



zyNk | INTERIOR
ARCHITECTURE
& DESIGN

How wellness is
transforming hotel
architecture and design

The future of wellness in hotels

The Covid-19 pandemic has brought global tourism to a halt, strained national health care services and changed life as we know it. But it has also made people rethink the way we live, work and travel.

Individuals are now more conscious of their mental health and wellbeing, and interest in wellness is at an all-time high. Helping guests escape from the stresses and strains of everyday life is more important today than ever before.

According to the [Global Wellness Institute](#), wellness is one of the fastest growing sub-sectors of the hospitality industry and the \$639 billion wellness travel market's annual growth rate of 6.5% from 2015-2017 is more than double the 3.2% growth rate for tourism overall. The wellness travel market is projected to make up 18% of all global tourism by 2022

Hotels able to adapt to this trend will find themselves both ahead of guest demand and bouncing back quicker than their competitors.

In this guide, we explain the positive impact health and wellness facilities can have on hotels, how they improve guest experience and the different types of spaces that hotels can offer. We also include some examples of hotel gym and spa designs and provide information on how to go about a hospitality health and wellness venue creation or redesign. Happy reading!

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1. Why improving health and wellness facilities is key for hotels

a. Wellness is an ever growing sector

The past decades have seen an increase in chronic illness, stress and anxiety, largely caused by the fast-paced, modern lifestyles that we lead. The 2020 pandemic has only exacerbated these problems, and it's no surprise that the growth of the wellness sector has spiralled to new heights this year.

As a result, a wellness mindset is starting to pervade amongst individuals, and incorporating ways to improve health and reduce stress in everyday life is becoming the new norm.

According to recent research by the [Global Wellness Institute](#), the global wellness economy is currently valued at \$4.2 trillion. What's more, having grown more than twice as fast as other tourism sectors in the past years, the wellness travel market is projected to make up **18% of all global tourism** by 2022.

Hotels that capitalise on this trend by improving their health facilities and offering wellness packages will be able to capture the increased spending of wellness travellers.

b. Health conscious travellers spend more

While wellness travellers can be anyone, the bulk is made up of **higher-educated individuals** aged 30 to 60 with greater disposable incomes and more flexible travel schedules. On average, health conscious travellers also **spend 130% more** on hotel amenities than other guests.

And hotels that focus on a more local market are particularly in luck: wellness travellers at **the domestic level spend 178% more** than the average traveller.

According to the Wyndham Hotels & Resorts, a hotel group placing a great emphasis on wellness-focused design, guests are **willing to pay a premium** to continue their health routines away from home.

Considering their high spending power, hotels are increasingly capitalising on these guests by building state of the art workout facilities and incorporating wellness into all elements of their interior design.



c. Increased repeat business

Wellness is a long-term lifestyle. If guests find a hotel's facilities effective and the stay enjoyable, they are more likely to return.

As such, established destination spas achieve much higher repeat visitation rates, ranging between 45% to 60%, compared to traditional hotels.

And even better, up to 80% of returning guests either book through direct channels or at the property itself upon checkout.

So not only do wellness focused hotels attract more high-value repeat business, travel agency expenses tend to remain low for this target audience.

d. Longer average length of stay

Hotels and resorts with outstanding health and wellness offerings often record substantially longer average length of stays (5-7 nights).

Many hospitality players have started offering specific health and exercise programmes that run for a set duration of time.

And health-conscious travellers are more willing to invest increased time and effort to achieve transformational results.

According to a recent industry report, this amounts to health and wellness focused hotels achieving 2.5x higher revenue per available room (RevPAR).

