

THE ULTIMATE GUIDE TO BUILDING OUT YOUR WELLNESS SPACE

HOSPITALITY EDITION 2.0



TABLE OF CONTENTS

INTRODUCTION | 2

Why building a wellness space for your guest attracts today's traveler longing for the ultimate recovery and well-being experience.

WELLNESS SPACES | 3

A visual guide to consider and create your own wellness space.

ESSENTIALS | 4-5

We've got you covered with a range of wellness must-haves including room layout, signage, location recommendations and more.

CONSIDERATIONS | 6-8

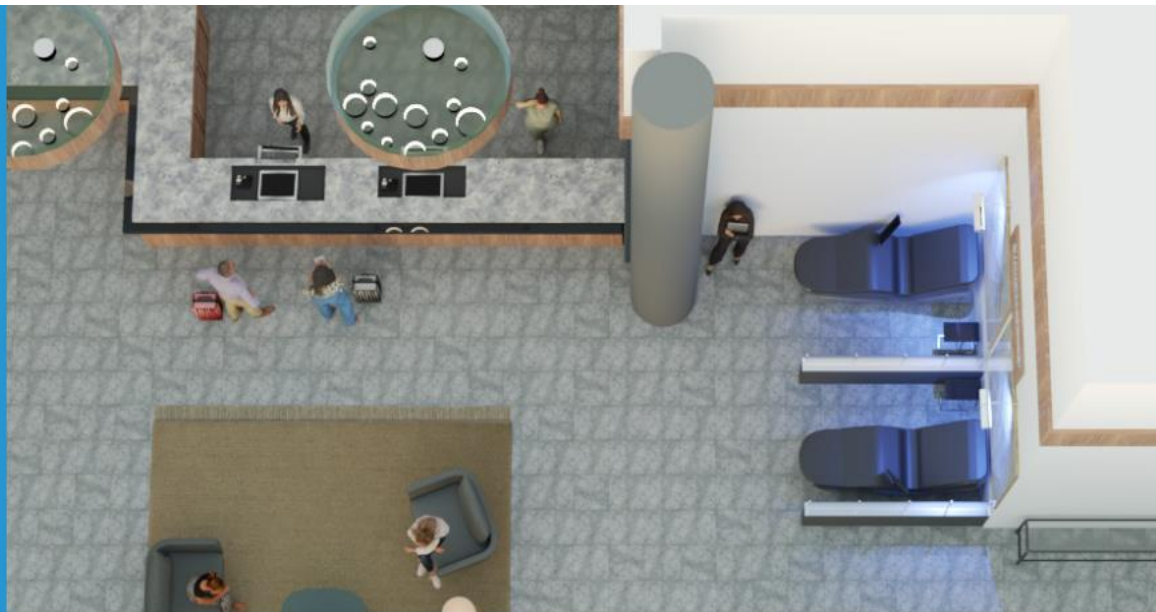
Customize your wellness space to reflect your core brand values.

OPERATIONAL LOGISTICS | 9

Foundational needs that set up your wellness space for success.

INTRODUCTION

Wellness spaces in hotels have increasingly become a sought-after amenity as travelers prioritize health and self-care. Guest are looking for holistic ways to relieve the stress of travel, soothe aches and pains, and recharge.



Hotels that adapt to this trend by creating a wellness space for their guest can not only attract the health-conscious traveler but also set themselves apart in a competitive market. By making wellness spaces more aligned with the expectation of today's leisure and business traveler, you also gain customer loyalty.

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

Creating a memorable and rejuvenating experience for your Guest....



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 with creating a wellness area in your hotel is that it provides 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. The ideal location is in close proximity to the guest check-in or the elevators. This gives every guest the opportunity to try a quick 3-minute trail or purchase additional minutes after a long day.



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

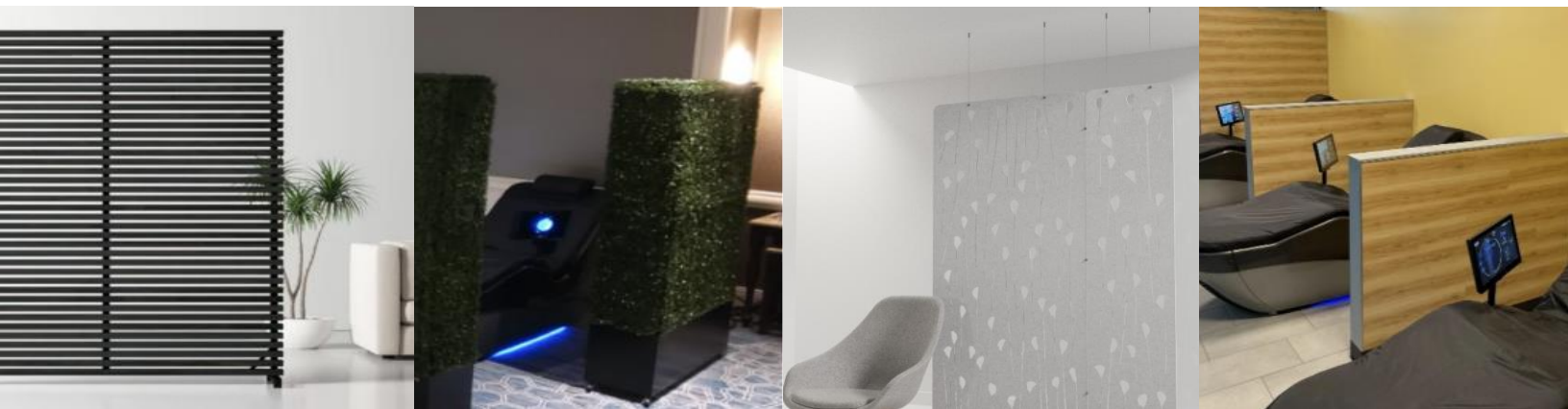
Lastly, you need to tell people about your new space! Let guests know that new amenities are coming to your hotel or property. We provide many marketing materials in our Customer Portal, including brochures, posters, business cards, stock imagery, and more – all included with your WellnessSpace Brands 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 the exciting 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” can help increase your properties ADR and guest satisfaction scores.

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 hotel – convey the environment as the “ultimate travelers recovery space”.



Dividers

Dividers are available that not only give each guest privacy but can also help diffuse and absorb unwanted noise while remaining visually pleasing. Faux plant dividers are also an option and are elegant and contemporary that come in many sizes and shapes.

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. The space doesn't need to necessarily have tile flooring or luxury granite. If you choose those or trending LVT or wood consider adding a rug, mat or acoustical dividers for sound mitigation. Rubber flooring and carpet both help mitigate sound and noise. We recommend choosing flooring that is different from the flooring in place in other parts of your hotel to create that special place for guest.

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 varmstrong@WellnessSpace.com.

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

