

CLUB BUSINESS INTERNATIONAL

Crystal Clear on Tech

FUTURE CRISTAL WASHINGTON WILL DEMYSTIFY APPS, THE WEB, AND SOCIAL MEDIA WHEN SHE CHALLENGES ATTENDEES TO "IMAGINE THE FUTURE" DURING JUNE 2014.



Think Retail!

Recovery areas as revenue generators

Recovery areas have become increasingly popular, providing members with an opportunity to “chill out” following a challenging workout.

In the case of Gainesville Health & Fitness (GHF), a three-facility chain in the Gainesville, Florida, area, a minimalist recovery studio has succeeded in generating a new, entirely separate revenue stream.

“A few years ago, we were working with Joe Cirulli, the owner of the clubs, on a space located near the check-in at one of his facilities,” recalls Rudy Fabiano, a principal and founder of Fabiano Designs, in Montclair, New Jersey. “Joe was thinking about a sort of pay-as-you-go hot yoga area, but, ultimately, that concept proved unfeasible.”

Instead, the two men came up with the idea of transforming the 1,200-square-foot space into an automated recovery area that features and focuses on eight HydroMassage beds. Some recovery venues make use of a variety of other equipment—e.g., compression systems, trigger-point foam rollers, cryotherapy chambers—but GHF took a simple, straightforward approach.

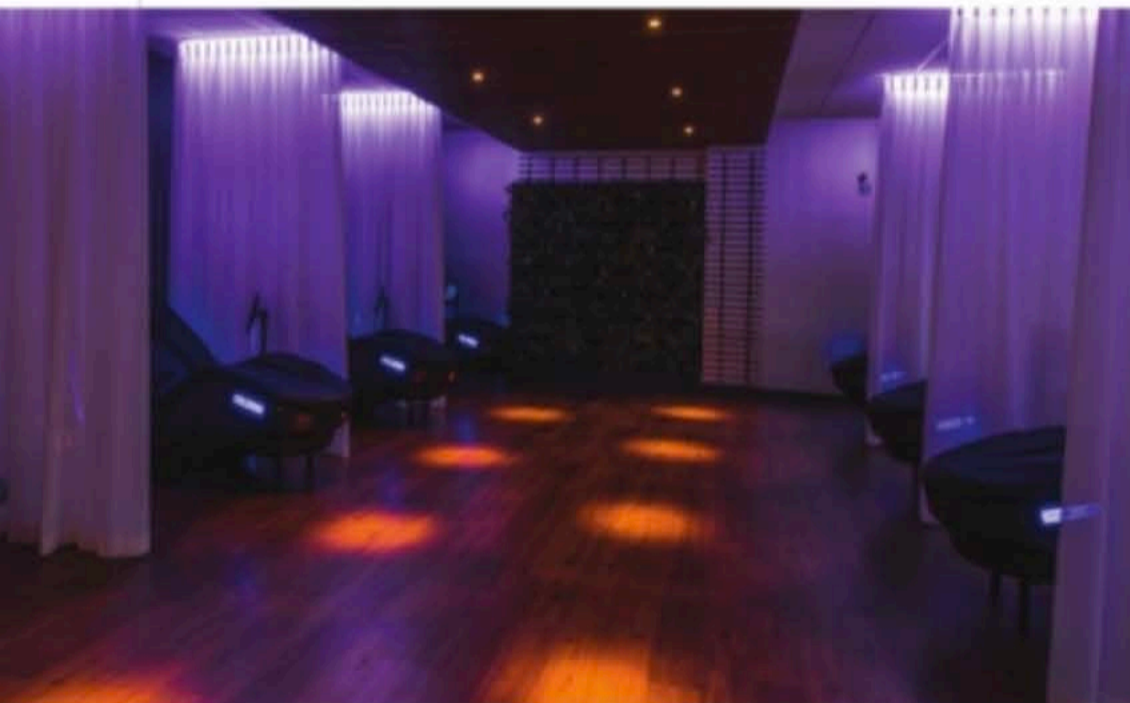
The CHILL by GHF’s massage beds are separated from one another by thick privacy curtains, and a laid-back ambiance is created by low-level lighting and a “living” ivy-covered wall. The studio is open to members, and has a separate entrance to accommodate the public.

GHF encourages individuals to “relax, reduce stress, and recover from workouts, hectic schedules, or everyday life” by purchasing 15-minute massage sessions. The treatments, it notes, “serve the whole person—physically, mentally, emotionally, and socially.”

Renovating the space cost \$180,000, and, Cirulli reported last year, “We paid for the beds in just one year, and we’re bringing in about \$10,500 a month. Now, we’re thinking of additional ways to maximize revenues with CHILL.” (See “The ROI of Recovery,” June 2019 *CBI*, pg. 56.)

Key to the success of this non-dues space is its design.

“If we hadn’t made it look and feel like a spa,” says Fabiano, “after a couple of uses, people would have just thought, ‘Well, that was okay.’ But, instead, they’ve had a real, relaxing spa experience that they look forward to enjoying again.”



“CHILL by GHF is all about a soothing spa vibe. From the bamboo flooring, to the backlit curtains, soft overhead lighting, and ‘live’ green back wall—it’s a recovery area that evokes a true spa experience.”

“Another increasingly popular recovery trend is the salt room. Typically found in European spas, this therapy employs micro particles of salt to promote a variety of benefits: better breathing, healthier skin, sounder sleep, and enhanced endurance, fitness, and general wellness. We recently completed this one at Level Fitness, in Yorktown Heights, New York.”

—Rudy Fabiano