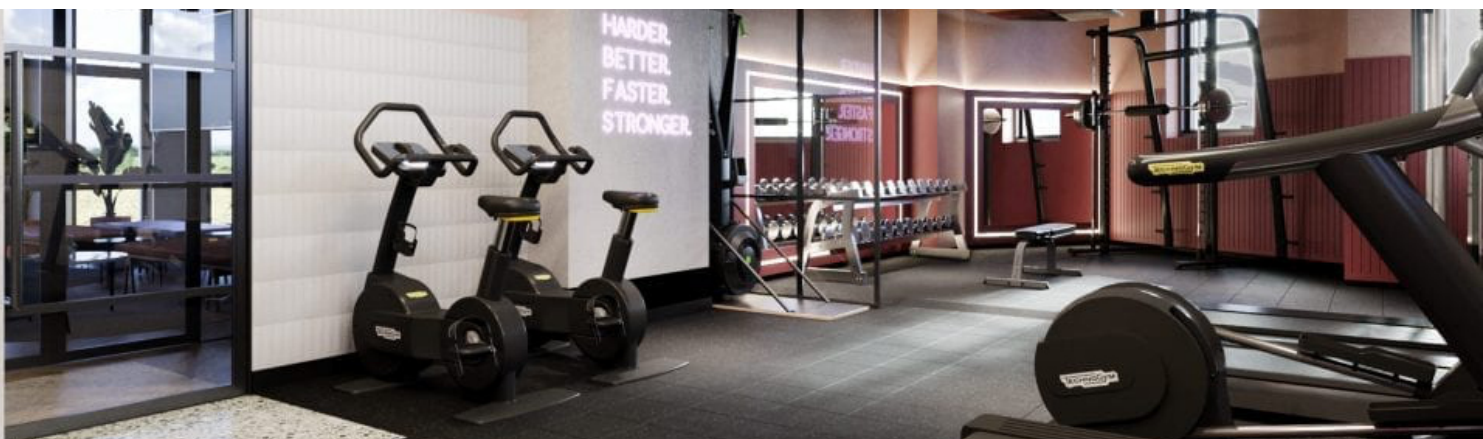
e. A profitable sideline

Excellent health and wellness facilities don't just have to be for guests. Hotels that open them up to an external, local membership find that they also become a profitable sideline.

These are particularly profitable when done in partnership with corporations wanting to promote workplace wellness programs to improve employee health.

Companies looking to avoid the economic burden and productivity losses associated with unwell staff are increasingly investing in employee wellness programs.

Business savvy hotels with state of the art wellness facilities can thus tap into another high value market, further improving their bottom line.



2. How a hotel's wellness design improves guest experience

In the competitive hospitality industry, guest experience is one of the key ways hotels can differentiate themselves from competitors.

A positive experience allows a hotel to establish an emotional connection with guests, usually occurring in the form of guests feeling **happy, comfortable and welcome** at an establishment.

For hotels trying to stay competitive, improving customer experience goes well beyond having a good booking process, excellent front desk experience or top notch room service.

With interest in health and wellness at an all-time high, hotels that provide excellent fitness facilities will find themselves well ahead of guest demand.

Below, we've listed some of the many ways that different hotel gym designs will boost guest experience and increase repeat business.

Five ways gym design will improve hotel guest experience

a. It makes guests feel good about themselves

The design of a hotel's gym and wellness facility can subconsciously impact a person's mood. While the primary goal is to help people stay fit, building a gym in a dark basement or a dreary, spare hotel room will do more harm than good.

Big open space plans that ensure enough room to perform movements safely automatically give a more professional feel.

What's more, when checking their form in a mirror, guests want to look good - and the right lighting will immediately boost how they feel about themselves.

Using natural light and having views of the outdoors (or better yet - bringing it inside) will work a treat as well.

Humans instinctively seek a connection with nature and tend to feel **instant psychological benefits** when greenery is brought inside. For example, plants are proven to relieve stress and improve wellbeing in general.

Incorporating these hacks into a hotel gym's interior design will do wonders in making guests feel happier.

b. It helps guests stay motivated and on track

Exercising releases endorphins, and dopamine, also known as the 'happy hormone', will help lift guest spirits.

But everyone needs a little motivation to hit the gym from time to time, and the right environment can boost energy and encourage a positive attitude.

Using lively, bold colours and patterns to make a fitness center a design statement in itself will increase guest engagement and make it more inviting to passersby.

Similarly, integrating virtual systems to allow for a defined audio and visual set up further adds a sense of energy.

c. It helps guests be more sustainable

Climate change is becoming an ever greater concern amongst guests, and many have called upon the hospitality industry to become more eco-friendly.

A hotel with well-thought out design that incorporates sustainable practices will naturally get plus points from climate conscious guests.

One way to incorporate sustainability into gym design is to manage energy consumption. For example, by setting timers on gym equipment to shut down during low usage times and adding sensors to lights to ensure they don't stay on constantly.

Removing plastic and using recycled materials when building a gym will further help reduce a hotel's carbon footprint and can be a big selling point to guests.

The more a hotel shows it cares about the health and safety of our planet, the greater the impact on guest experience.



d. It makes for great memories

Beyond great gym design, what guests really crave is an experience - ideally one they can share on social media.

High-end, instagram-worthy experiential spaces will allow a hotel's gym facilities to become a popular destination to return to again and again.

