



June 2019

“What must we now consider to effectively design and optimally deliver memorable wellness/fitness experiences for our future customers?”

HOTEL, RESORT, RETREAT & SPA SPECIAL FEATURE

www.thefitsummit.com



Simon Flint

CEO

Evolution Wellness

(owner of Fitness First Asia, Celebrity Fitness, CHi Fitness and Fivelements)

www.evolutionwellness.com

In a time where consumers are so digitally connected, including through social media, text messaging apps, and fitness aggregator apps, where a member experience whether good or bad can spread very quickly, it's imperative that brands / businesses match their claims really, really well. It might have been a great social media ad that piques the customer's curiosity and gets him or her into the door, but it's delivering on their claims that will make the customer return again and again. So regardless which space a brand chooses to play in, whether it claims to deliver the best value for money, the most exclusive or luxurious experience, have the most experienced and professional PTs in town, the widest variety of classes, etc., it must be able to deliver, and not just deliver, but deliver it again and again. And awareness of those claims must permeate through every level of the organisation, so that every member of the organisation knows what the brand's claim to fame is and will be able to contribute towards sustaining that claim. Being able to substantiate the claim consistently is what helps build brand loyalty and advocacy.



Lahra Tatriele

Chief Innovation Officer

Fivelements

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In today's world, many people are over-worked, stressed to the point of medical burnout and overall, lacking sufficient will to endure their daily life pressures, let alone fulfil their highest potential. From individuals to families, societies to nations, the "wellness of humanity" is at risk. Mental and physical illness is on the rise. As creators and providers of wellness care, we must understand and address these significant issues and innovate new models for mental and physical wellbeing. Long gone are the days of simply providing off-the-shelf solutions, prescription-driven clinical care or bare shells with lines ups of equipment. The dawn of DIY wellness, wellness communities and expert personalised care is rising fast. Today, people want evidence-based wellness support, and they want it in a nice environment close to their homes and offered by "good brands" and people who truly care and connect. Fivelements is a pioneer in integrated wellness lifestyle concepts offering inspiration, awareness and progress in the 21st century. Our authentic destinations provide an integrative wellness approach bridging traditional wisdom with innovative healing modalities, epicurean plant-based cuisine and transformative sacred arts programmes. Our human-centred wellness culture guides us from concept creation to inspiring eco-conscious design, innovative wellness programmes and ultimately, toward our mission of 'creating the space for life transformation and love in action.'



Vivienne Tang

Founder & CEO
Destination Deluxe

www.destinationdeluxe.com

For a wellness experience, retreat or programme to be truly effective it must be tailored as much as possible so it can address the specific needs of an individual. Most of us are already working out and eating as healthy as possible. For us to improve our wellbeing and to reach our wellness goals, we need targeted treatments, exercises and meals, as well as the wellness consultants, coaches, and practitioners who can help us achieve these results. Each person has a unique physical, mental and emotional makeup, and we need to understand that our needs are so individual that keto, intermittent fasting, CrossFit, detox retreats and yoga aren't necessarily for everyone. Wellness programmes need to approach a person's wellbeing on multiple levels, addressing body, mind and spirit to achieve balance and fulfil their needs from a holistic angle. The retreats and treatments we review on Destination Deluxe are very customised these days and offer targeted guidance and solutions for wellness seekers. These programmes all offer numerous tests that help determine a guest's specific weaknesses, so a treatment itinerary, fitness schedule and meal-plan can be curated for the client to move forward on their wellness journey and eventually lead a healthier and happier life.

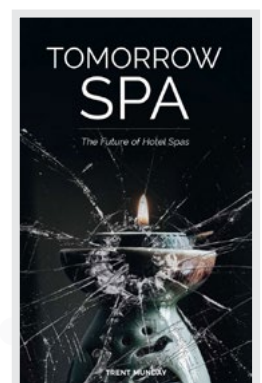
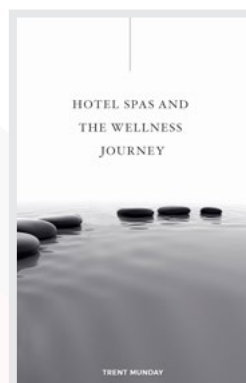


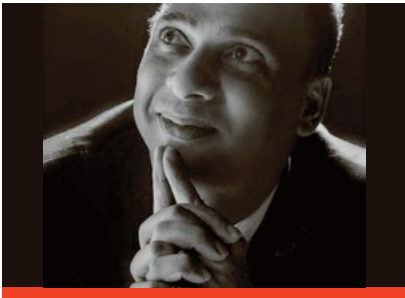
Trent Munday

Senior Vice President –
International,
Mandara Spa

[www.trentmunday.com/
ebooks](http://www.trentmunday.com/ebooks)

