



GLOBAL WELLNESS
SUMMIT 2017



Hotels, Alternative Accommodations and Wellness

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Living A Well Life

The Hotel Perspective

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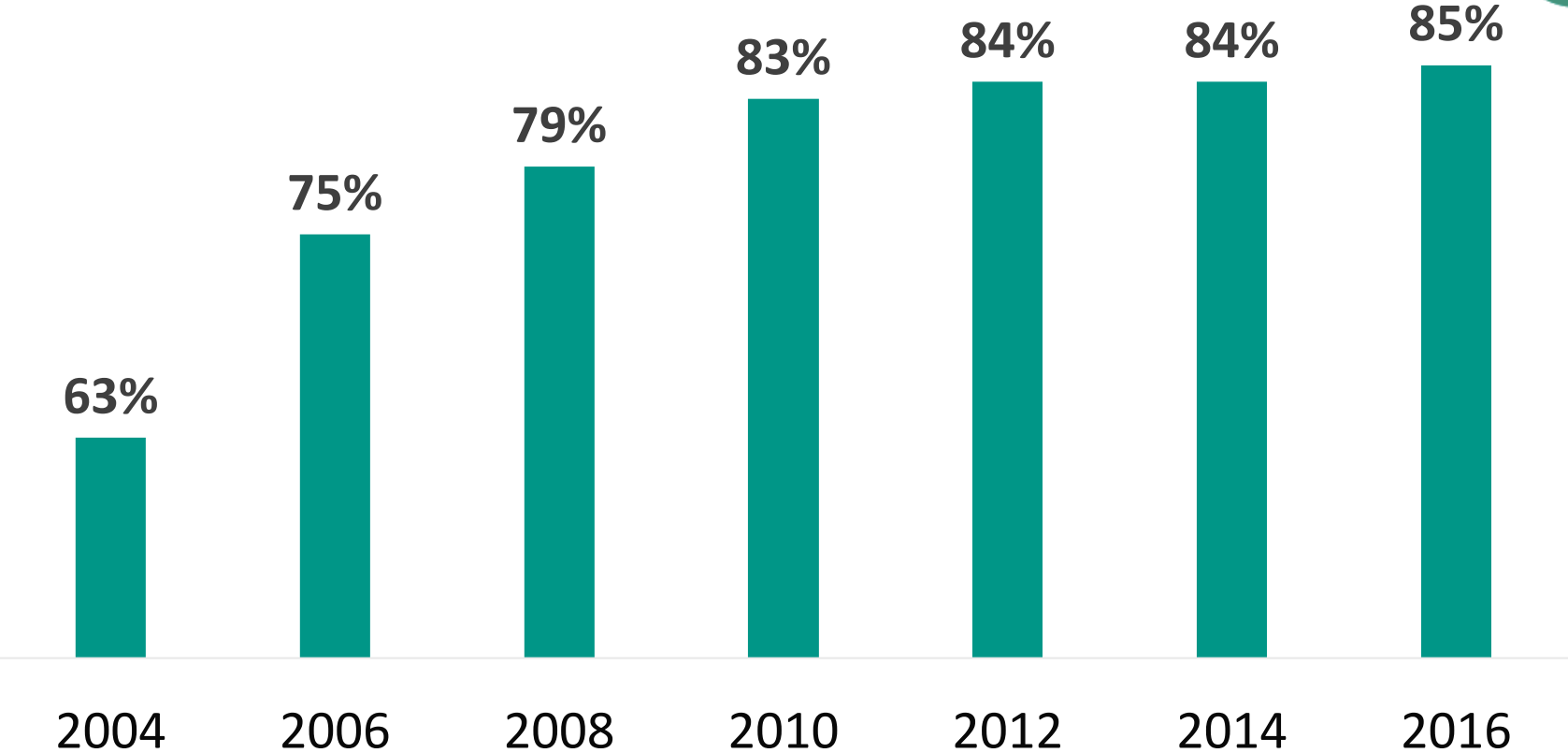
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Benchmarking
↑ your world **2**