From hosting celebrity personal trainers to offering roof terrace yoga classes and immersive exercise experiences, the more it will make an establishment stand out in a unique way, the better.

e. It makes guests become more loyal

Finally, incorporating health and wellbeing into everyday life is a long-term choice. And if guests have a positive experience at a hotel, they're more likely to return.

Hotels and resorts with great health and wellness facilities have higher repeat visitation rates, ranging between 45% to 60%, compared to traditional hotels.

Making a hotel a favourite go-to destination for guests will ensure it stays top of mind whenever a vacation is needed, solidifying guest loyalty and allowing for repeat visits again and again.



3. Different types of gym and wellness spaces for hotel guests

Different type of gym and wellness spaces come with different design requirements. As experts in luxury gym and spa design, we're well versed in best practice tips for each type.

a. The functional space

The functional workout space is ideal for guests to exercise using both free weights and their own body weight.

From a gym layout perspective, it's important to design a functional gym in a way that ensures enough free space to perform the movements safely. Adding specific flooring that reduces the impact of high-energy workouts and makes exercises more comfortable will make a big difference.

We also recommend integrating virtual systems to allow for a defined audio and visual set up. Not only will it provide access to online workout programmes, it also adds a sense of energy to the space.

b. The wellbeing space

The wellbeing space is ideal for guests to perform activities like yoga and flexibility training.

This gym design should include good storage options to ensure equipment, such as yoga mats, bolsters and blocks, are kept clear from the workout area. Muted palettes and natural lighting will help create the calming atmosphere required for wellbeing workouts.

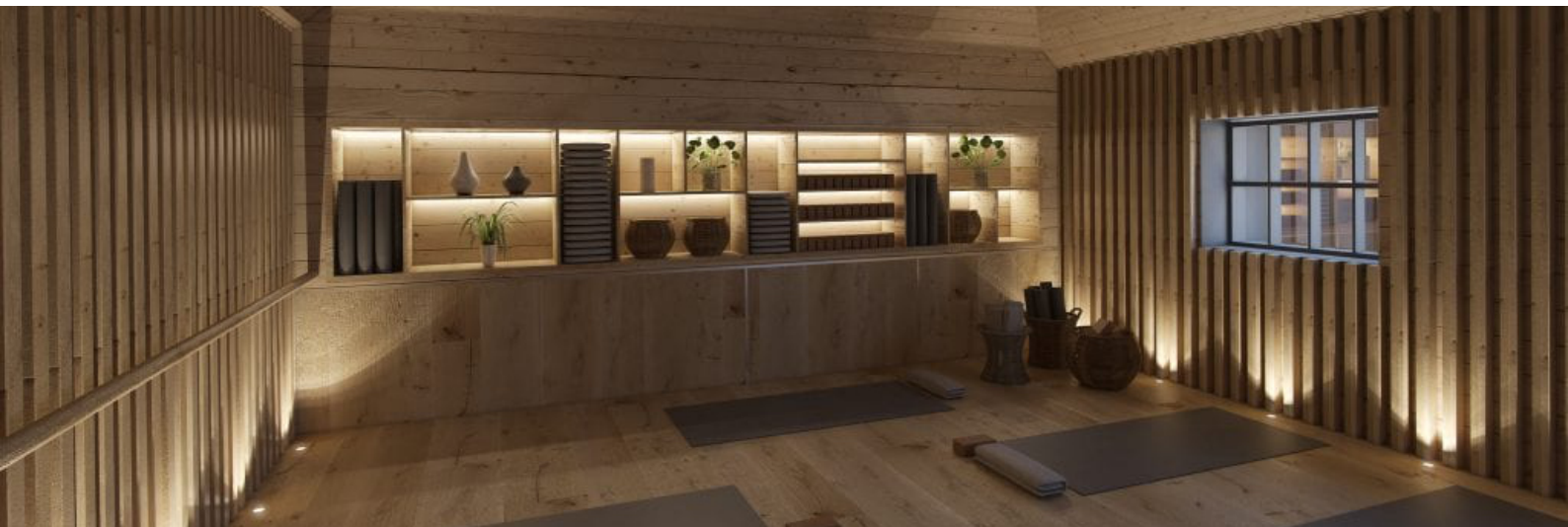


c. The gym space

Ideal for guests that prefer cardio, resistance and free weights training, the gym space is a more traditional gym set up.

We advise using a flooring that can take the impact of potential heavy weights being dropped and not cause any major acoustic issues. Having enough space to ensure the activity can be done in a safe manner is important. The lighting should be dynamic and good mirror placement will help improve the ambience.

