



GLOBAL WELLNESS
SUMMIT 2017



Hotels, Alternative Accommodations and Wellness

Jan D. Freitag, SVP, STR, Inc., U.S.



Living A Well Life The Hotel Perspective

Jan D. Freitag
Senior Vice President

 jan@str.com

 @jan_freitag

www.hotelnewsnow.com

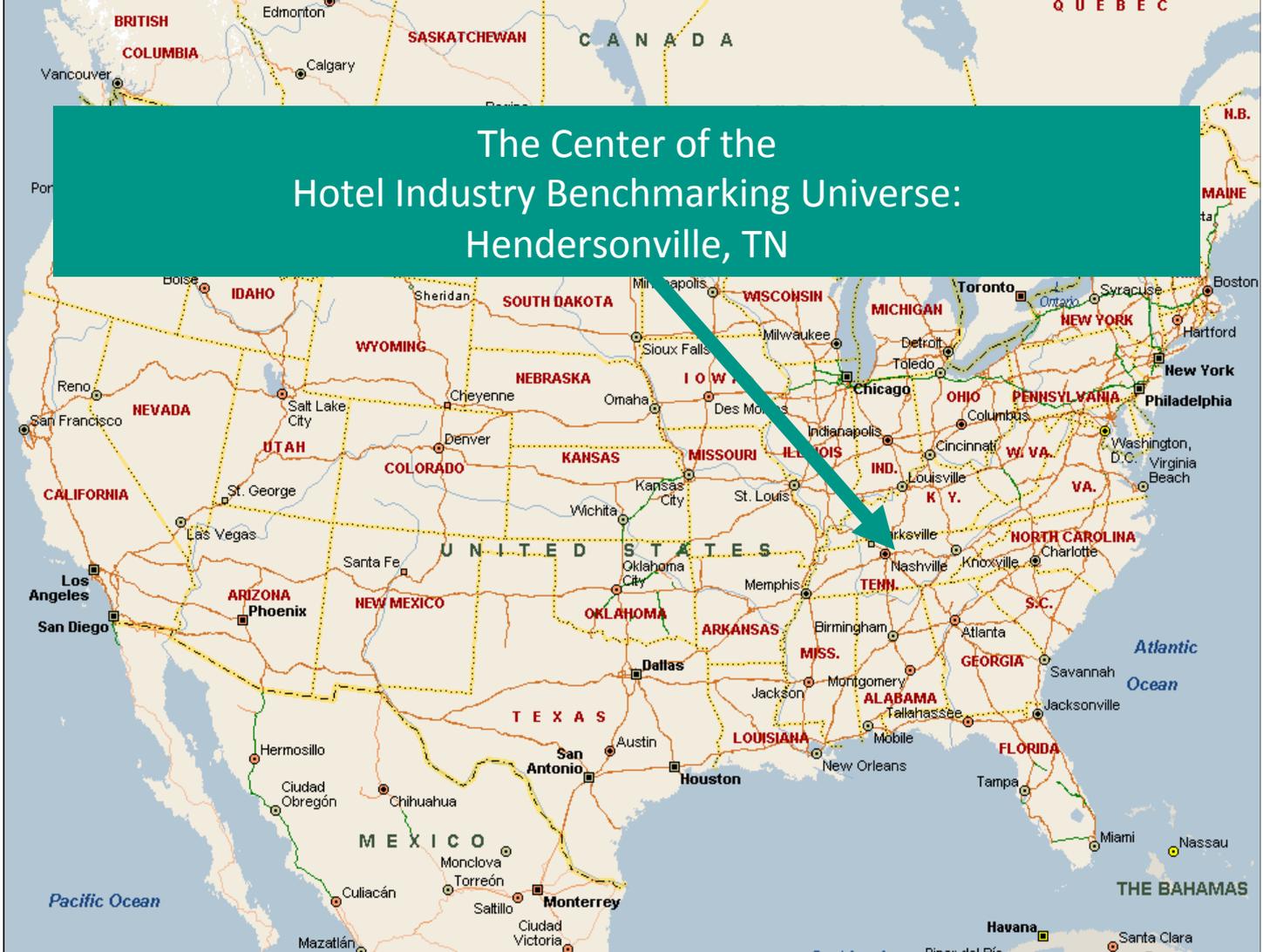
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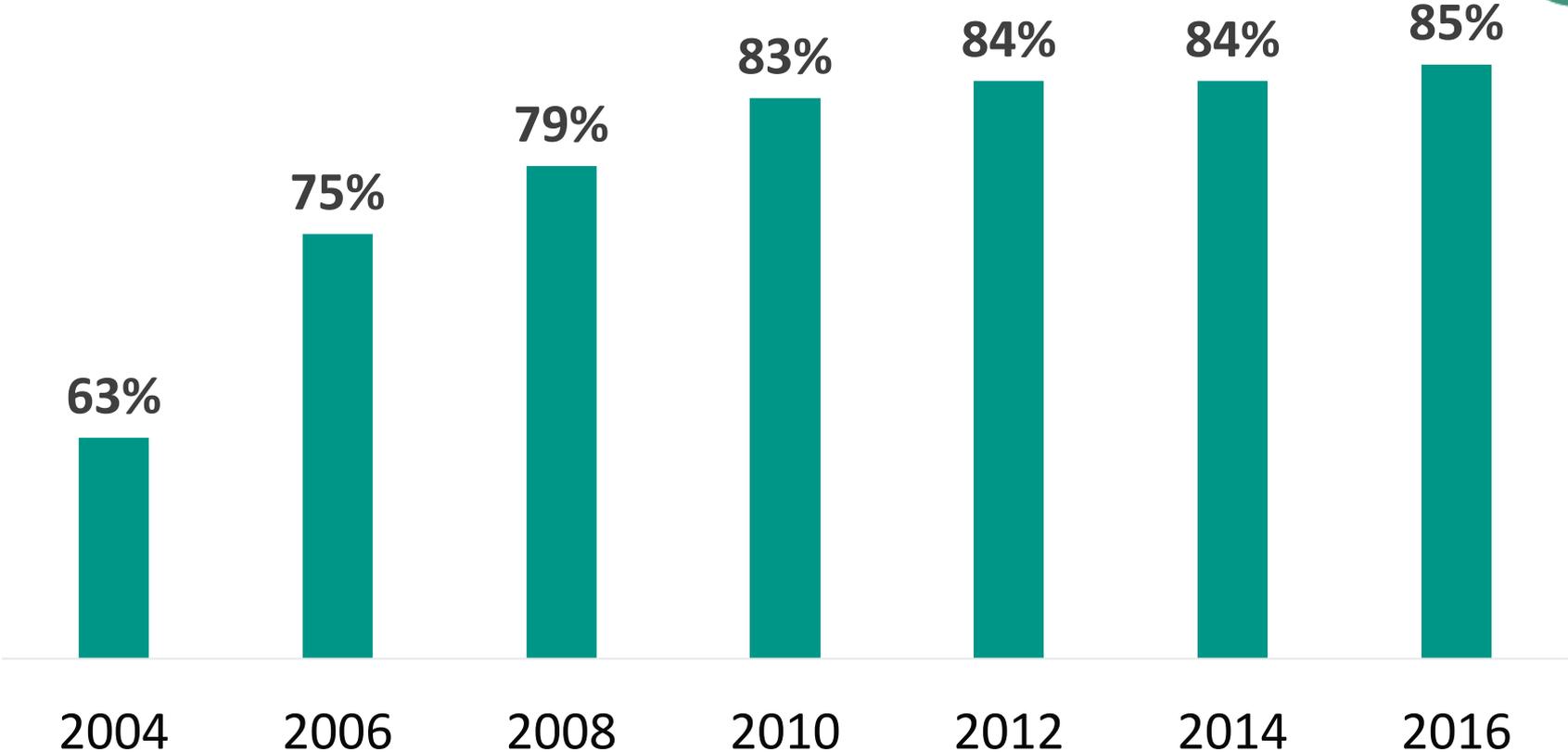
Benchmarking
↑ your world 2



