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WELLNESS FOR SPORT CLUBS:

The essentials to create a wellbeing space



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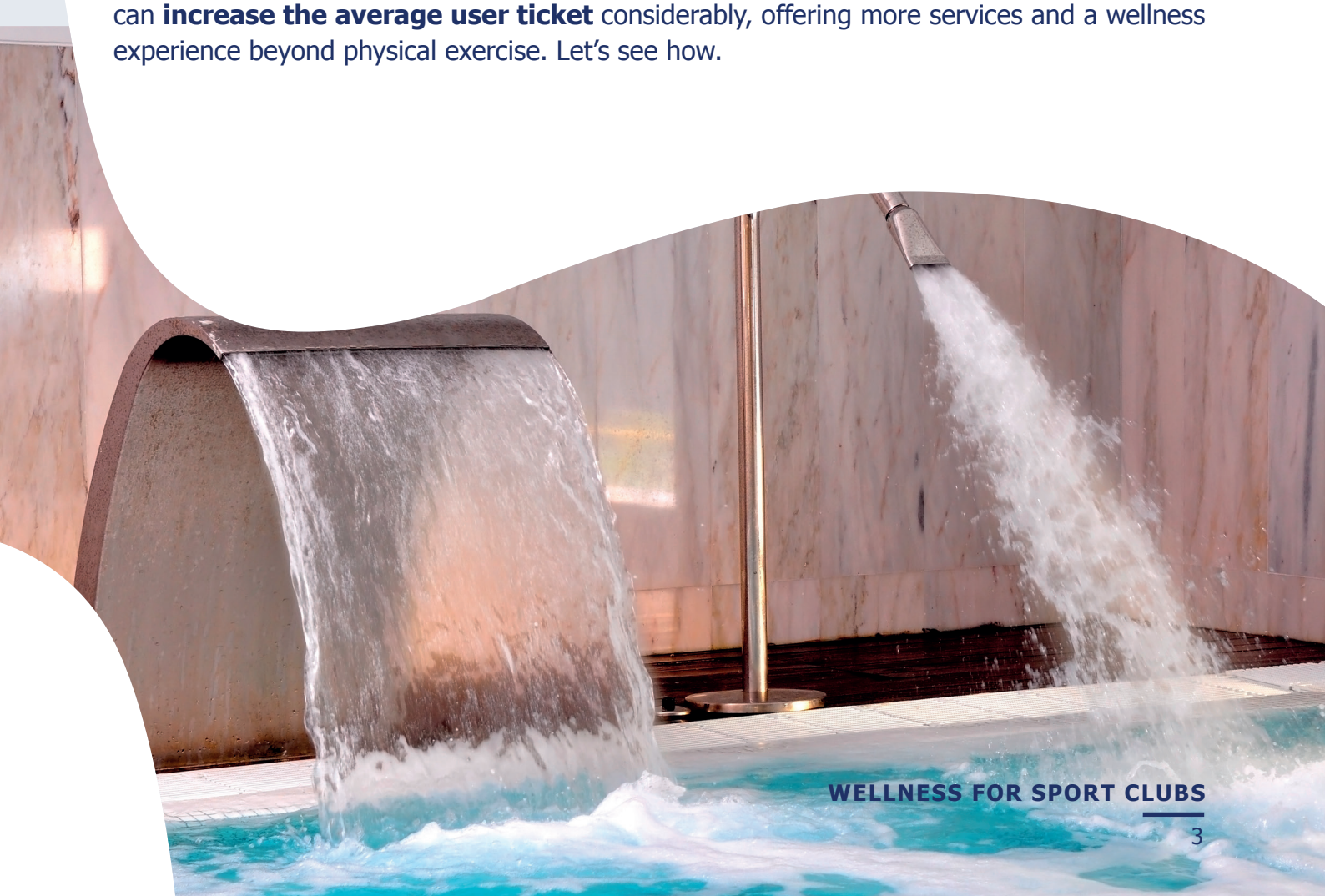
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01 INTRODUCTION

The therapeutic and healing properties of water and temperature have been well known across history. Today, the benefits of wellness intersect with an increased interest in **health and well-being**, which are making a winning combination in the integration of sport clubs and wellness spaces.

