

Neil Bozzoni, Franchisee at Anytime Fitness Newbury and Camberley, wanted a competitive edge to help drive incremental profits.

"There are very few pieces of equipment or services on the market than can add value to your membership and give you a direct return on your investment like the HydroMassage" Neil says.

Attract prospects

Increase value & profits



"25% of new members sign up to HydroMassage" Neil Bozzini

Return on Investment

Neil opted to utilise a room in his club to install a HydroMassage bed. He charges £14.95 per month on top of their existing membership fees for a 10 minute massage per day (equivalent to 5 hours per month). Note that each session does not roll over and accumulate.

He has found that members are very receptive to the offer as they see it as great added value and something tangible that they are happy to pay extra for.

The added value is huge, 5 hours worth of massage per month at £14.95 is tremendous value when set against paying £200 per month at a local spa for the same 5 hours service, not to forget the convenience factor.

Neil is currently achieving a 51% profit on his monthly investment and this is growing daily.

He has also found that the HydroMassage is proving to be a great tool to deliver a indirect return on his investment. The popularity of massage has grown exponentially in recent times and to be able to offer this service at an affordable price along side his club membership is a great USP and one that attracts prospective members to the club.

Future HydroMassage Investment

Neil has been so impressed with the benefits HydroMassage has brought to his club that he has invested in an additional 2 HydroMassage loungers in the main part of his gym floor to complement his existing bed. He will also be including HydroMassage as part of his membership offering for his new club in Camberley when it opens.

Asked what things he would change in hindsight Neil said "I would have placed my bed in a more prominent position within the gym, currently it is in a room and for all we have delivered some excellent results I do believe this would have been greater if the bed was in a more prominent position, or in a room that was more open to passing members. I am so convinced of this I have installed a further 2 HydroMassage Loungers in a semi secluded area on the gym floor which has far greater exposure, and results so far are proving my strategy right"

What better way to end your membership tour with a free 3 minute massage, this is what Neil's team do and it helps covert prospects into gym members and to bolt on their HydroMassage service.

“51% profit on monthly investment and growing daily”

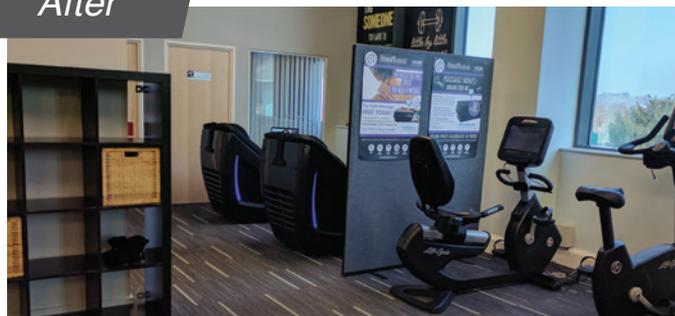
You also have your internal campaigns to sign up existing members via internal promotions, email campaigns and social media, the opportunities are endless. Don't forget the power it brings to a referral campaign, one week/months free massage to every new prospect an exiting member refers who joins the club.

“There are very few pieces of equipment or services on the market than can add value to your membership and give you a direct return on your investment like the HydroMassage” Neil says.

Before



After



What is HydroMassage?

HydroMassage is a hot water 10 minute massage experience that has been in business for over 27 years and has over 6,000 beds/loungers installed worldwide.

Hot jets of water project onto a covered rubber membrane creating the massage effect, and the main features include a interactive touch screen that allows the member to control the massage, the speed with which it travels up and down the body, the intensity of the massage (soft tissue or deep tissue) and the ability to pause the massage on any particular part of the body e.g. if you have lower back problems. There is also the choice of listening to soothing music or watching relaxing videos.

You have the option of a bed or lounger, it requires no plumbing (100 litres of distilled water), only power and IT connection required. Customers do not need to undress and this allows you to locate it anywhere in your club' in a spare room, on the gym floor or in a semi partitioned area. The Anytime Fitness HydroMassage also comes with a built in key fob reader that gives you full administration control and provides your members with the ultimate 24/7 accessibility.

Why HydroMassage?

“Our membership and profits have grown considerably since opening and like any club we want to continue this growth. However, there are very few operators who dare risk increasing their prices across the board for fear of losing members to a competitor, unless you are fortunate enough to have little competition around you.”

“Having studied the market trends and competitors I decided to invest in the HydroMassage for my Newbury club as I believed it would deliver on my objectives and differentiate us in our market place,” Neil explained.

“The HydroMassage provides us with 2 opportunities to increase profits 1) a direct return on my investment by members bolting a HydroMassage fee onto their existing membership fee 2) by using it as a tool to entice prospects into our club via our external marketing campaigns, who we then convert into members. Who in the market is offering a week/months free massage when they join their club?” Neil noted.

Interested?

Contact us today on 01642 931012 or email info@teesvalleyinnovation.com

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