

*How to create*  
**WELLBEING  
EXPERIENCES**  
THAT DELIGHT YOUR GUESTS

# WHY SHOULD YOU LOOK AT OFFERING A **WELLBEING EXPERIENCE AT YOUR HOTEL**

- Wellbeing is **on the rise**
- People are increasingly **health-conscious**
- Wellbeing is **differentiating factor**

The links between physical fitness and wellbeing are well documented. And during the Covid-19 pandemic, safe places to exercise indoors became even more essential for mental and physical wellbeing.

According to the Global Wellbeing Report by Lululemon, there is an increased focus on the three pillars of wellbeing, especially on the physical part.

**51%**

**PHYSICAL  
WELLBEING**

**48%**

**MENTAL  
WELLBEING**

**41%**

**SOCIAL  
WELLBEING**





As we emerge from lockdowns and travel restrictions, people are eager to enjoy new experiences, to travel more and to increase their wellbeing in all its facets. As an example, 70% of Europeans intending to take a vacation by the end of November 2021, according to the European Travel Commission. And, in the US, hotel occupancy is starting to be the highest it has been for 85 weeks, as reported by STR.

However, we must not forget that health is the primary concern, both the maintenance of health and its future Improvement.

Consumers expect to increase their purchases of both wellbeing products and services over the next year. Specifically, 37% of consumers, according to McKinsey, expect to increase their spending on wellbeing services in the next year.

Improving general health is the most important dimension for global consumers.

Wellbeing offers are an essential way to attract and retain new visitors.

And it's worth it. The wellbeing sector is predicted a much stronger than anticipated recovery and is likely to grow by around 6% in 2021 and by 4.4% in 2022, according to the Global Wellness Institute. Another survey from McKinsey suggests that consumers are now more health-conscious than ever.

Keeping guests' wellbeing front of mind is paramount and this means providing hotel room and hotel gym workout options that fit hotel guests' needs and at-home routines.



## WHERE TO START: KNOW THE TOP TEN TRENDS

- **Fitness trends have changed** and will keep changing
- Hotel guests like a **variety of experiences**
- **Know how your guests respond** to new trends

It's worth bearing in mind that customer needs changed radically during the pandemic. Nearly half of adults say being at home more than usual helped them feel more in control of their health in the past 12 months, according to Mintel research. Moreover, one in five people exercised more during the pandemic than at the start, as a result of reduced commuting times

The customer journey expectation has also changed.

Life goals are evolving and consumer priorities are transitioning. Home exercise is expected to increase in participation compared with pre-covid levels between 72% and 69% and gym exercise by 21%.

We've had access to a wealth of diverse online fitness content and how we use and attend a hotel gym facility will also look very different so keeping abreast of the latest trends is crucial. For example, the ACSM (American College of Sports Medicine) lists online training, wearable technology, bodyweight training, outdoor activities and high-intensity interval training (HIIT) as the top five fitness trends of 2021.

We also know from Strava research that, for obvious reasons, the popularity of walking increased in 2020 so hotel guests might be as interested in information about local walking routes as they are in information about on-site facilities.

Knowing the trends is important but it's also crucial to ensure you know how they will impact your visitors.

How well are you set up to accommodate these trends and are you including them in your advertising for new guests or hotel gym members?

How do your guests respond to new offers? You need to keep all these things in mind when deciding what guest amenities or additional information you want to offer to your guests.





## DEEP DIVE KNOW YOUR GUESTS

- The pandemic has altered how we live and work
- Data is key
- Security, safety and privacy are paramount

Today's and tomorrow's hotel guests might look very different from two years ago.

Studies have found that while some people have been exercising less during the pandemic, other groups have been exercising more. What do these potential new demographics mean for your hotel gym, its location and accessibility?

Do you need to change your offer to accommodate new behaviours? Remote working looks set to stay permanently for many companies. What will this new way of working mean for your hotel guests and their purpose for travelling?

Will there potentially be a shift from business to leisure travellers or even 'workation stays'?

Asking your guests these and other questions – for example around their age and fitness goals – will help you determine the best offer for your hotel guests and potential new ones.