As more people invest in their health, the fitness industry is **booming**: according to research by **Statista**, there are **almost 60 million** fitness club members in Europe alone and the sector is expected to reach a compound annual growth rate (CAGR) of over 7% in 2024. The **growing competition** among fitness companies brings an increasing pressure to stand out by aligning with what potential customers are looking for.

Considering how the integrated approach to health encompasses wellness practices, **hydrotherapy and sauna installations** remain a distinct choice to offer an outstanding **added value** to sport club clients. What's more, a sports club that integrates a wellness area can **increase the average user ticket** considerably, offering more services and a wellness experience beyond physical exercise. Let's see how.



02

FITNESS AND WELLNESS: TWO WELL-MATCHED ALLIES

The holistic fitness and wellness trend makes more sense when looking at how these two trends intersect.

First of all, harnessing the therapeutic and healing properties of water and temperature, it's possible for gym-goers to use wellness pools to experience relief and health from an all-around perspective. In fact, hydrotherapy is often recommended by doctors and health professionals to provide **aid for a range of conditions.**

Furthermore, several wellness features have been proven to offer **health benefits**, thus enhancing the advantages of regular exercise at the gym. For instance, saunas can improve users' cardiovascular systems, thanks to its capacity to **raise blood pressure and heart rates.** Additionally, hydrotherapy pools are often involved in **speeding up recovery** after physical activity, as muscles are massaged by water pressure, helping release tension. For those taking advantage of cold plunges and contrast therapy in wellness centers, these will **relieve muscle soreness** and improve their **immune system.**

These benefits speak directly to fitness enthusiasts and general leisure customers alike, helping gym companies create a **unique offering** for their prospective clients, one that builds on the distinctiveness and exclusivity typically associated with wellness.

This is further expanded by the opportunity to create **custom wellness areas** (with many options in terms of size, shapes and colors), so that branding options are enhanced.

A possibility for an expanded and more varied audience and client base, it will likely result in a **quick return on investment.**



03 THE ELEMENTS OF WELLNESS

Hydrotherapy pools: the heart of wellness areas

A hydrotherapy pool blends water and massaging jets to provide the ultimate well-being experience.

While there are different types of hydrotherapy pools, the most common is the so-called **vitality pool**, an aquatic installation that combines **water effects** (such as waterfalls or cervical massages) with **air effects** (such as hydromassage beds).

Vitality pools are extremely **customisable**. This means businesses can select the features they want to make their pool **stand out** and fit their customer's requirements, so that pool configuration at a sports center may end up being noticeably different to that of a wellness spa.