25 years ago, you'd struggle to find a spa in a hotel. Today, it's hard to find a hotel without one. What began as an idea for a new revenue stream, quickly became a key USP and then soon became a standard feature. Just as happened before with swimming pools and gyms, now, it's wellness. Hotels don't really understand it, but they know they want to offer it. Wellness, to me, is 'being the best version of yourself that you want to be'. It must be about you. It's personal. Losing the few extra kilos you're carrying is great. But if the battle to lose the weight causes too much stress, you might end up thinner, but you won't be 'well-er'. To succeed, wellness in a hotel environment must live beyond the four walls of the spa. In the kitchen? Sure. But also, in the linen and fabrics. The curtains and carpets. The air conditioners and water systems. In the lighting, both natural and artificial. Even in the design of the public spaces to encourage more human interaction, a sense of community. In short, wellness is everywhere. Guests will not go to the spa for a dose of wellness. Instead, they will experience it throughout their entire stay. Hotel spas could even become the organisational face of wellness. A safe entry point into the wonderful world of wellness. With this, hotels could leverage wellness to become true lifestyle brands. Something hotels have failed to achieve thus far. For more detailed insight please visit my link (see left) to download my books on this topic.





Jayaramann Kapparrath,
Group Director Spa and
Wellness,
Grand Bay Hotel Group

www.gbvh.com

To effectively design and to optimally deliver memorable experience, we must understand that each person as a different individual and their body, mind and soul needs are different. In order to develop and offer a memorable experience most important is a clear understanding of our client/guest present condition. What exact results are they looking for, what is the actual condition of their body, mind and soul. We have a detailed consultation, where in we understand the guest body type, the guest's issues and then develop a tailor-made program that is result-oriented and uniquely designed for him as an individual. The programs that we develop include, result-oriented holistic wellness activities and therapies, such as: therapeutic yoga, meditation, singing bowl, hiking, walking in nature, qi gong, tai chi, aerobics, personal training sessions in gymnasium, sports, holistic spa therapies and treatments (including Ayurveda, TCM, chiropractic therapies, Western and Asian result oriented therapies and treatments), alongside food and beverage.



Laurie Mias
Co-Founder & CEO
REVIVO Wellness Resorts

www.revivoresorts.com

Firstly, we look at personalisation. It's important to know that not every single body or metabolism is the same. We believe each program should be carefully designed according to each customer. We consider their objectives, their existing lifestyle and habits, their capabilities, their skin type and health condition. If they have never run before, we are not going to ask them to run a marathon tomorrow. We also believe in progressive programming, which is completing one objective at a time. It is vital that we keep it simple and real by breaking down aims and objectives into simple everyday actions. An example would be to practice just five minutes of meditation every morning versus two hours once a week. We do not suggest you quit your job due to the stress, instead we teach you how to breathe and overcome these stressful moments. We involve mindfulness in everything, it's essential to be present, use both your hands, listen carefully and have intent in your actions. What you will take away from a REVIVO experience includes physical evidences that these methods are effective as well as gifts ranging from home spray to tongue scrapers to help remind you of us when you use these tools.

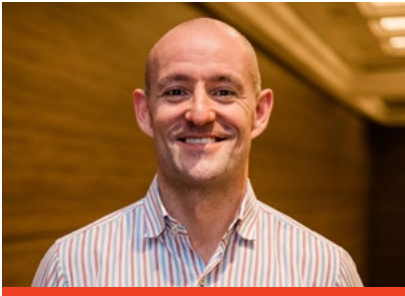


Dr. Sanjay Khanzode

Cluster Director, Spa & Recreation,
Hyatt Hotels

www.hyatt.com

Designing a space for wellness for the future should be a delicate interplay between form and function. Wellness design impacts the way we feel ourselves but also how we interact with others in that space. Even though it sounds clichéd, true wellness is a balance between the physical, emotional and spiritual dimension of a person, so designing such a space to be effective, efficient, yet financially viable, is of paramount importance. Given the onslaught of technology on our senses today, it is safe to believe that this will only get more pronounced so maintaining and fostering “Human Connection” in designing a wellness space is extremely crucial. Wellness space basically is a multi-functional space that influences the physical, emotional and spiritual dimension. Hence, designing that space which holistically impacts the human body must consider space equilibrium, aesthetics, shades and colours as its core approach. Meticulous choice of non-toxic materials, engineering for pure, unpolluted air and water, ambient lighting that supports the natural rhythms of the body is of vital significance in designing for wellness. Having considered these building basics, emphasis must also be given to the vision of the wellness facility operation. Designing the space components to bring a wellness vision to fruition is another important element of such a design approach. Space dedicated to “Experiential Retail”, heat and water experiences, group fitness, healthy cuisine, specialist consultations and spa treatments would be fundamental in ensuring the guest appreciates and fulfils all elements of their wellness journey. Lastly, wellness in a facility or organization should not be insular but percolate throughout the DNA of that unit so that it is not presented as piece meal but as a total immersive journey from start to finish at every touch point.



