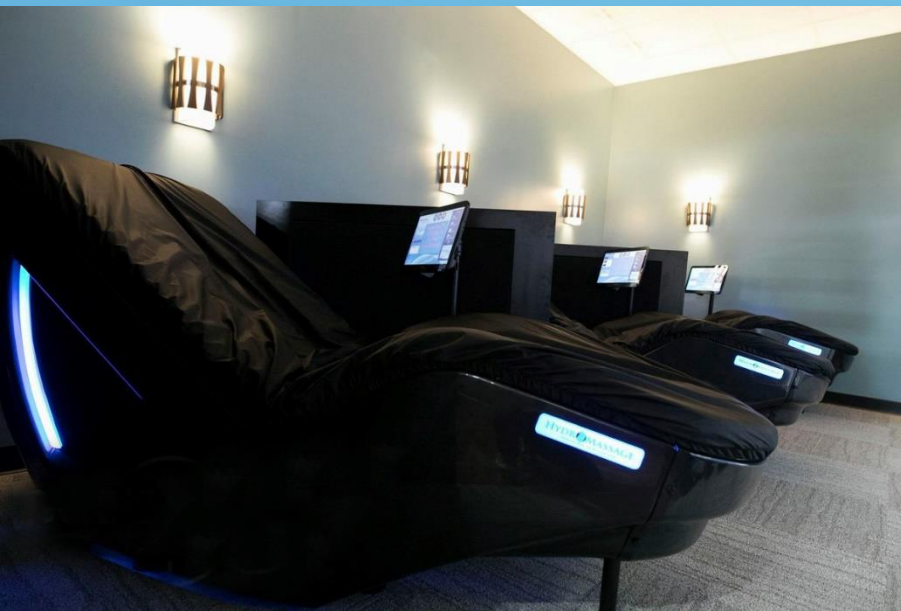




## Option 2: HydroMassage® Executive Floor

When positioned in the Executive Floor Lounge, all guests on the floor have access to HydroMassage®. This provides a unique loyalty reward and justifies a higher room rate.

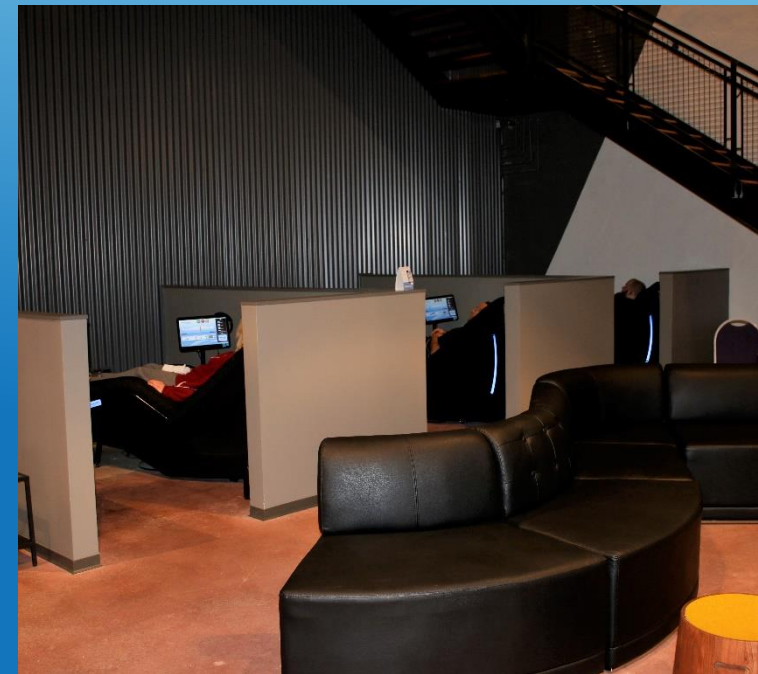
- Ex: All Executive Floor room rates increased \$10-\$30 per night



## Option 3: HydroMassage® Zone Near Lobby

**A HydroMassage® Zone near the main lobby where all guests have access to wellness and recovery delivers higher property-wide rates and superior guest offerings.**

- Ex: Wellness package added to the room rate for \$10 more per night
- Ex: \$2-\$5 service / amenity fee added to all room rates per night





## Option 4: HydroMassage® for Recovery in the Fitness Center

**A HydroMassage® Zone is included in the fitness center, and guests receive one 10-minute massage for post-workout recovery, similar to most large health club operators in the US.**

