

THE ULTIMATE GUIDE TO BUILDING OUT YOUR WELLNESS SPACE

HOSPITALITY EDITION



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INTRODUCTION

Wellness spaces are now standard as an exciting way for guests to relax, relieve stress, and refresh themselves. These spaces have become a favorite everyday visit for guests looking to relieve stress, aches and pains, or recovery of sore muscles from travel. Some of your guests may have even asked about including them during their stay.



By creating a wellness space in your hotel or resort, guests have access to a range of health and wellness solutions suited to their needs in one convenient location. Provide them with amenities and innovative products for total mind and body wellness.

So where do you start in your build-out of a wellness space? What are the considerations to keep in mind when you're designing the ultimate space for your guests? We've provided a guide to get you started on your design from the experts in wellness spaces.

WELLNESS SPACES

Endless Exciting Possibilities. We Are Here To Help



ESSENTIALS

Planning and Designing the Perfect Wellness Space

Location of Your Wellness Space

The first steps of building out a space for comfort are simple, but crucial. In order to maximize guests' experience, you'll want an indoor space with at least 6'x10' (2x3m) for each WellnessSpace product. If you have multiple units to install, be sure to plan for extra room for maneuverability in addition to the space for the units.

One of the great opportunities that installing a wellness space provides is the ability to renew old areas of your hotel. An underutilized business center or retail space can be repurposed with a new sought after amenity. Ideally located in close proximity to the guest check-in or the elevators. Guests will also appreciate the change in scenery and getting the opportunity to enhance their experience.

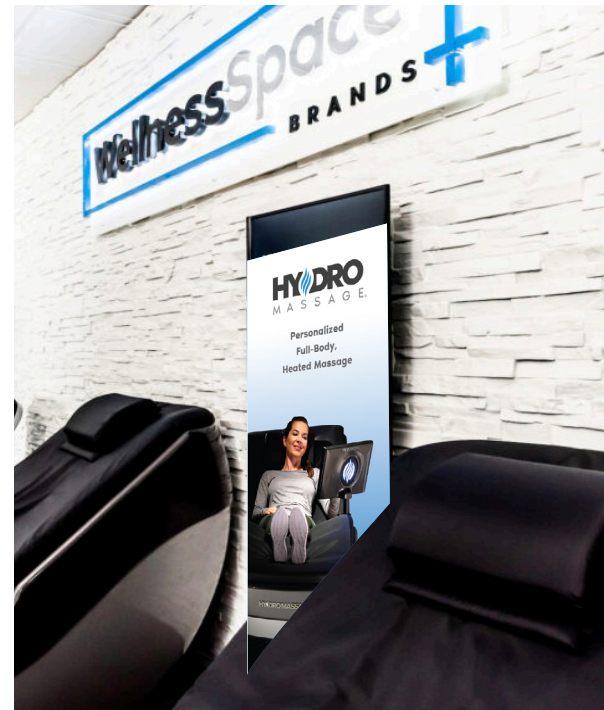


ESSENTIALS CONTINUED

Room Layout

A major step in designing a wellness space is the layout. Whether it's one room, several rooms, an underutilized space or even a visible one with glass doors or open entryway, you want to make the experience easy for guests to discover and navigate. These considerations will go a long way to supporting the success of your wellness space.

Throughout this guide are pictures of several layout examples that you might consider. There are virtually infinite ways you can lay out your wellness space in accordance with your hotel needs. Additionally, our team is available to help you design the layout of your wellness space.



Promotional Signage

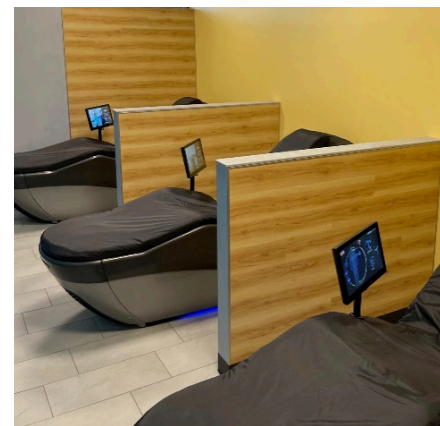
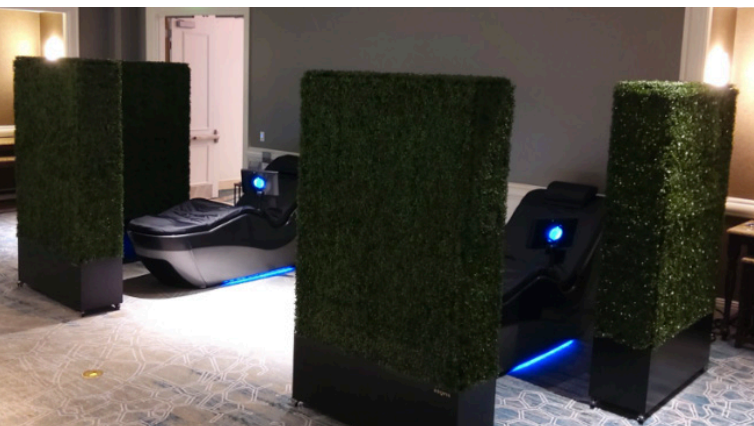
Lastly, you need to tell people about your new space! Let guests know that new amenities are coming to your hotel or property. We provide many marketing materials in our Customer Portal, including brochures, posters, business cards, stock imagery, and more – all included with your WellnessSpace Brands product.