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



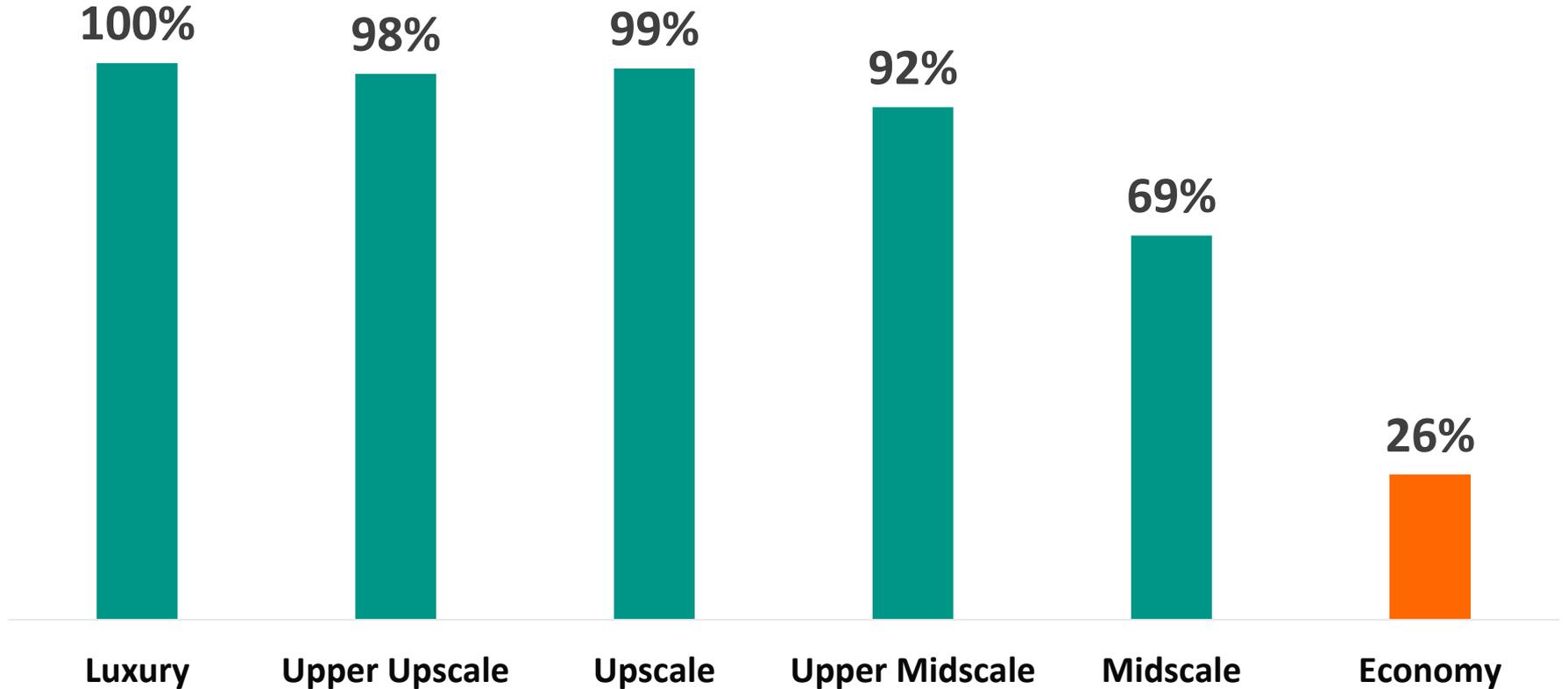
Gyms Are A Commodity...