Ross Campbell

Founder & CEO
FIT Summit

www.thefitsummit.com

As consumer mindsets quickly move towards the expectation of holistic wellness offerings and more embedded lifestyle brands, hotels/spas/resorts face an exciting challenge to now provide complete end-to-end, immersive wellness-centred experiences. The complexity of this offering, to be delivered in simplistic, easy to digest experiences with continuous but light touch points on customer, cannot be underestimated. Brands and their managers now need to understand both the macro and micro dynamics of customer experience, working in complete harmony with all departments engaging the customer (front of house, sales and marketing, practitioners, therapists, trainers) and with all solution providers (equipment, technology, product) to maximise the feeling of a bespoke and immersive experience – they must look to use eco-friendly and sustainable products, high-end fitness equipment, next generation facility design, innovative use of technology and luxury boutique standards of customer service. Furthermore, they need to do this repeatedly without exception, customer after customer. Only by understanding the (now much wider) wellness/well-being ecosystem, being aware of new product and concept developments across this ecosystem and learning from other leaders in fitness, F&B and technology, can hotels/spas/resorts truly deliver world-class experiences that are markedly different from their competitors and both truly memorable and fulfilling to their customer.



Barry White

Founder

WHITE

www.whiteinwellness.com

From a design and function standpoint; time and time again this element of the hotel lacks design vision. It seems that either most hotel designers do not really know how to design the space (and let us be honest, the vast majority of hotel gyms/wellness spaces generally look the same) and/or the hotel management/ownership lacks meaningful interest or budget, beyond the notion that it's an amenity and a staple requirement. My view is that the space should be design lead with simplicity and future function in mind. Design should be timeless in approach, with splashes of intrigue to avoid irrelevance, and future planned for new concepts and initiatives to be easily adopted. The space should allow versatility and functional changes without the owner to have to burden with potentially high renovation costs, that typically stop the desire to change the department to accommodate new ideas and experiences. From a people standpoint; for some reason, very few hotels seem to elevate wellness professionals/managers to meaningful senior positions that are directly responsible for strategic change in their hospitality group. Typically, hotel groups are run by hotel sales, food and beverage or rooms people (and they are overwhelming unengaged in fitness/wellness). I get this traditional approach (it's safe from a total business prospective), but I believe the hotel industry is just going through the motions and not grasping opportunities to develop people that may have a slight variation on how to do things, challenge the status quo and add unique value. In over 25 years working in the industry, working globally, I have rarely met someone working in a hotel health club and spa that says they feel truly valued by the hotel management. Similarly, I have rarely met a hotelier that truly values the health club and spa, and would rather they did not have to deal with it (which is why most don't, it's common to have this department report to the rooms division). But, the ones that do, are without question the most successful at engaging and enhancing guest experiences, whilst retaining passionate talent. So, I believe the biggest opportunity and answer to optimally delivering memorable wellness/fitness experiences for our future customers, is (to nurture & engage) passionate people in positions of influence.





Ozgur Cengiz

Resort Director
JOALI Maldives

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Designing stage is the most important part of building a space. Especially nowadays when things are changing so fast and you always have to building in line with related latest trends. On the other hand, you have to be quick and make sure what you really want to build. If you go through below stages efficiently, I believe building effective and memorable space would be easy and fast. I consider the following

1) Brand concept and identity; who you are, what you want to deliver to your guests, what your promises are, in which way you are different than others. This is a very curial beginning of any project. This identity must be reflected in your buildings, treatment rooms, gym, reception or etc. even to you uniforms.

