



# LUXURY IN MOTION

OFFERING GUESTS MEMORABLE FITNESS EXPERIENCES

*Life Fitness*



# FITNESS IS A LIFESTYLE

People are more health conscious than ever. So, it's no surprise that travelers expect a modern, well-designed fitness facility when they check in.

## **FITNESS IS AN INVESTMENT**

An inviting fitness space requires careful planning, product selection and choosing the right partner. Don't guess when creating one of your biggest assets, one that pays dividends with satisfied guests.



# FITNESS IS WHAT WE DO

For 50 years, Life Fitness has been creating premium fitness equipment. We're a trusted partner and our equipment is found in the best health clubs and fitness facilities around the world.

LIFE FITNESS IS THE ONLY APPROVED  
VENDOR FOR ALL OF THE TOP 5 BRANDS

**Marriott**

starwood  
Hotels and  
Resorts

**Hilton**

**HYATT**

**IHG**

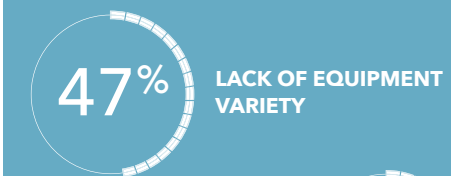
  
**CARLSON**



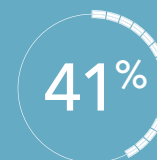
# LIVE UP TO LOFTY EXPECTATIONS

## LIFE FITNESS FIELD STUDY O'Hare International Airport, Chicago

MAIN REASONS PEOPLE DON'T USE  
YOUR FITNESS FACILITY:



SPACE IS TOO SMALL



Life Fitness helps define fitness facility brand standards. Choose from the largest breadth of product in the fitness industry to create experiences for guests that allow you to differentiate from the competition, and increase customer satisfaction.

With our inviting and durable equipment in your fitness facility, every guest will want an extended stay.

# QUALITY EQUIPMENT THAT LASTS

Designing, installing and maintaining a fitness facility is an investment. It's important to choose a manufacturer who has equipment in the top gyms, wellness centers, hotels and athletic training facilities in the world.

Exercisers don't like to encounter equipment that doesn't work—it puts a damper on their routine. It's essential to choose durable equipment with a high resale value backed by a global service team.

Life Fitness equipment has the highest buyback value in the fitness industry. This is especially useful for facility upgrades and trade-ins.





# EXCITING, INVITING AND DESIGN-SAVVY ENVIRONS

The vibe of your fitness area should never be an afterthought. Premium design and high style make it a part of the property to show off.

Life Fitness customization options and wide product selection allow you to craft a fitness space that impresses.

## CREATE A MODERN, WELCOMING EXPERIENCE

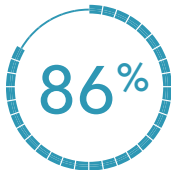
- Use a variety of flooring materials to create dedicated, flexible training spaces.
- Find ways to mimic the popular boutique fitness studio experience with atmospheric design elements and immersive audio-visual workouts.
- Emphasize the view, whether it's through outside facing windows or striking lighting, murals and graphic elements.
- Incorporate video displays that push interactive content.



## THE TWO TYPES OF WELLNESS TOURISM



**Primary Wellness Travelers** take a trip and choose a destination based on its wellness offerings.



**Secondary Wellness Travelers** participate in wellness activities during standard business or leisure trips. This group accounts for 89% of trips and 86% of expenditures.

Wellness products and brands travel with their customers. As wellness routines become a daily lifestyle for many consumers, products and brands are following their customers on their travels to help them continue these routines wherever they go.<sup>1</sup>

# APPEAL TO WELLNESS TRAVELERS

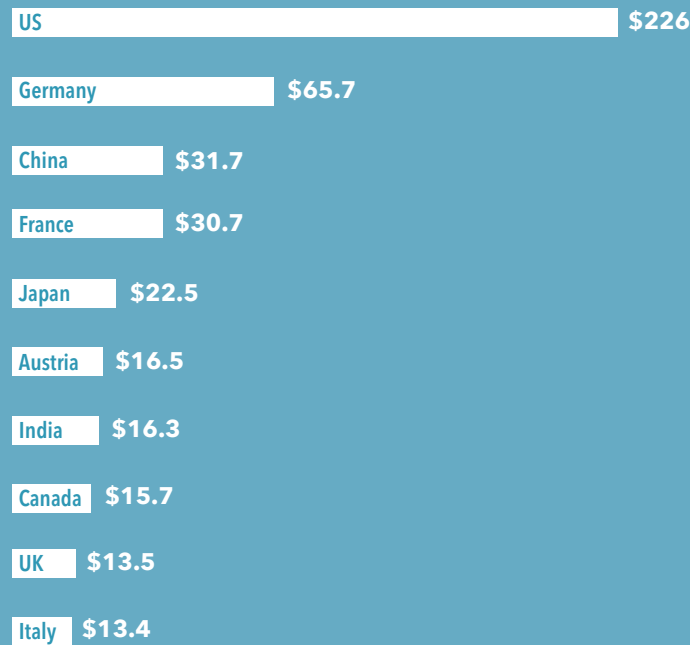
The growing popularity of wellness tourism provides a golden opportunity for the hospitality industry. Guests who know fitness, know quality fitness equipment.