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

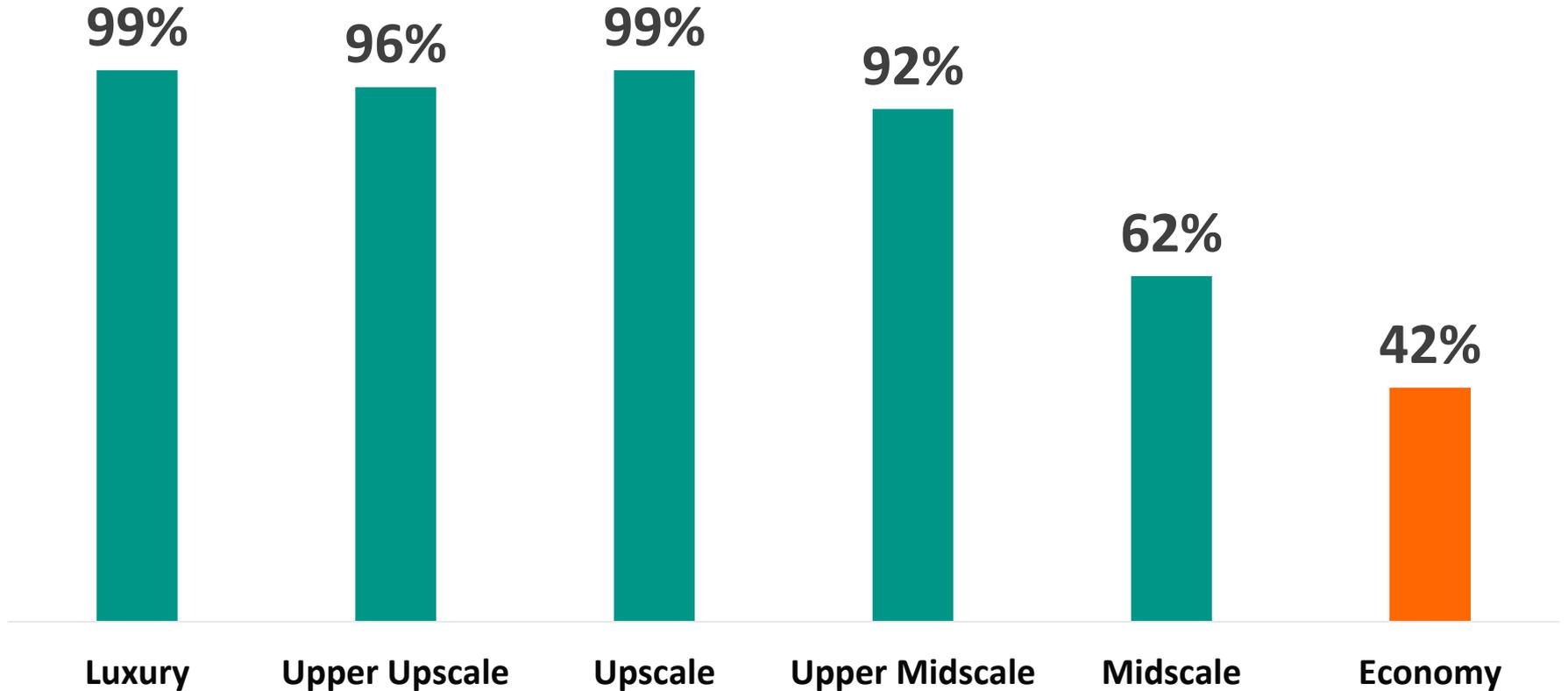


... Except In Lower End Hotels...



