

WellnessSpace Brands How self-service recovery amenities save money

Earn more revenue without extra labor costs.

BY JULIE KING

With increasing labor costs, staffing shortages, and the importance of the member experience, health clubs are trying to streamline operations without sacrificing offerings. Self-service amenities such as recovery products can help do both.

“We’ve seen a broader demand for all things recovery, and there has been so much innovation in recent years,” says Kevin Conaway, president of WellnessSpace Brands. “Self-service products reduce the burden on staff and are a great option for 24/7 gyms, HVLP facilities, and luxury clubs.”

Conaway gave *HFB* an overview of how this works today.



Conaway

How do self-service recovery amenities reduce costs?

Without requiring staff, these products take the legwork off the facility. Employees are freed up to focus on member service instead. This is particularly helpful for clubs that have limited staff or unstaffed 24/7 locations, but it also supports luxury brands that want these feel-good offerings and ease of use for their members.

Our products have a new QR code that people can scan to see a 60-second video that shows them how to get started and enjoy the experience.

Where should self-service amenities be located?

For recovery products, building out a dedicated space properly is critical. Ideally, this is toward the front of the club.

You want them to be very visible, so members are aware of them and see other people using them. That drives interest and usage. And make sure you encourage staff to use and promote these products as well.

What happens if there is a service issue or malfunction?

Recovery tools vary, but our products are very robust and can be in operation virtually nonstop in 24-hour facilities. If error codes or alerts appear, our tech support team is notified and can help resolve any issues.

Gyms should follow specific product manufacturers’ guidance for service and maintenance. We recommend a quarterly and annual check-up of our machines.

Can these amenities boost member engagement and retention?

Certainly. Anything a club adds should enhance the member experience by reducing friction and increasing value.

And the bottom line is recovery feels good. It helps with muscle soreness and fatigue. For members, it’s the icing on the cake and makes them want to come back—especially beginners, who may overdo it at first.

Do self-service amenities take away from high-touch services?

Not at all. Hands-on services like assisted stretching or massage therapy are great, but it’s difficult to scale these services.

Whether a member pays \$20 a month or \$500 a month, the common thread is that people love wellness and are willing to pay for it, especially when you make it as convenient and accessible as possible.

What are some popular self-service recovery options?

HydroMassage, CryoLounge, relaxation pods, and infrared saunas are a few. Each of our products has a shared DNA and doesn’t require staff.

Members typically can use these amenities with scanners, self-starting features, or remote access from the front desk. We also offer API integration with billing software where a member scans a barcode to use the unit. Gyms can choose which works best for them.

For more, visit wellnessspace.com.