The best way to maximize your marketing reach is to inform guests about the new space prior to its completion so they can get intrigued and excited about new changes coming. Once your wellness space is complete, make it a selling point for guests by highlighting it on your website. “Free massage with every days stay” this can help increase your properties ADR and guest satisfaction.

CONSIDERATIONS

Optional Extras Make Your Wellness Space Uniquely Yours

Most important in this process is the environment being built for clients. The design and atmosphere should reinforce how much additional value is delivered in this new space. The recovery space should feel both new, exciting, and exclusive, but also with a sense of serenity and comfort. Position it as a departure from the other areas in your business to provoke curiosity and help reinforce the value for users to come back time and time again.



Dividers

Most important in this process is the environment being built for guests. The design and atmosphere should reinforce how much additional value is delivered in this new space. The recovery space should feel both new, exciting, and exclusive, but also with a sense of serenity and comfort. Position it as a departure from the other areas in your hotel – convey the environment as the “ultimate travelers recovery space”.

Furnishings & Waiting Area

Your wellness space is going to attract a lot of attention from guests interested in trying out your units again and again, A waiting area will provide a place to unwind and relax when all units are being used. This area should be treated with a similar level of care as the main space. Each paid session is 10 minutes, so anyone waiting will potentially be in this space for that amount of time or longer, depending on how many units are available.

CONSIDERATIONS CONTINUED

Lighting

An essential element that can help define your wellness space is lighting. The right lighting can create a mood, evoke emotions, and encourage relaxation. You may want to consider using colors other than plain white light. While white light is practical and functional, it's not necessarily the most inviting or soothing. Instead, warmer shades like soft yellows or oranges provide a relaxing atmosphere. Light blues or purples provide an immersive and refreshing quality. They're also associated where meditation or mindfulness practices are encouraged. Whatever colors you choose to use, make sure that they're bright enough for your guests to see and help to establish your wellness space.



Flooring

To make the environment stand out, the space should feel modern - like a departure from other areas in your hotel. Sometimes details that we'd never consider can shape the perception guests develop, and one of the most important not-so-little details is the flooring that this space has. The space doesn't need to necessarily have tile flooring or luxury granite - however, it should be something clean and fresh. Wood flooring and carpet are great examples. We recommend choosing flooring that is different from the flooring in place in other parts of your hotel.

CONSIDERATIONS CONTINUED

Audio and Sound

Make the space sound comfortable and inviting. This can be done in a couple of simple and easy to implement ways. First, you can purchase a device that plays ambient noise, such as that of thunderstorms, forests, or even just white noise. You may want to consider a device that is user-customizable so that guests can choose from a variety of preset options that best suit their needs. Alternatively, playing calm music in the space, like gentle piano or dulcet tones, can help create a calming atmosphere.

Wall Covering & Paint

If you plan to have the wellness space painted differently than it is now, use a cool, soothing color that's easy on the eyes – light blues, greens, and greys are great for this. Alternatively, textured wall solutions are also good options and may even improve client perception of the space.



Plants & Decorations

Decorative plants are a fantastic way to bring the outdoors inside and can add some much-needed greenery to your wellness space. They can provide a natural, calming touch while purifying the air at the same time. We recommend succulents, small bonsai trees, areca palm, and chrysanthemum. Each of these is able to thrive with minimal required maintenance.

OPERATIONAL LOGISTICS

Foundational Needs That Set Up Your Wellness Space For Success

Storage

As part of your wellness space, you may want to include some storage areas, like cabinets or a closet. These can serve many purposes, including storage of cleaning products like wet wipes and more. While providing easy access, a storage area will help keep your wellness space organized and inviting.

Electrical

Each unit you install has different electrical requirements, so be sure to check the product guide for the unit you're interested in prior to installation. Plan for extra electrical outlets for other devices too, like lamps, scent emitters, music players, or other comforting items that require electricity to operate.

Important! Prior to having your WellnessSpace units installed in your hotel, have any electrical work necessary to operate the equipment completed. This will help enable a smooth installation process.

HVAC / Air Conditioning

Planning for HVAC considerations upfront is crucial, as an uncomfortable room temperature will not be pleasant for your guests. Most importantly, please ensure your contractor has the correct HVAC specs for each product and includes the minimum cool air supply required. Also, be sure the space is temperature controlled with a thermostat in the room, and thermostatically-controlled exhaust fans if necessary. Lastly, additional cool airflow into the space always helps, either with an open entryway, open ceiling, etc.

Internet

WellnessSpace Brands products require their own hard-wired (Ethernet / CAT5) internet connection. This is for two important reasons – one, so any software updates can complete automatically, and two, so we can monitor your unit and alert you in the event of a malfunction. Much like the electrical work that may be required for installation, we recommend having this wall wiring complete prior to installation of your units to ensure a smooth process for both our team and you.

For more tips on how to build out and promote your Wellness Space, contact us at info@WellnessSpace.com.

For more information on WellnessSpace Brands, visit WellnessSpace.com or call us at 727-536-5566.