The Center of the Hotel Industry Benchmarking Universe: Hendersonville, TN

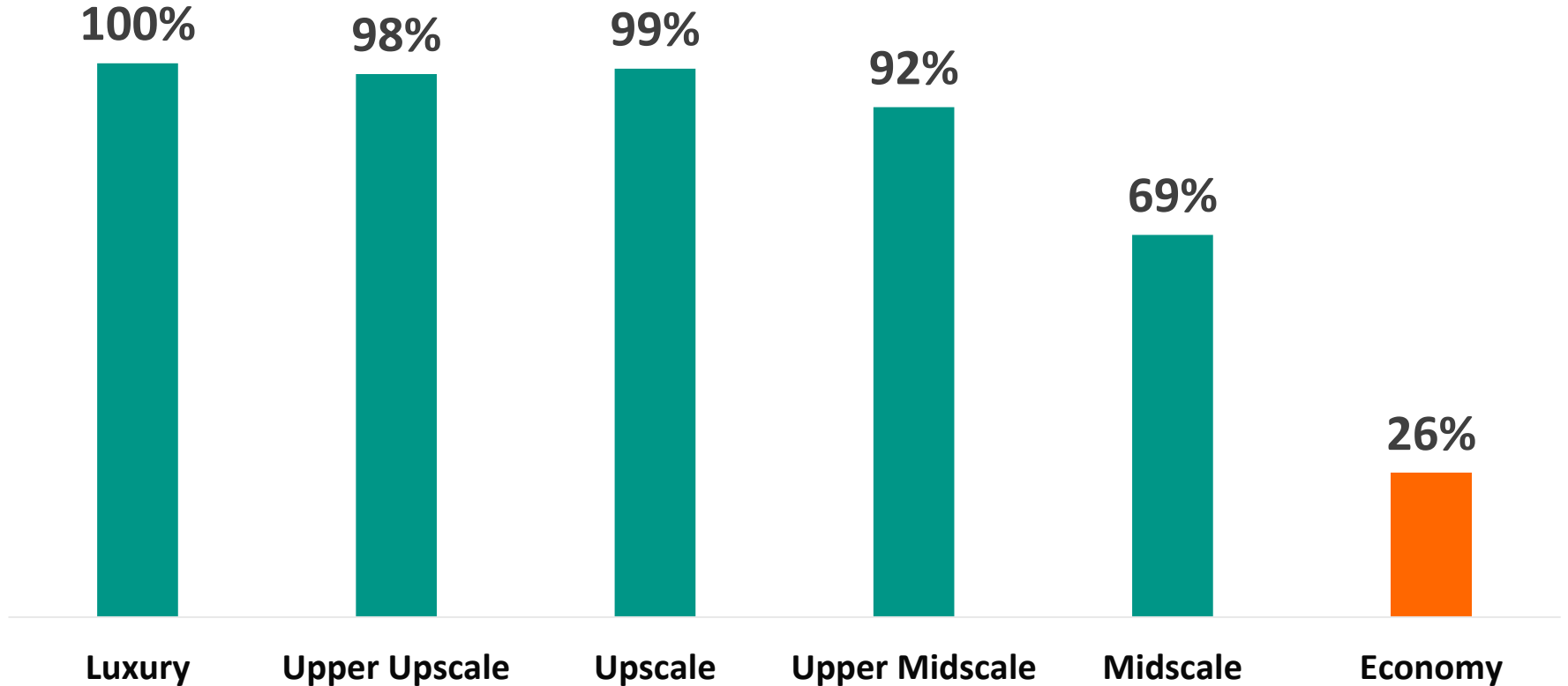


Gyms Are A Commodity...