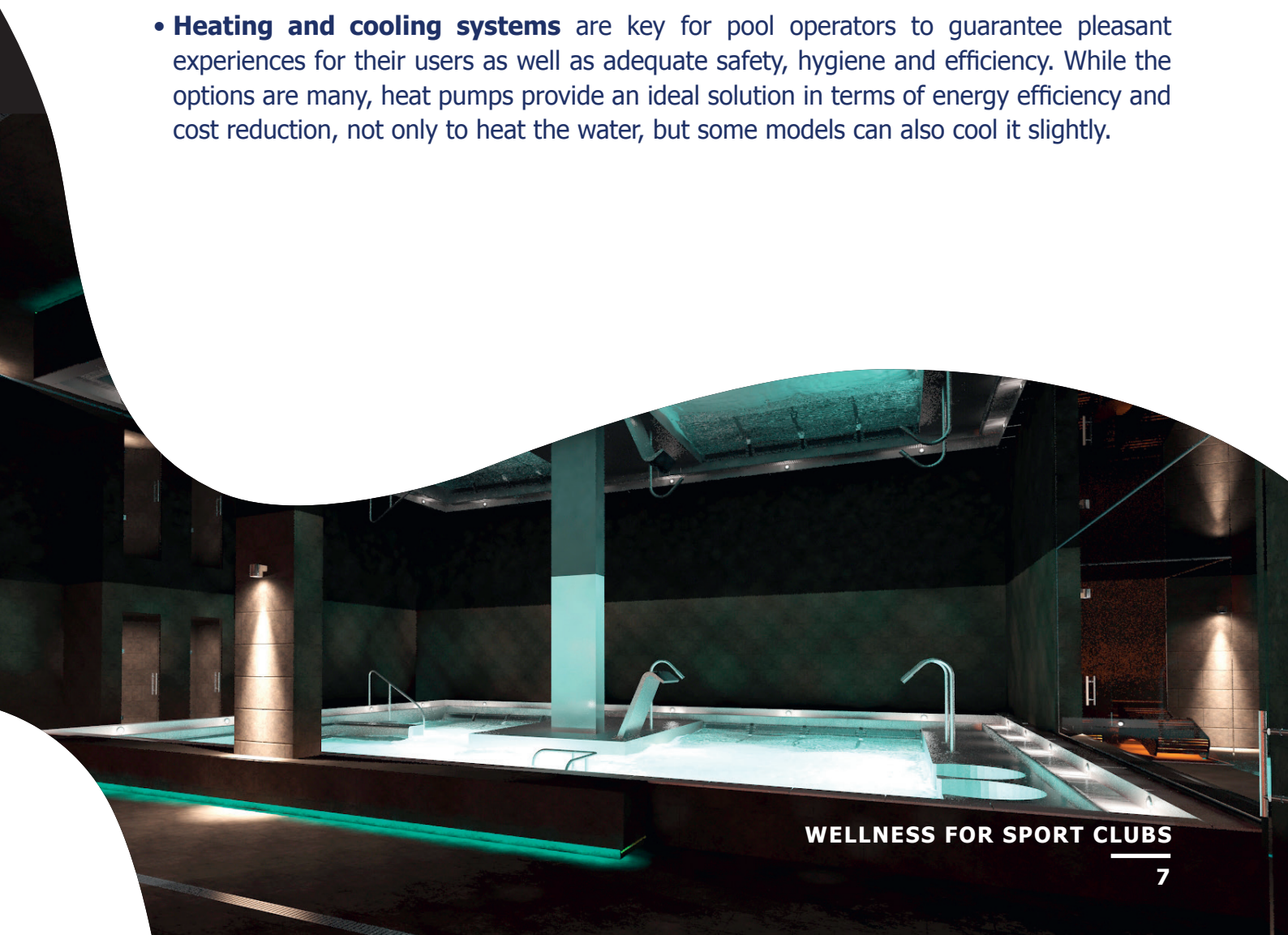
In fact, a sports center can use the vitality pool's techniques to help people relax their muscles **after a heavy workout.**



The following are some of the characteristics of the hydrotherapy pool:

- Often fairly **small**, accommodating up to only a few people at a time, their goal is to provide relative privacy as part of the bespoke, personal nature of the wellness experience.
- Offers exceptionally clean water due to the **high-quality filtration** and treatment systems. A perfect pool experience can only be guaranteed if the right **water treatment systems** are incorporated so that water is kept in optimal conditions. Modern more efficient and sustainable systems such as **Neolysis®** use a combination of UV technology with low salinity electrolysis.
- Water features may include **cascades, waterfalls, swan neck fountains** and **neck massage jets**. These are all designed to apply varying degrees of pressure on the user's muscles and skin, as well as exfoliating and detoxifying qualities on the skin and help for stretching and exercising muscles.
- Air effect features include **massage nozzles** and **hydromassage jets**. Positioned on the walls of the pool, they produce bubbles of varying pressure and alleviate joint pain, promote movement, increase blood circulation and relieve muscles.
- **Back benches** are a popular feature in vitality pools. Here, the user sits and feels the relaxing sensation of bubbles all around them. **Air beds** and **hot tubs** can be used instead of or together with these benches.

