

2009 ISPA Conference & Expo

Does it FIT? Successfully Integrating Fitness Services into the Spa

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I. Overview of the Global Spa Industry

1. Revenues
2. Number of Spa-goers
3. Number of workers

II. Overview of the Global Fitness Industry

1. Revenues
2. Number of Health club members
3. Number of workers

III. Defining Fitness

1. The 3 Essential Components of any Fitness Program
2. Fitness Activities Today

IV. Defining Spa

1. The Different types of Spas

V. Collaboration vs. Competition: The Crossover Between the Fitness and Spa Industries

1. Wellness
2. Mind-Body
3. Holistic
4. Lifestyle
5. And more....

VI. Why Integrate Fitness into the Spa?

1. Is there a demand?
2. What does the customer want?
3. Current consumer trends and predictions for both industries
4. The growing global obesity problem

VII. Fitness, Health Clubs and Gyms during the Current Recession

1. Health club memberships are actually thriving
2. People are not willing to give up 'the gym'
3. Memberships are seen more as a necessity than a luxury
4. The unemployed have more time on their hands
5. Seen as a means to cutting health care costs
6. Stress reliever (more than ever!!)
7. For adults and children alike!

VIII. Getting Started: Key Tips to Integrating Fitness into the Spa

1. Write or re-write your Mission Statement
2. Determine the core of the business and what you will offer
3. Determine a budget
4. Hire a consultant who knows fitness and spas
5. Hire an architect who knows fitness and spas

IX. What Activities and Services are the Right Fit for your Spa?

1. Fitness
 - Cardio training
 - Resistance training
 - Flexibility training
2. Wellness
3. Lifestyle
4. Nutrition
5. Life Coaching
6. The influence of technology and the Internet
7. Other...

X. Potential Revenue Sources

1. Memberships
2. Personal Training
3. Pilates and related activities
4. Nutritional services
5. Wellness coaching
6. Aqua
7. Additional services
8. Retail

XI. Equipment Considerations

1. Making the right choices
2. Space
3. Cost
4. Maintenance
5. Noise
6. Staff

XII. The Right STAFF....

1. Recruitment and Retention
2. Training
3. Team approach
4. Maintaining quality service

XIII. Design Issues

1. Flow through the Facility
2. Workout areas and studios
3. Personal training space
4. Common areas
 - Reception and waiting area
 - Changing rooms
 - Wash areas, toilets and showers
5. Storage space

XIV. Marketing and Selling Fitness in the Spa

1. The 1/3 Rule
2. Articulate who you are and why you are unique
 - What message are you sending?
3. Are you 'Preaching to the choir'?
4. How to attract new clients and retain them?

Thank you for attending today!

Presented by:

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