- Ex: HydroMassage included for any guest with access to the fitness center



# ROI Scenarios

The following provides an overview of the monthly revenue generated from various HydroMassage strategies:

## Option 1: Wellness Suite

200	Hotel Rooms
3	Wellness Suites

65%	Average hotel occupancy
90%	Average wellness suite occupancy

\$40	Additional Rate for Wellness Suite
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<b>\$3,240</b>	<b>HydroMassage Monthly Revenue</b>
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## Option 2: Executive Floor Lounge

200	Hotel Rooms
25	Executive Floor rooms

65%	Average hotel occupancy
65%	Average executive floor occupancy

\$20	Additional Rate per Exec Floor Room
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<b>\$9,750</b>	<b>HydroMassage Monthly Revenue</b>
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## Option 3: HydroMassage Zone

200	Hotel Rooms
\$ 1.99	Service Fee Per Room

65%	Average hotel occupancy
130	Occupied Rooms Per Night

95%	% of Rooms With Fee Applied
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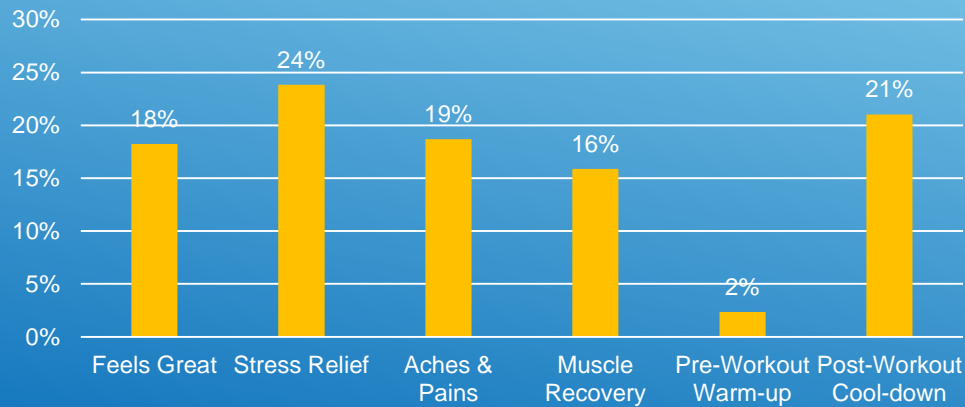
<b>\$ 7,373</b>	<b>HydroMassage Monthly Revenue</b>
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\*Data shown are estimates. Actual results may vary for different hotel operators.

# HydroMassage Value for Guests

## HydroMassage Data

Why do you use HydroMassage?



## Feedback

"Feels so good on sore muscles"

"Amazing!"

"A must for post workout recovery"

"First thing I do when I check in"



**Kimberly J** @KymberlyJenal · Mar 26

This **hydro massage** feels **amazing** especially after a good workout!!!



**Valentina Delfino** @vadelfino · May 13

@PureGym great way to finish my workout with the hydromassage bed! ❤️

1



1



**Connor Haack** @Connor\_Haack · Jun 28

I went to the gym twice today just to use the hydromassage beds



2



**coüsin günth** @mistiffanymarie · May 22

OMG THE **HYDRO MASSAGE** AT PLANET FITNESS IS **AMAZING!!!** GOOD WORKOUT TODAY 🙌🏻👏



♡ **Lexi** ♡ @\_alexis\_rodrigo · Jan 5

This **hydro massage** makes being **sore** so much better 🍷👏



**Electrify Fitness** @electrifyfit · Feb 24

I'm addicted to this **Hydro Massage** bed. #xsport #massage #spa #recovery #muscles #relax #tgif... [instagram.com/p/BQ6Bj2F3j0/](https://www.instagram.com/p/BQ6Bj2F3j0/)



# HydroMassage Clients

HydroMassage® systems have become an integral part of wellness and recovery offerings in most major fitness chains. This modality is extremely inclusive and can be utilized by most demographics.



# HydroMassage Summary

## HydroMassage® systems:

- ▶ Solution focused on relieving the stress and anxiety of today's traveler
- ▶ Available 24 hours a day and does not require special training to use
- ▶ An inclusive modality that can be utilized by all demographics
- ▶ Increase of hotel retention and additional new guests
- ▶ Additional room revenue and increased ADR with the ability to reward loyalty members
- ▶ Software based control system to allow feedback on usage and guest comments