- When it comes to materials used in the construction of vitality pools, there are many possibilities that adapt to the customer's requirements. They can be made with a great variety of materials: **concrete, acrylic glass, stainless steel, galvanized steel panels, fiberglass, expanded polystyrene (EPS)**, etc. To decorate the pool basin, it can be **lined** with a PVC liner, gresite or mosaic coloured tiles if this is not already incorporated, always depending on the pool vessel material.
- A hydrotherapy pool is typically between 1.2m and 1.5m deep. Width and length are variable and can adjust to each project and client's needs.
- Pool designers must make sure there's enough space for the required **technical room and environmental controls**, needed for correct management of the facility.
- A hydrotherapy pool can be installed **above ground, in-ground, or partially in-ground**, being different in terms of comfort, accessibility and aesthetics.
- **Additional features** may include **jet spas, access steps, lounging positions, and even built-in treadmills or aquabike**. These possibilities must be thought of at the design stage, taking the pool's additional value to the next level while also giving sport club operators a more exact idea in terms of budget and the pool's final look.
- **Water recirculation times** may vary according to national regulations in the pool's location, as well as the pool's size and its projected use in terms of number of users, continuity and intensity, among other factors.
- Efficient **air treatment and dehumidification systems** must be guaranteed to avoid undesired humidity increase as a result of pool water evaporating.
- **Heating and cooling systems** are key for pool operators to guarantee pleasant experiences for their users as well as adequate safety, hygiene and efficiency. While the options are many, heat pumps provide an ideal solution in terms of energy efficiency and cost reduction, not only to heat the water, but some models can also cool it slightly.



Cold plunge pools: an upgrade to the standard wellness

While hot water is the most commonly used in thermal wellness experiences, some hydrotherapy pools use cold water via the well-known **cold plunges.**

These can be regarded as an **upgrade** from conventional sport clubs, offering an extra amenity that moves away from common water installations.

The cold plunge pool is typically a small water tub that is set to a low temperature **(between 7 to 12 ºC)**. Thus, it provides the so-called "contrast therapy", when used after a sauna or steam bath. The idea is to stimulate the cardiovascular system through a series of contrasting experiences: from hot and steamy to cold and revitalizing.

When it comes to sports clubs, cold therapy has become popular as **a recovery solution after intense workouts.**

Some of the key **benefits** of cold plunges include a general "wake up", revitalizing effect; the potential for improved muscle recovery and reduced soreness; increased blood circulation, supporting a stronger immune system; a reduction in swelling and inflammation; endorphin release for a better mood; a promotion of cell regeneration and the potential to increase metabolic rates.

Some of the key features of cold plunges include:

- Because they are not designed for swimming in, cold plunges are extremely versatile: they can fit in small spaces and be maintained relatively easily.
- There are numerous shape options.
- They can be installed **in-ground or above-ground.**
- When it comes to materials, single-piece structures made from **stainless steel** fit perfectly with modern decor, especially as sharp-edged squares. However, more rustic environments can opt for a rounded, **wood-edged** plunge pool. **Concrete** plunge pools also blend in well with most spaces.



Hot tubs and whirlpools: the ultimate relax

Hot tubs and whirlpools often become a common popular feature at wellness areas in sport clubs. Based around **water movement**, they are usually shallower than standard swimming pools and use pumps and **pressurized water jets** to make hot water circulate.

Made of stainless steel, acrylic material or fiberglass, insulation properties are key. Based on **hydromassage** features, they manage to make the most of the healing properties of water, adding to sport club bathers' a sense of total relaxation after a long day or a heavy workout.

For users to obtain the full benefits, maintaining **the right hot tub temperature** is vitally important. The hot tub temperature should be between a **minimum of 26°C and a maximum of 40°C** for the ideal wellness experience.



Finnish saunas: harnessing the power of heat therapy

Finnish saunas, also known as **dry saunas**, represent a traditional remedy and therapy in cold-weather countries which has been introduced to a global audience thanks to its outstanding well-being advantages.

In Finnish saunas, humidity levels are typically kept around 5-20%, while temperatures can be set around 70-90ºC.

It's precisely these values that trigger the well-known **health benefits** of saunas:

- High temperatures inside the sauna provide an invaluable help in **muscle relaxation.** This is particularly useful after a workout or training session, and can be combined with the benefits of a cold plunge afterwards.
- The Finnish sauna eliminates toxins naturally, that is, through a deep sweating process, thus providing **detoxification.**
- High temperatures and sweating help remove dead skin cells, which enhances cellular renewal and **skin care.**
- The Finnish sauna also boosts several of the body's processes, including the **immune system**, thanks to its detoxifying properties.
- High temperatures and dry air inside a Finnish sauna help to **reduce congestion**, opening the airways for easier clearing of the respiratory tract.
- Dry saunas also **prevent fluid retention** by helping the body get rid of excess liquid by sudoration.
- The combined effects of both the detoxification and muscle relaxation as well as the dry sauna ritual itself help users **de-stress.**



In a context of consumers looking for integrated health, Finnish saunas provide a well-liked therapeutic area that has been shown to **induce relief** from both **physical and mental stain**. They have thus gained a spot as the most sought-after facilities in wellness spaces.

