



SUCCESS STRATEGY: RECOVERY AREA LOCATION AND DESIGN

Having worked with most major fitness brands on positioning HydroMassage and other premium amenities, we have a unique perspective as to what strategies have worked exceptionally well in the industry. Please allow us to share our insight and knowledge to help you maximize Basic-Fit's Premium Package success.

- **Position the space in a high traffic / visibility area of the club ideally near the front of the club to make it easy for staff to give trial massages during club tours**
- **Design the space with open entryways or glass walls to increase visibility and awareness**
- **Include relaxing spa décor**
- **Choose recovery modalities which are easy to use and do not require staff support**
- **Display Relax / Refresh / Recover Zone branding**
- **Install a minimum of two HydroMassage units (three or four units recommended based upon membership levels)**





RECOVERY AREAS WITH SPA DECOR

HYDRO
MASSAGE





OPEN ENTRWAYS OR GLASS WALLS FOR VISIBILITY

HYDRO
MASSAGE





RELAX / REFRESH / RECOVER ZONE BRANDING

HYDRO
MASSAGE