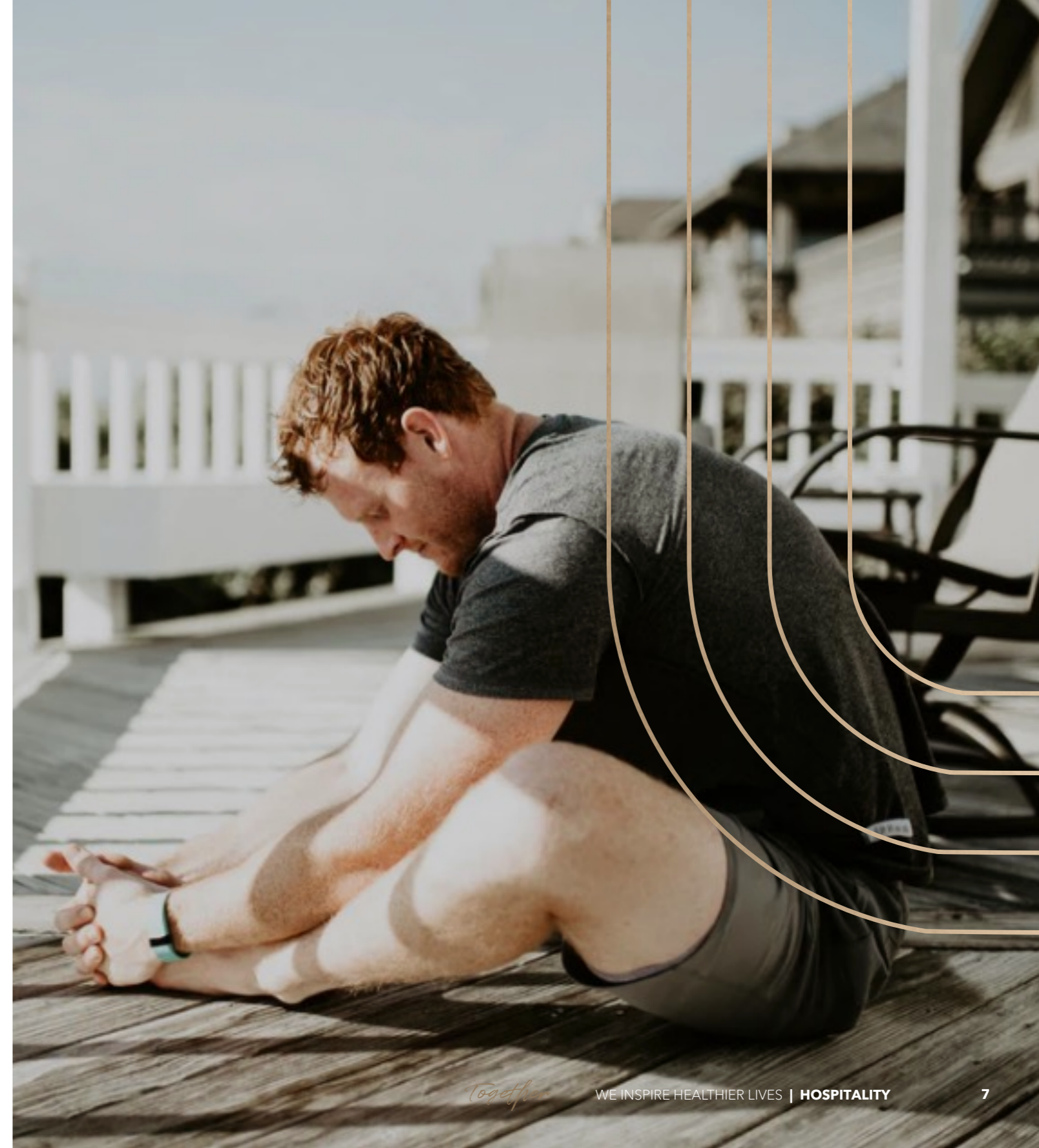
That's why gathering and analyzing data on existing and new users is essential:

- Helps to predict room availability and cancellation likelihood,
- Enables to understand who your guests are and how to cluster them
- Provides insights into what your guests really value
- Allows to identify areas for improvement impacting revenue and operational efficiency
- Facilitates making informed decisions about potential investments

Data should be considered as a facilitator for all parts of your business, hence allowing marketing, operations and revenue management staff to access it, is key.

A good understanding of your guests expectations also enables you to adjust the experience accordingly, specially after COVID: it's important to know how it has impacted their sanity and privacy concerns regarding their wellbeing journey.

As a matter of fact, there is a growing concern for the sanitizing policy and spaces, and a demand for private spaces to work-out that insure not only privacy but also sanitary conditions. You may want to consider individual spaces and in-room fitness solutions for example to meet this type of requests.



# ASSESS THE GUEST JOURNEY

- The guest journey is **a route to wellbeing**
- **Understand** your guest's behaviour

The customer journey has become more important than ever before. Lockdown has meant an incredibly personalised experience for everyone, thanks to increased home delivery and greater control over every aspect of our daily lives. Research from consulting firm Frost & Sullivan suggests that COVID-19 has kickstarted significant changes in consumer behaviour, compelling us to perceive home as a hub for work, wellbeing, and entertainment, with connectivity as the key enabler.

Understanding how the guest behaves from the moment they leave the house to the moment they arrive at the hotel will help you understand what they need and expect from you. Do you need to have kit available at reception for guests who forget theirs? Do your guests need guidance pre- and post-workout? Do they demand or would they appreciate guidance on healthy eating, walking routes, home-based activities?

Create a feedback process to get a better understanding of your guests' likes and dislikes, get to grips with the pain and pleasure points and make sure you address them on their next stay in your hotel.

Wellbeing is an ongoing process and only by encouraging your guests to be part of this process will you start to offer a satisfactory experience.





## FOCUS ON WELLBEING ACROSS THE ENTIRE ORGANISATION

- **The value** of the wellbeing experience
- **Expand** your wellbeing offering

### THE VALUE OF THE WELLBEING EXPERIENCE.

Wellbeing offers not only add quality to the guest experience but also create extra revenue streams.