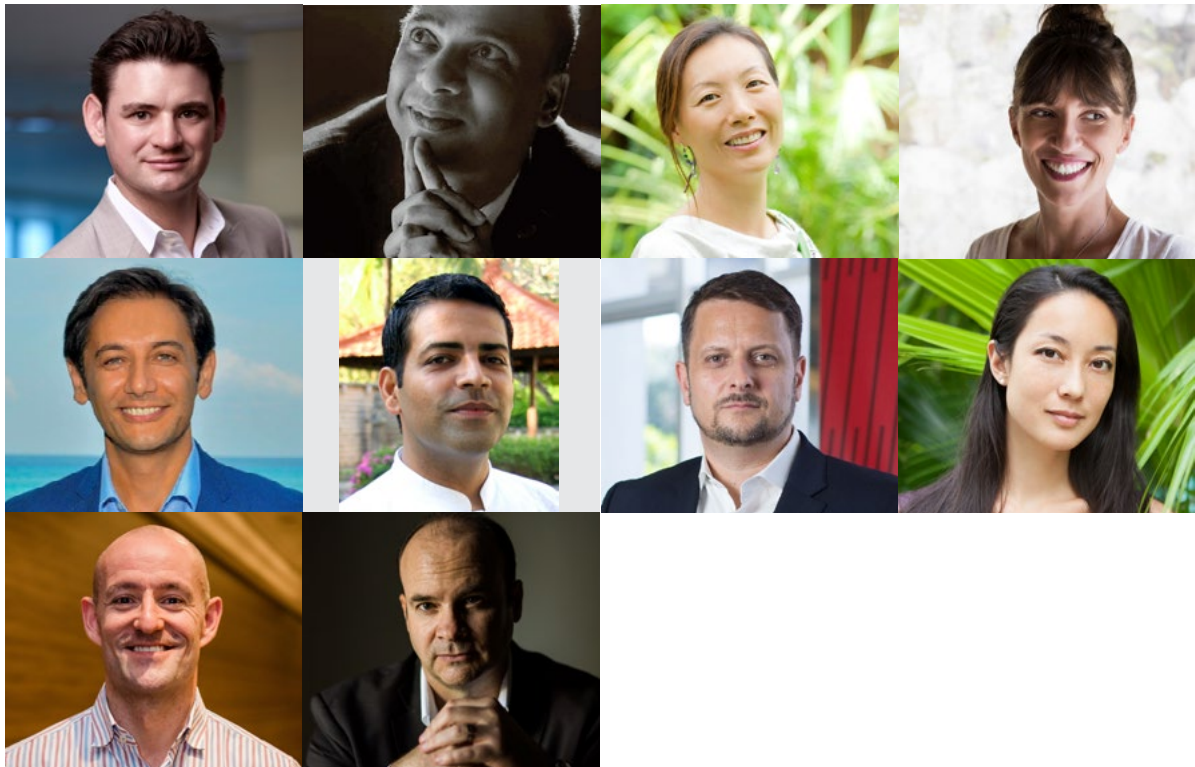
2) Market Research; You must know what your competitors are doing, what their concepts are, what they are missing, what you should have in common and what you should not have. Copying never should be your aim, observing and understanding how you can change the game with your concept should be your goal.

3) Destination; Whether you are building a city or a resort spa, area needs will be different from each other - how much square metre indoor space you need, what seasons challenges are, especially resorts, Asian resorts and European resorts need are also varying. As we are speaking about destination, we must consider target audience, nationality mix. Investors should create target guests' profiles and study what those guests really need what they will expect you to build. Cultural habits and their approach to new trends must be considered. Even same nation male and female habits sometimes change. Targeted guest profile habits must be studied very well to avoid changes in your project after first year of the operation. You have your destination study and nationality mix however other difficult part is also there, generation needs. When Generation X (1965-1976) might like to see traditional concepts however generation Z might want to experience (After 1994) more simple however high tech oriented places.

And finally (4) Purpose of the space; every square metre's purpose should be identified. If it's a lounge, what story you will have at this lounge, why guests should use this space, how they will use this place, every areas guest journey and touch points need to be questioned and answers should be clear and convincing. Otherwise you will have strange empty places where nobody uses or experiences. Especially if you create unique spaces and experiences.

Most important and my final note is building green and sustainable buildings especially if you are building a spa. If we care about humans we must care about this planet first. Construction materials, how we use electricity, usage of rain water, sensor generated experience spaces, using less concrete, bricks or steel, which material your furniture made from. It is a long list unfortunately, however wellness investors should pay attention to all.

A big thank you to this month's contributors



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Asia Fitness & Wellness Summit

25 September 2019

Mira Hotel, Hong Kong

**The Business Network for
Health, Fitness & Wellness**

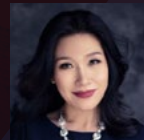
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COO
Will's Group



Danny Yeung
Co-Founder and Group CEO
Prenetics Group



Christy Cao
Founder, Chairman and
CEO
Powerhouse Gym (China)



Dr. Jonathan Seah
Executive Chairman
LifeHealth Group



John Gillman
Head, Health Solutions
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Fitbit



Jane Wang
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Bali Wellness Summit

28 November 2019

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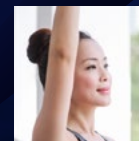
Peter Thew
Co-Founder
Yoga Movement



Meghan Pappenheim
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**The Yoga Barn and The
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