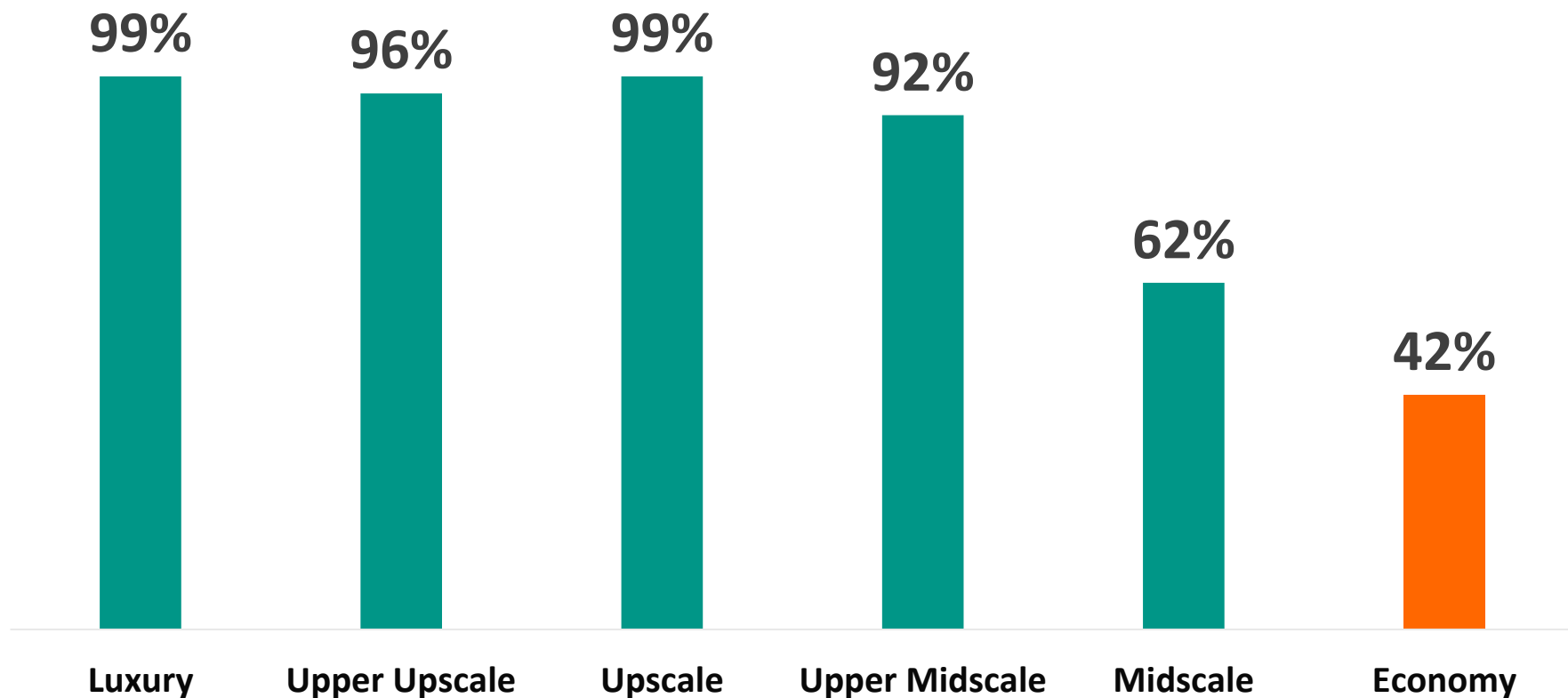
*Hotels with Exercise Room / Health / Fitness Facility, AH&LA Lodging Survey, 2017

... Except In Lower End Hotels...