Expected reach for the Wellness Tourism industry by 2022, an average annual growth rate of 7.5%. That is much faster than the 6.4% projected growth of overall global tourism.<sup>1</sup>

<sup>1</sup> Global Wellness Institute, Global Wellness Tourism Economy, November 2018

## TOP 10 WELLNESS TOURISM DESTINATION MARKETS IN 2017<sup>1</sup>



U.S. dollars in billions



# DRIVE TRENDS TO MEET DEMANDS

Each year, the American College of Sports Medicine (ACSM) surveys fitness industry professionals worldwide. Use it as a guide to ensure that you're offering the exercise options your guests are looking for.

## ACSM TOP 10 WORLDWIDE FITNESS TRENDS FOR 2019

- 1 Wearable technology
- 2 Group training
- 3 High-intensity interval training (HIIT)
- 4 Fitness programs for older adults
- 5 Bodyweight training
- 6 Employing certified fitness professionals
- 7 Yoga
- 8 Personal training
- 9 Functional fitness training
- 10 Exercise is medicine



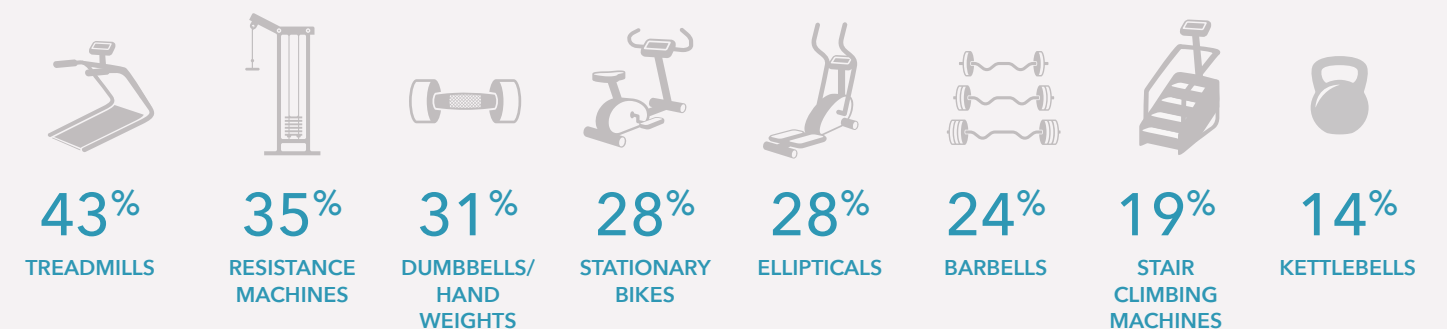
Life Fitness products are found in 166 countries across the globe

## HAVE WHAT GUESTS WANT

The perfect mix of equipment keeps guests happy. Life Fitness the largest product portfolio in the fitness industry, which allows you to choose the ideal equipment for your demographic.

### TOP FITNESS EQUIPMENT PREFERENCES

The three-year average of health club member participation from 2015 to 2017:





# CONSULT WITH DESIGN EXPERTS

The Life Fitness Design Team partners with sales representatives to provide customers 2D and 3D layouts to help them visualize their facilities well before equipment is installed or renovations are made.

## START PLANNING YOUR SPACE

1. Begin with total square footage available
2. Subtract 10% from the overall space to account for flow
3. Allow 50 square ft of live area for every cardio or selectorized strength piece
4. Allow 100 square ft or more per piece for larger strength equipment

## LIFE FITNESS DESIGN TEAM



5

DESIGN SPECIALISTS



50

YEARS OF COMBINED  
EXPERIENCE



5K+

DESIGNS PER YEAR



150K

SPACES FROM 200 TO  
150,000 SQUARE FEET



# RENOWNED GLOBAL PRESENCE



Marriott Marquis, United States



Hilton, Saudi Arabia



JW Marriott, Turkey



Conrad, Xiamen

# THE FUTURE OF FITNESS

## EMBRACING DIGITAL TECHNOLOGY

Nest® thermostats, Alexa™ devices, Bluetooth®-enabled smartphones. This a digital world—one in which exercisers expect to remain connected, too.

Fitness apps, wearables and evolving digital technology enhance the exerciser experience and make it easier for fitness facilities to learn valuable insights into guest behavior.

## BENEFITS OF DIGITAL CONNECTION

- Exerciser experiences
- Detailed workout tracking
- Daily workout suggestions
- On-demand training sessions
- Fitness education
- Motivation through social



# HALO FITNESS CLOUD

Connection to guests is essential in every experience from the front desk to the room. Halo Fitness Cloud employs digital technology to create that connection in the fitness facility.

## FACILITY CONNECTIONS AND INSIGHTS



### CUSTOM MESSAGING

Reach your guests and bolster your brand message with custom on-console messaging.



### ACCESS TO APPS

Make them feel at home by providing access to the apps they use every day during workouts.



### WEARABLE COMPATIBILITY

Connect them their workouts through wearable and Apple Watch\* compatibility.



### POPULAR EQUIPMENT

Find out the equipment that they use the most.



### FACILITY PEAK HOURS

Discover the days and times that the fitness facility is busiest and staff accordingly.



### MAINTENANCE TRACKING

Track and schedule preventive maintenance to ensure your facility is running smoothly and offers a positive experience for every exerciser.

*LifeFitness*

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