These are some of the characteristics of a high-quality sauna:

- A **structure and entire interior** made of wood and a spacious interior room equipped with benches lining the sides at different heights.
- **Heaters** are in charge of raising the sauna's temperature. While there are several heater options on the market, the most popular heaters for Finnish saunas are electric, which warm up the stones that then radiate the heat.
- The **materials** are one of the most important features that determine the quality of any Finnish sauna. **High-quality materials like oak** help retain the sauna's heat and can easily be subjected to high temperatures.
- **Stainless steel and glass** are often incorporated into a Finnish sauna in transparent panels that make it possible for users to see the outside, a design that enhances a sense of well-being while creating a visually open space.
- Doors should present an **automatic hydraulic closing system**, in order to prevent heat losses.
- Many customizable options help customize each sauna design, including lighting, benches, heaters, aroma dispensers, speakers, control panels or ventilation systems.



Steam baths: the therapeutic properties of humidity

Steam baths represent another key option for wellness centers within sport clubs.

These spaces, also known as 'Turkish baths', maintain **temperatures** around **60ºC** and **humidity levels** of around **100%**. Other names for steam baths include *hammam*, wet saunas, steam rooms, or steam cabins.

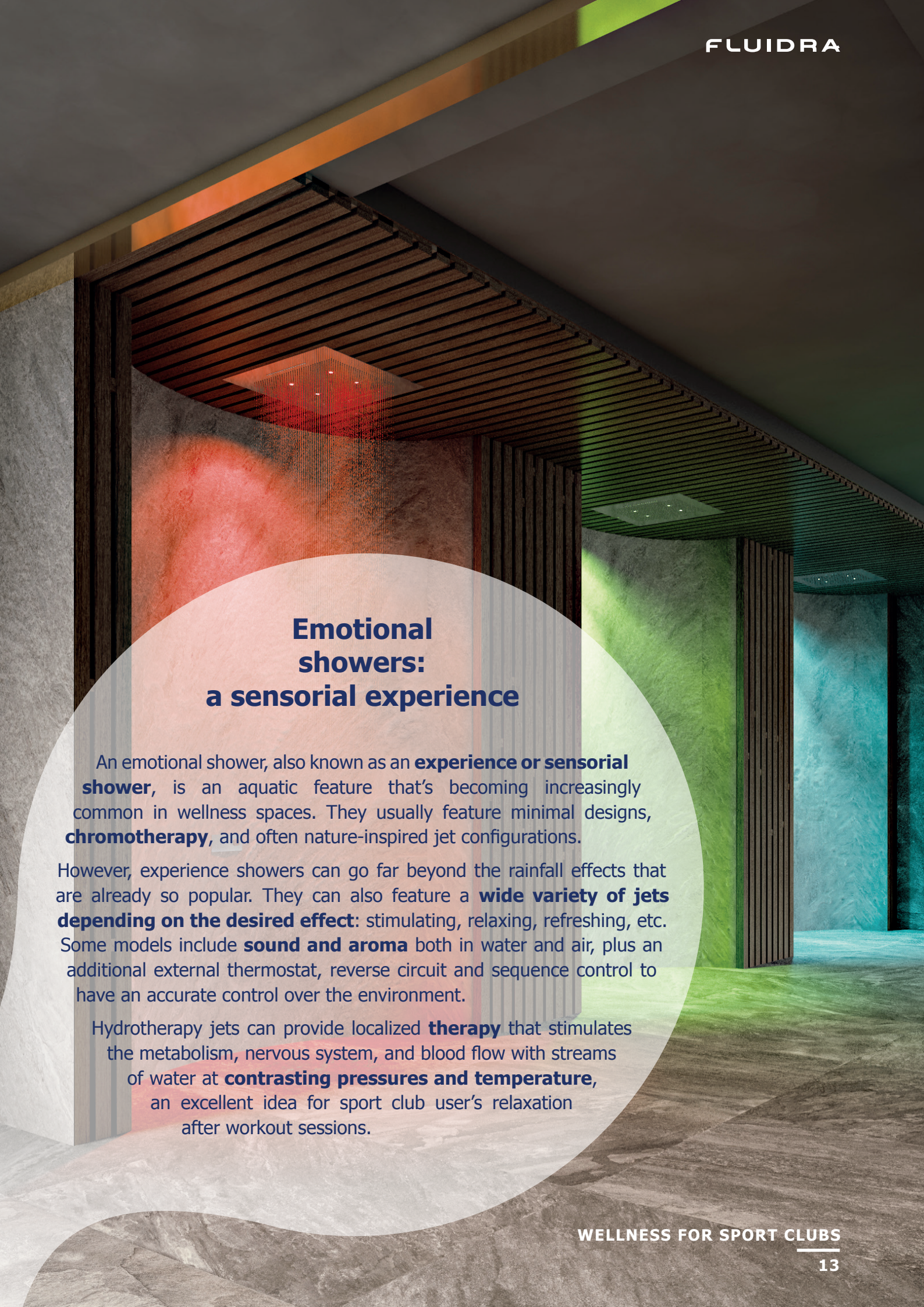
Relaxation and detoxification are typically associated with steam baths which, according to ancient tradition, help purify the body and soul.