Some gym equipment, such as Lat Pull Down Machines and Power Racks, can be relatively tall so ensuring the ceiling is high enough is crucial.



d. The in-room experience

With the Covid-19 pandemic shifting guest priorities, innovative hotels have started embracing the in-room experience trend.

This trend gives guests the option of working out in their room, with on-demand online fitness classes provided by the hotel, and equipment delivered straight to their door. Some hotels even offer the possibility of having a private fitness area set up in an adjoining room that guests can book for half price.

Technology plays a huge role in this set-up, making immersive experiences more important than ever. Through surround sound systems and floor-to-ceiling visuals, hotels can provide guests with a multisensory experience they'll remember for a life time.

e. The wellness space

Guests seek an escape from the stresses of daily life, and a state of the art spa facility will ensure their guest experience remains unique and memorable.

For example, we're seeing an increase in demand for thermal heat experiences, such as halotherapy, which are designed for individuals to breathe in steam infused with salt and essential oils. These salt-steam rooms, which can also be designed as salt caves, act as a natural treatment for a number of health problems.

4. Case study: The Lensbury Health Club



The Lensbury, a Private members club in Teddington, is a great example of a hotel that has redesigned the wellness area to improve guest experience.

They decided to re-create a new hotel gym design comprising The Lensbury's Holistic studio, Group cycling studio, gym floor and Hi-Energy/HIIT studio. The Club wanted to increase the footprint for its holistic and group cycling studios to meet with a growing demand for these classes from both guests and the local community.

Inspired by the backdrop of treetops from the stunning park land around Teddington Lock, these outside elements were brought inside using a contemporary theme that appeals to the Club's demographic

The treetop theme continues throughout the leisure facilities with timber panelling featuring routed metal strips that depict tree branches. Slatted walls have been used to divide exercise space and replicate the experience of looking through tree branches, providing subtle privacy for members. The colour palette consists mainly of dark green, light wood and coloured lighting.

Working closely with project manager Peter Woods, and equipment supplier Technogym, zynk re-designed the gym and equipment layout, configuring internal exercise zones to ensure a smooth and efficient customer journey. Extra space for the holistic and indoor cycling studio design was created by removing an existing room and re-configuring the downstairs floor plan.

Lighting solutions include bespoke pendant lighting in the main gym floor area which provides both direct and indirect lighting and creates a unique ambience throughout the hotel's leisure facilities design. Dynamic programmable lights feature in the group exercise studio, helping instructors create the perfect environment for each class.

Find out more about the [Lensbury Health Club project here](#).



5. Meet the wellness design experts

Before guests engage with a hotel's health and wellness facilities, they will form an opinion about your brand from its visual representation, whether that is a logo design, wider brand identity or the interior design of your venue.

We understand how crucial these first impressions are, and we have a proven track record for creative design solutions that entice guests to interact with hotel wellness facilities.

Our experience means we understand the competitive landscape and our gym and leisure designs help hotels secure their unique place in the busy hospitality market.

Through creative interior and graphic design, we develop brand experiences that your guests will love and will want to return to again and again.

zynk has more than 20 years' experience transforming interior spaces into inspiring, engaging and functional venues. Our team of talented interior architects and designers use physical space, creative graphics, carefully chosen materials and bespoke fixtures, fittings and lighting designs to bring brands to life.

From raw concept through to project realisation, the zynk team has delivered exceptional design projects in hotel leisure facilities design and hotel spa design. From interior architecture to graphic design and fitness consultancy, we offer a full range of expert services and unrivalled industry knowledge.

Interior Architecture

- Project Feasibility Studies
- Space Allocation and Space Planning
- Creative Interior Concept Design CGI Visualisation
- Detailed Information Packages Lighting Design Specification Specialist Joinery Details Furniture and Equipment Specification
- Scope of Works Documentation Procurement Schedules
- Project Administration Planning Applications

Graphic Design

- Business Analysis and Brand Strategy
- Name generation
- Name Availability & Legal Searches Co-ordination
- Brand Identity Design
- Website Development
- Digital Media
- Business Stationery
- Sales and Marketing Collateral

Health & Fitness Consultancy

- Feasibility Design Wellbeing Strategy
- Gym Equipment Specification and Advice
- Gym Equipment Layout Gym Equipment Supply Finance Options Development Costings

We listen, we understand and we create

Whether you're looking to redesign your hotel's health and wellbeing facilities or create a new venue, we can help. **Start by calling Stavros on 07866 556610** for an informal chat about your hotel, your vision and the space you have.

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