Wellbeing services such as personal training sessions, but also nutrition services (pre-workout shake, post-workout barras), specific healthy-focused menus, either in-room or at the restaurant, or even sport apparel corner for merchandising, can not only improve your wellbeing guest experience in your hotel, but also provide you with some extra revenue.

As a matter of fact, according to an internal LifeFitness study, customers are willing to pay 78% extra for a space reserved for personal training. And, 38% of travellers consider it reasonable to pay 10% more for this type of service.

Going that extra mile in order to delight guests with the ultimate wellbeing experience means a satisfied & loyal customer.

## EXPAND YOUR GUEST OFFERING

- Go **above and beyond**
- Offer **bespoke equipment** and classes
- Be agile and **offer new trends** when available

Depending on the available budget and room, there is a range of options to expand your offering.

A hotel gym is nice to have and can make or break a guest experience or determine a guest's booking. Do you take into account the latest trends when deciding what equipment to choose? Are you agile? Do you ensure your equipment is easily transferable or changeable? Is your hotel gym open to guests and outside users too?

Fitness apps, wearables and evolving digital technology enhance the exercise experience. Workout tracking, on-demand training and daily hotel room workout suggestions are important to guests who want to continue their wellbeing journey throughout their stay.

If you don't have dedicated room for a gym on your property, converting two rooms into a small gym is a cost-effective way to boost your offer.



Some hotels offer in-room fitness facilities, such as treadmills, exercise bikes, rowing machines, dumbbells & exercise balls. Knowing your guest profile inside out will determine where, when and how to offer this. Is privacy paramount to a major part of your guests? In-room fitness might be a solution to address this need. If your core demographic is likely to be swayed by your fitness facilities it's worth offering more bespoke equipment and classes and personalising the experience.

Your in-room offer doesn't have to include physical fitness equipment but the simple addition of mindfulness, meditation and basic stretching exercises on the room TV is a cost-effective way to improve the wellbeing experience.

You could also include recommendations for fitness apps or nearby walking routes and include different types of cushions or weighted blankets. Sometimes the smallest details can have the biggest effect.

In the restaurant, offer a good mix of organic and local produce where possible as well as flagging up available healthier options or offering niche extras such as protein drinks. It's important to ensure that the choice of products or brands you're offering fits your brand and values and adds to the overall, holistic wellbeing experience of your guests throughout their stay with you.





## IMPLEMENTATION /EXECUTION

- **Create & implement** the right education around wellbeing (internal communication)
- **Communication with your guests** is key (external communication)

### EDUCATION

The key to improving the guest journey is Education. All staff members should be clear on the purpose of the gym and the principal benefits to guests. While this may seem obvious, considering the entire consumer journey as a route to wellbeing rather than a transactional service will help the overall experience go more seamlessly.

This education needs to be seamless across all areas of the business, from the front desk to housekeeping. If the emphasis is on a good customer journey then the experience will be smoother for everyone.

The philosophy must be embedded from the top down and communicated with staff at every stage. This also includes ensuring staff wellbeing is taken into consideration and made a fundamental part of their everyday working life. This could be as detailed as offering staff 'lunch-and-learn' activities, hands-on and proactive wellbeing sessions or benefits on top of fitness-based perks or it could be as simple as ensuring flexible working practises are in place.

## COMMUNICATION IS KEY

You could offer the most state-of-the-art facilities in the world and the greatest wellbeing offer your guests have ever seen but if you don't let them know about it and don't prepare them for the experience, there's no point.

The communication process starts long before the guests arrive. This 'fitness-onboarding' necessitates priming your guests for a wellbeing experience. Remind them to bring their sports apparel with them so they aren't faced with having to buy expensive gear on site (though it's always useful to have that ready to go when the occasion dictates).

Guests should be advised of the fitness facilities on arrival, informed of the opening times and etiquette around usage. This messaging should be consistent across all staff, from restaurant to gym and be joined-up, from mealtimes to bedtimes.

Lastly, ensure this communication continues after the guest has left. Collect all the relevant feedback on the wellbeing experience as well as the facilities:

- How did they feel during their stay?
- What were the main sticking points?
- How did they find the fitness space?
- Did the restaurant deliver food that enhanced the experience?
- Would they recommend the wellbeing experience?
- How will they do that?
- Are there ways you can help them do it?

Consider offering a free stay for wellbeing influencers in exchange for coverage of your offer, a voucher-based reviews incentive or an email campaign where guests automatically include a review of the hotel's gym that is made public.

A wellbeing experience is an ongoing one and cannot be delivered in a silo. Only by aligning all aspects of your organisation in the wellbeing philosophy will you be able to ensure your guests get the experience they have come to expect and will keep them singing your praises and coming back for more.

We wish you well on your journey to the ultimate wellbeing experience and we're happy to provide expert advice at any stage, from which equipment to buy to data collection.

**Do you want to find out more?  
Feel free to reach out. Our team of experts is always at your disposal.**

**[Click here to contact us.](#)**



 **LIFEFITNESS**  
FAMILY OF BRANDS