In fact, the health benefits of the steam bath match those of the Finnish sauna we've listed above. However, the added steam from the steam rooms can be extremely beneficial **in relieving joint stiffness** and an aching body after a hard workout.

Some of the key characteristics of steam baths include:

- The **steam generator** is the heart of the space. They come in different sizes and functionalities, including systems that allow operators to carry out maintenance work without having to shut the steam bath.
- There should be plenty of sitting room for users to relax in, or even lie down on the stone, wood or marble benches.
- The may present a variety of building materials and finishes, such as **solid surfaces, stone lines, ceramic coatings, acrylic cabins, wood finishes** or totally custom, bespoke designs.
- Accessories within the steam bath may include chromotherapy features, starry skies, music, aromatherapy and innovative touch control panels.





Emotional showers: a sensorial experience

An emotional shower, also known as an **experience or sensorial shower**, is an aquatic feature that's becoming increasingly common in wellness spaces. They usually feature minimal designs, **chromotherapy**, and often nature-inspired jet configurations.

However, experience showers can go far beyond the rainfall effects that are already so popular. They can also feature a **wide variety of jets depending on the desired effect**: stimulating, relaxing, refreshing, etc. Some models include **sound and aroma** both in water and air, plus an additional external thermostat, reverse circuit and sequence control to have an accurate control over the environment.

Hydrotherapy jets can provide localized **therapy** that stimulates the metabolism, nervous system, and blood flow with streams of water at **contrasting pressures and temperature**, an excellent idea for sport club user's relaxation after workout sessions.

04 CONCLUSION

Why add a wellness space to your sports club? A few final notes

As we've seen above, the wellness possibilities today are many and represent a key addition to a sports club looking to **stand out** among the myriad of other fitness options. In short, a well-designed wellness space can definitely become a **competitive advantage** for sports clubs today.

Capable of attracting a varied audience, a wellness area can have a **galvanizing effect** that adds value to a **diverse** crowd of health enthusiasts: from diligent 'gymheads' to users looking for an integrated outlook on their physical and mental health.

Advised by professionals in **pool and wellness engineering and design**, it's possible for sports centers to access a crucial feature that adds to their short, mid and long-term business outlooks.

In a context of rising energy costs and a need for sustainability, picking modern, **cost-efficient equipment and materials** can make a difference in making an installation that remains profitable and keeps maintenance at a minimum.

As such, accessing the guidance **experts in wellness facilities** with proven expertise and success in their design and implementation adds a significant advantage to the project.





"This information contains general recommendations that must be taken into consideration on a case-by-case basis. This information is not an instruction manual and cannot be considered as such for any purpose. Any implementation or installation to be made must be made by a professional and under the appropriate guidelines. In this regard, each user is responsible for the application it makes of the information contained herein. Fluidra will not be responsible for its use. Consequently, under no circumstances will Fluidra be liable or responsible for any claim, damages or loss that may arise as a consequence of the use of this information".

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