

Why Are Wellness Spaces **Now Standard** in Fitness Clubs?

A WellnessSpace Brands White Paper



In recent years, a refreshing and relaxing new trend has emerged in the fitness industry, quickly becoming an essential mainstay: recovery and wellness spaces. These calm and comfortable areas are exclusive zones within fitness clubs that offer a range of amenities and services that gym enthusiasts use every day such as hands-free massage, cryotherapy, percussion guns, saunas, and more. Fitness centers, studios, and personal training facilities are all incorporating wellness spaces into their layout and offerings as a standard amenity.

Wellness spaces have allowed fitness clubs to stand out in a competitive market, offering a unique selling point that sets them apart from other gyms. Enthusiasts and newcomers alike appreciate a place to cool down after a long or strenuous workout. Plus, wellness spaces can attract members less focused on traditional workouts but interested in alternatives.

Wellness spaces can also help the well-being of gym-goers. By providing wellness spaces, fitness clubs can help their members keep up with their fitness goals. Recovery periods after a workout, especially massages, can help both physiologically and psychologically. Wellness spaces help you offer a more total-body based approach to fitness and wellness, which is always a good thing.



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With water massage beds and recovery products, we've seen excellent ROI, which has helped to strengthen and grow our business through additional EFT revenue.”

DON MURPHY, GOLD'S GYM

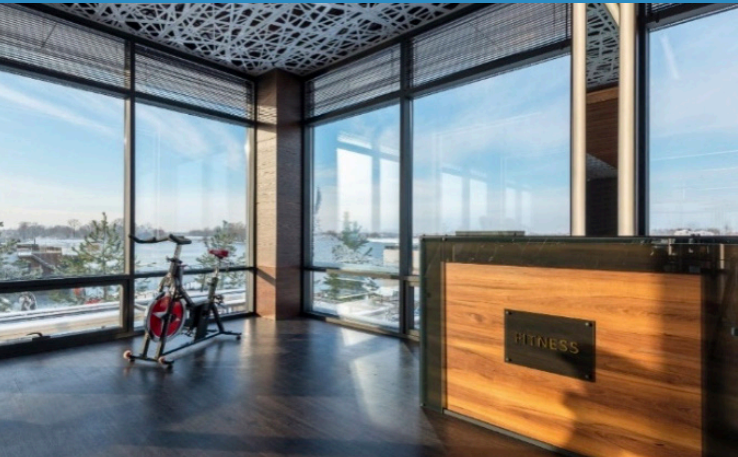
How Can Wellness Spaces Help Your Club?

Let's break down some of the benefits

1 Increase Club Revenue

A huge benefit of wellness spaces is the potential for generating additional income for fitness clubs. Many members are willing to pay extra for recovery services, which can help fitness clubs generate more revenue - helping

to offset operating costs, provide better services for customers, and improve profit margins. This can be especially important for smaller fitness clubs that may struggle to compete with larger chains.



2 Establish Your Club with a Competitive Differentiation

Fitness clubs need to differentiate themselves in a competitive market. Wellness spaces can offer unique selling points by offering recovery amenities that attract customers who are looking for an all-inclusive fitness and wellness experience.

Wellness spaces can help fitness clubs appeal to clients looking for an all-encompassing experience that suits more than just a traditional workout experience - for instance, recovery

focused services like HydroMassage and/or cryotherapy. This diverse range of wellness amenities help clubs cater to a wider audience and expand their customer base.

Moreover, in order to determine the appropriate pricing model, it's important to identify a product that resonates with your current customer base and can be priced accordingly to drive strong sales and yield a quick ROI.

3 Improve Member Satisfaction and Retention

One of the biggest advantages of wellness space recovery lounges is the improved member satisfaction that comes as a result. Members can feel fatigued and sore after their workouts, and recovery amenities, like foam rolling, stretching classes, and massages feel

great on sore, tired muscles. By providing these services, fitness clubs can show their members that they care about their well-being. Satisfied customers become return customers, and word-of-mouth recommendations are among the strongest marketing tools available.

4 Revamp Underutilized Space

Fitness owners who recognize the benefits of having recovery lounges often ponder over the optimal location to accommodate such a space. Fortunately, repurposing dead or outdated areas in your gym is an excellent solution.

By transforming underutilized areas in your gym, you can create a space that serves as a valuable asset to both your members and your business. Not only does it provide an additional service for your members, but it also has the potential to improve retention rates and attract new members to your gym.

Start by identifying areas that are no longer in use, such as an old racquetball court or unused storage space. With some straightforward renovations, these areas can be transformed into a rejuvenating wellness space.