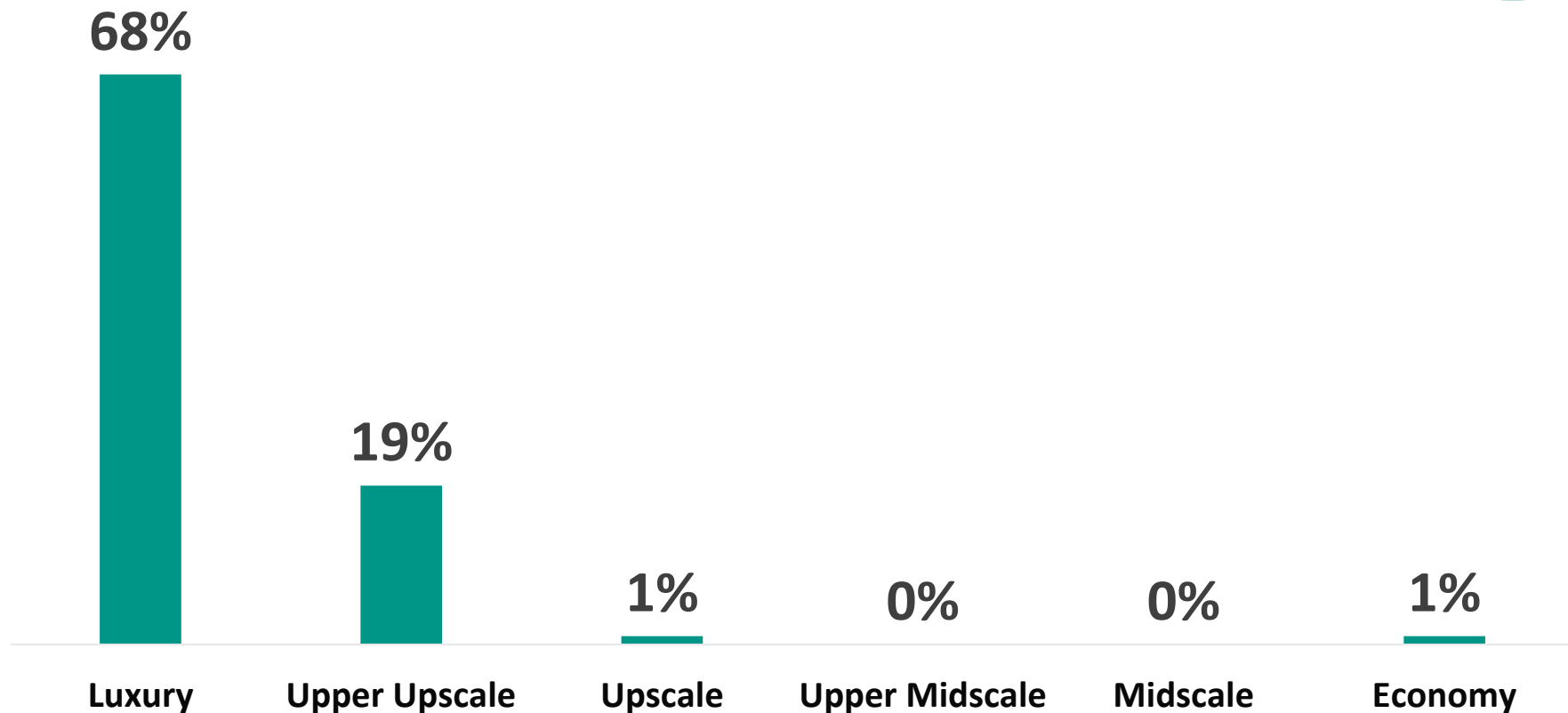
*Hotels with Exercise Room / Health / Fitness Facility, AH&LA Lodging Survey, 2017

... Which Incidentally Also Have The Lowest % of Smoke-Free Hotels



*Hotels with 100% Non-Smoking Rooms, AH&LA Lodging Survey, 2017

Spas Are - Not Surprisingly – More Prevalent In High-End Hotels



How Do You Differentiate In This Sea Of Brands?