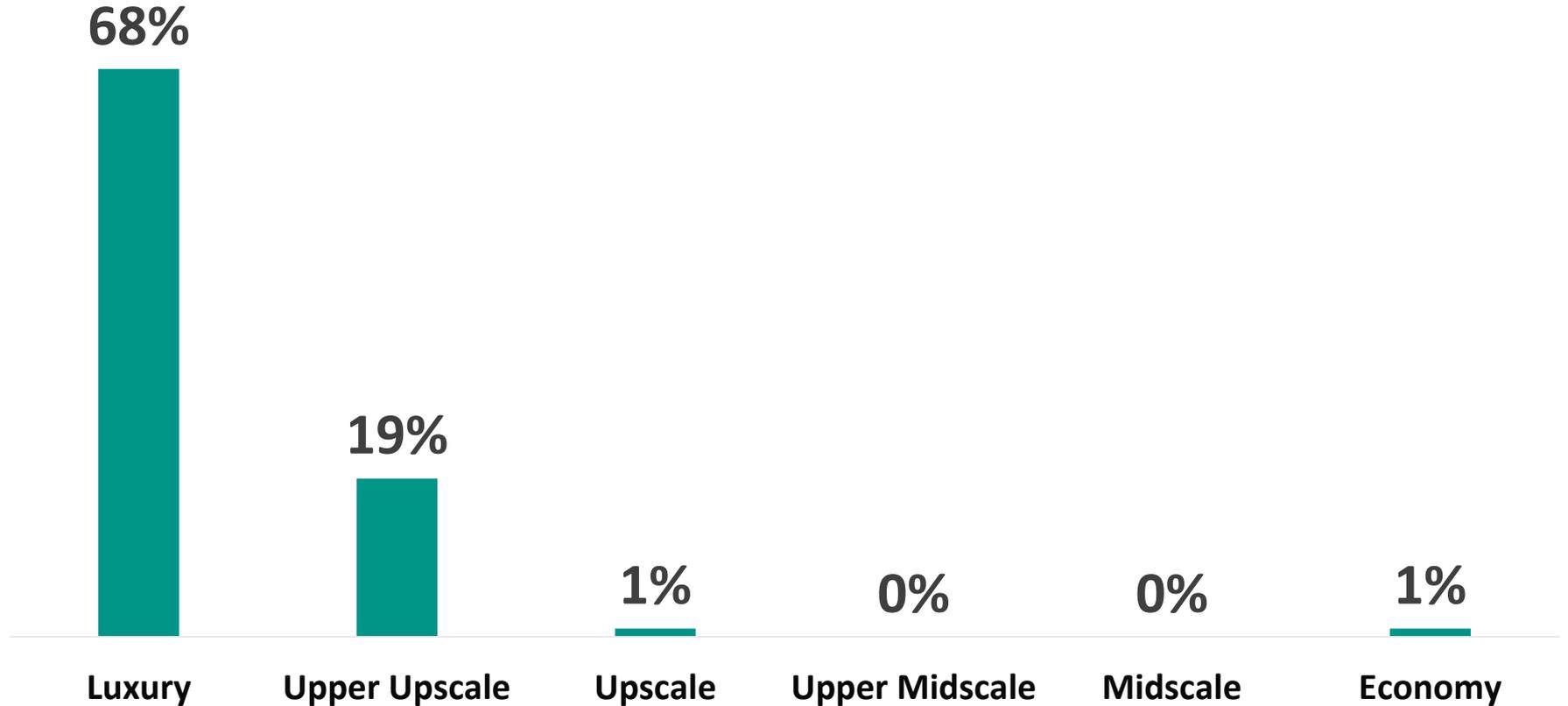
*Hotels with Exercise Room / Health / Fitness Facility, AH&LA Lodging Survey, 2017