Consider incorporating recovery products, such as foam rollers, massage chairs, or designated stretching areas. Additionally, features such as an infrared sauna or CryoLounge+ chairs can be excellent additions to the wellness spaces, providing members with a serene space to unwind and recharge their bodies after a workout.

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After we added HydroMassage, our WOW package upgrades increased to 63% for new members. Many upgraded to a 12-month contract.”

- ANTHONY CROMACK, OWNER
ÉNERGIE FITNESS





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“We have HydroMassage in every one of our clubs for our premium membership amenity. Members tell us it’s the reason they buy the premium package.”

EJ WILLIAMS & JERRY PUGH,
OWNERS, WORKOUT ANYTIME

5 Extend Membership to a Wider Audience

Wellness spaces can help fitness clubs cater to a wider range of members. By offering recovery services, fitness clubs can easily enter a new product category that will appeal to a new market - people recovering from an injury, dealing with chronic pain, or just looking for a bit of rest and relaxation.

In this era of fitness, much the same way members expect to see cardio and free weight areas, they also expect to have access to wellness and recovery services as they shift to a more total-body approach to health and fitness. As we see the demand for wellness spaces increase, failing to update your fitness center

with the latest demands of fitness enthusiasts could lead to stagnation and hamper your growth. Wellness spaces have significantly impacted fitness clubs by improving customer satisfaction, providing additional revenue streams, and catering to a wider range of customers. Clubs offering wellness spaces can attract new clientele and distinguish themselves in a competitive market. By keeping up with the latest trends and innovations in the industry, fitness clubs can offer an all-inclusive experience for their current customers and for new ones as well.

How to Monetize a Wellness Space

All of these benefits mean nothing if club owners cannot take advantage of the opportunities provided by the addition of a wellness space. When wellness is implemented properly, it's not uncommon to see more than half of your members upgrade to a new premium package. Let's review how to make recovery both enticing to members and beneficial to profit margins.



Build Out the Wellness Space

Most important in this process is the environment being built for members. The design and atmosphere should reinforce how much additional value is delivered in this new space. Make the recovery and wellness area feel exclusive. Position it as a departure from the other areas in the gym to promote relaxation and recovery.

This can be accomplished with little upfront costs by adding calming music, low lighting, partitions with scenic graphics and soothing scents. It doesn't need to feel like a luxury spa - just incorporating a few nice design touches can really make a difference in member perception.

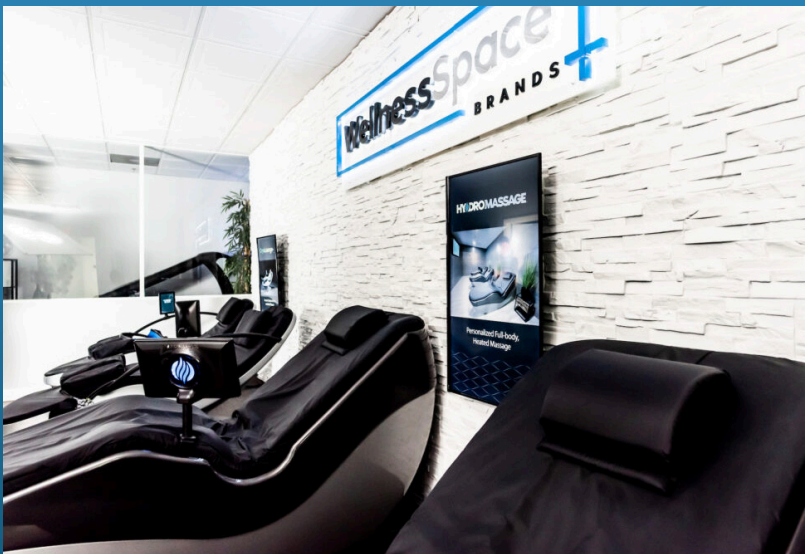
How to Position the Wellness Space to Members to Maximize ROI

To optimize your success, it pays to keep things simple and make it as easy for members:

- Create a bundled Premium Wellness membership package for \$10-\$15 more per month, rather than trying to nickel and dime for each service separately. Members will appreciate this and be more willing to upgrade than pay out of pocket each time.
- With a two-tiered membership structure, highlight the gap in value between your basic and premium packages by listing 2-3 benefits for your Basic package, and 10+ services included with the Premium membership.
- Showcase your wellness and recovery services prominently on your website with photos and videos.
- Prompt new prospective members to join on your website and reduce sales friction where possible by waiving enrollment fees for the Premium Membership.

**A wellness space should
be a win for both members
and the club owner.**

Follow these simple steps
to unlock the immense
potential value of a wellness
space in your club.



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



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