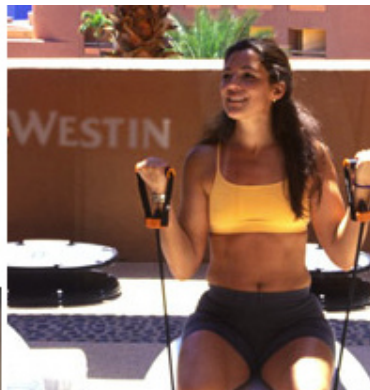


LIFESTYLE BRANDS VS. MILLENNIAL SPENDING POWER

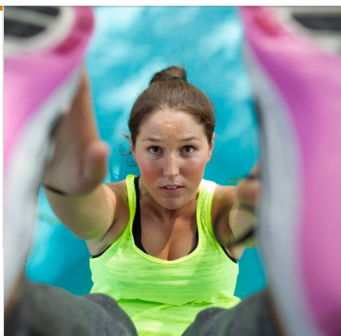


luxury-branding.com

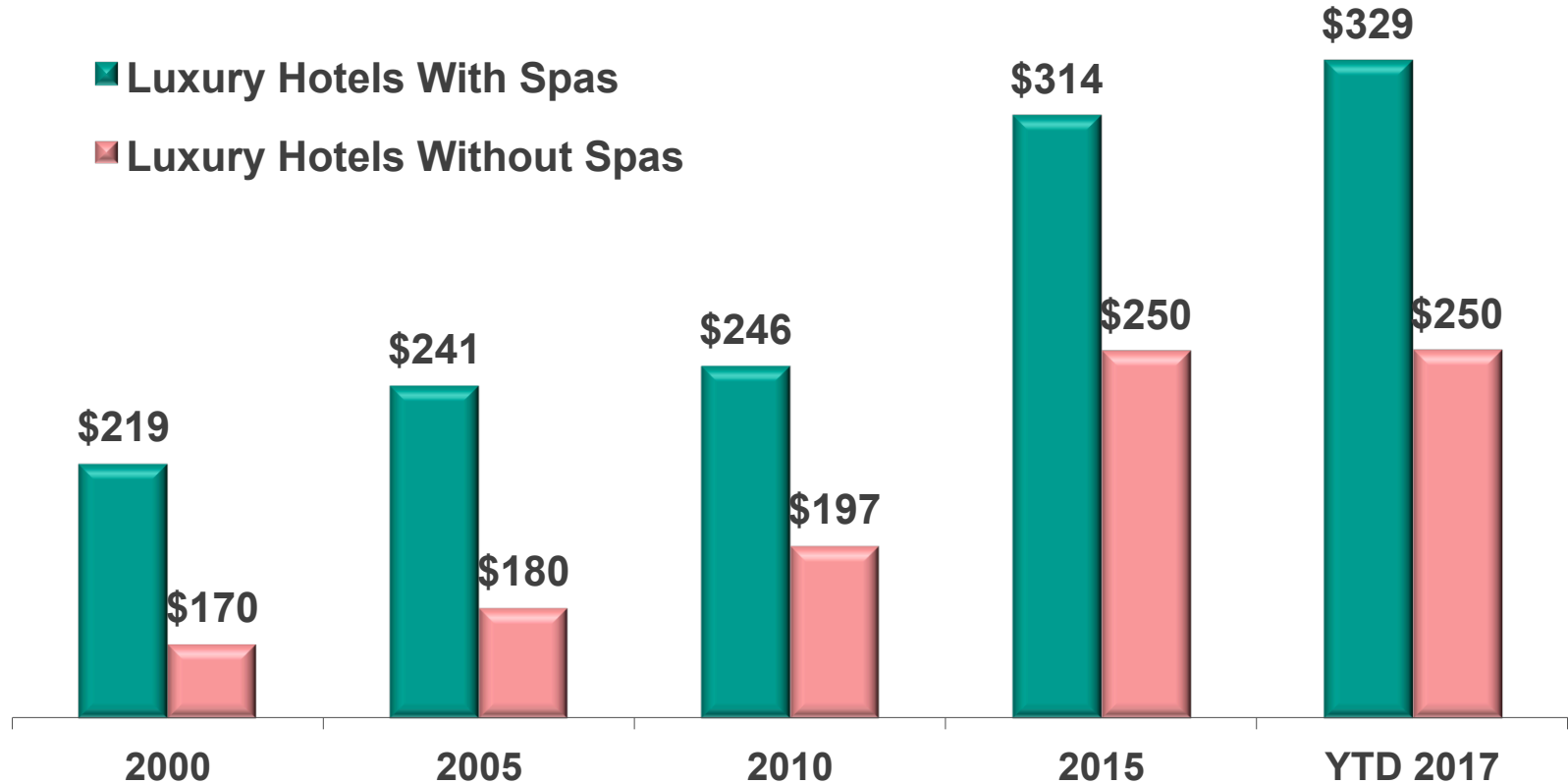
Every Brand Has Their Own Answer



Keep Active
& keep your routine.



ADR For Luxury Hotels (*The Chart That Made Me (In)Famous*)



*Average Daily Rate, Luxury Class Hotels, with and without Spas, by year 2000 – YTD 2017





Thank You!



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Benchmarking
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