... 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

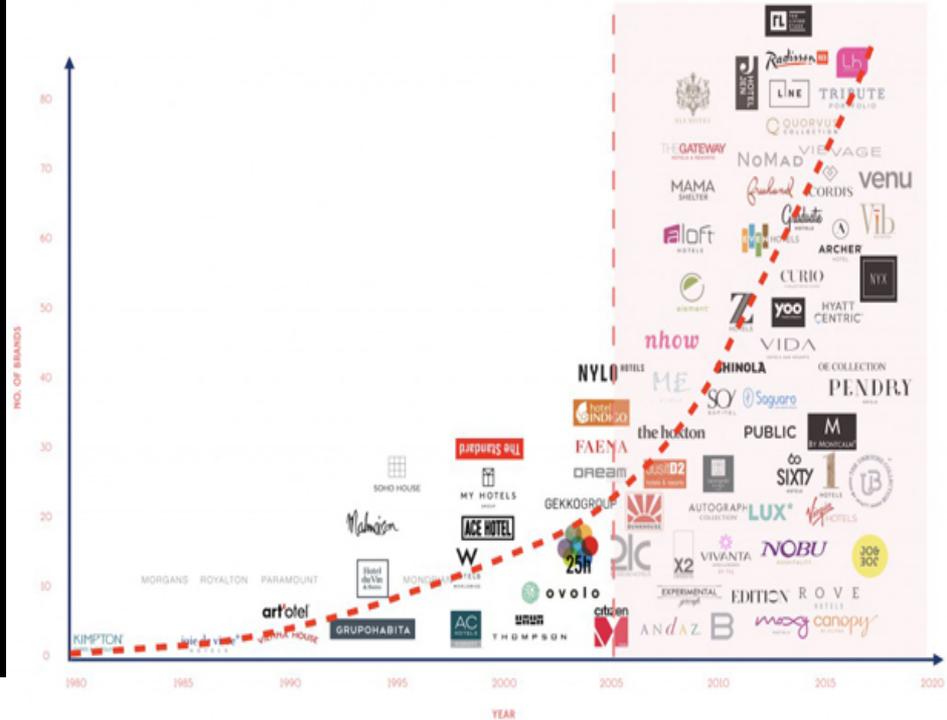


*Hotels with Spas (with Treatment Rooms), AH&LA Lodging Survey, 2017

How Do You Differentiate In This Sea Of Brands?



LIFESTYLE BRANDS VS. MILLENNIAL SPENDING POWER



marriott.com

luxury-branding.com

Every Brand Has Their Own Answer



WESTIN **WORKOUT**
POWERED BY **Reebok**



HYATT[®]
MIRAVALE

Keep Active
& keep your routine.

EVEN HOTELS



Hilton **WELLNESS**

Five Feet
TO FITNESS™

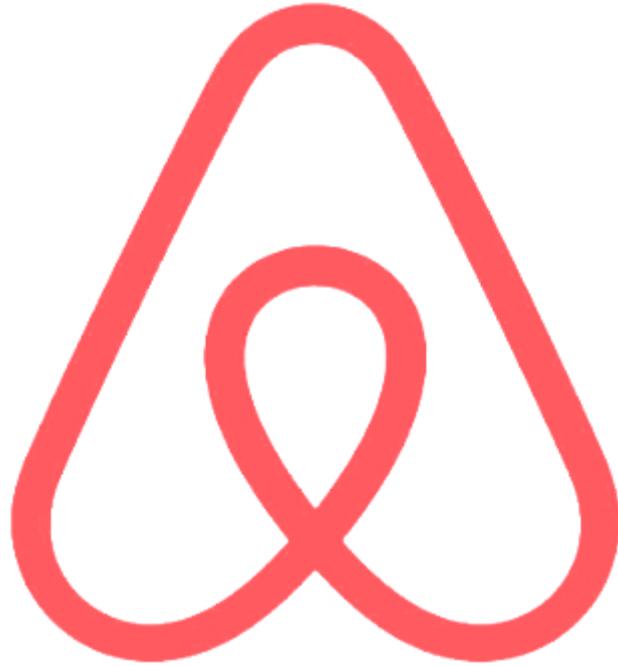
CONTACT



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!



jan@str.com



[@jan_freitag](https://twitter.com/jan_freitag)



www.linkedin.com/in/janfreitag



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Benchmarking
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