



Hilton

WELLNESS

DESIGN NARRATIVE + MANUAL



WELLNESS
DESIGN NARRATIVE

FITNESS MILESTONES



2005

Up until 2005 no fitness brand standards existed. Hilton gyms were repurposed rooms with non-commercial quality gym equipment.

2006

March 2006 the brand standard was introduced at the Hilton annual GM meeting. Late 2006 saw the launch of the NEW Hilton fitness brand standards.

Hilton Fitness by Precor deal was signed marking the first time in hospitality a major fitness equipment company had entered into an exclusive co-branding partnership with a leading hotel brand.

2007-2008

Guest satisfaction scores spiked validating the positive impact of fitness and the new fitness standard.

2012

In-Room Fitness Suites were conceptualized and test suites placed at five hotels across the US.

2016

Guest survey results show the need for a new and improved fitness offering. Fitness & Spa Design Narrative engaged for a refreshed vision.

2017

Launch of the new Hilton fitness global brand standard.

SPA MILESTONES



2001

Mandara Spa opens on the 4th floor of the Kalia Tower, Waikiki. Independently owned and operated, the spa provides hotel guests with a full-service spa and salon.

2010

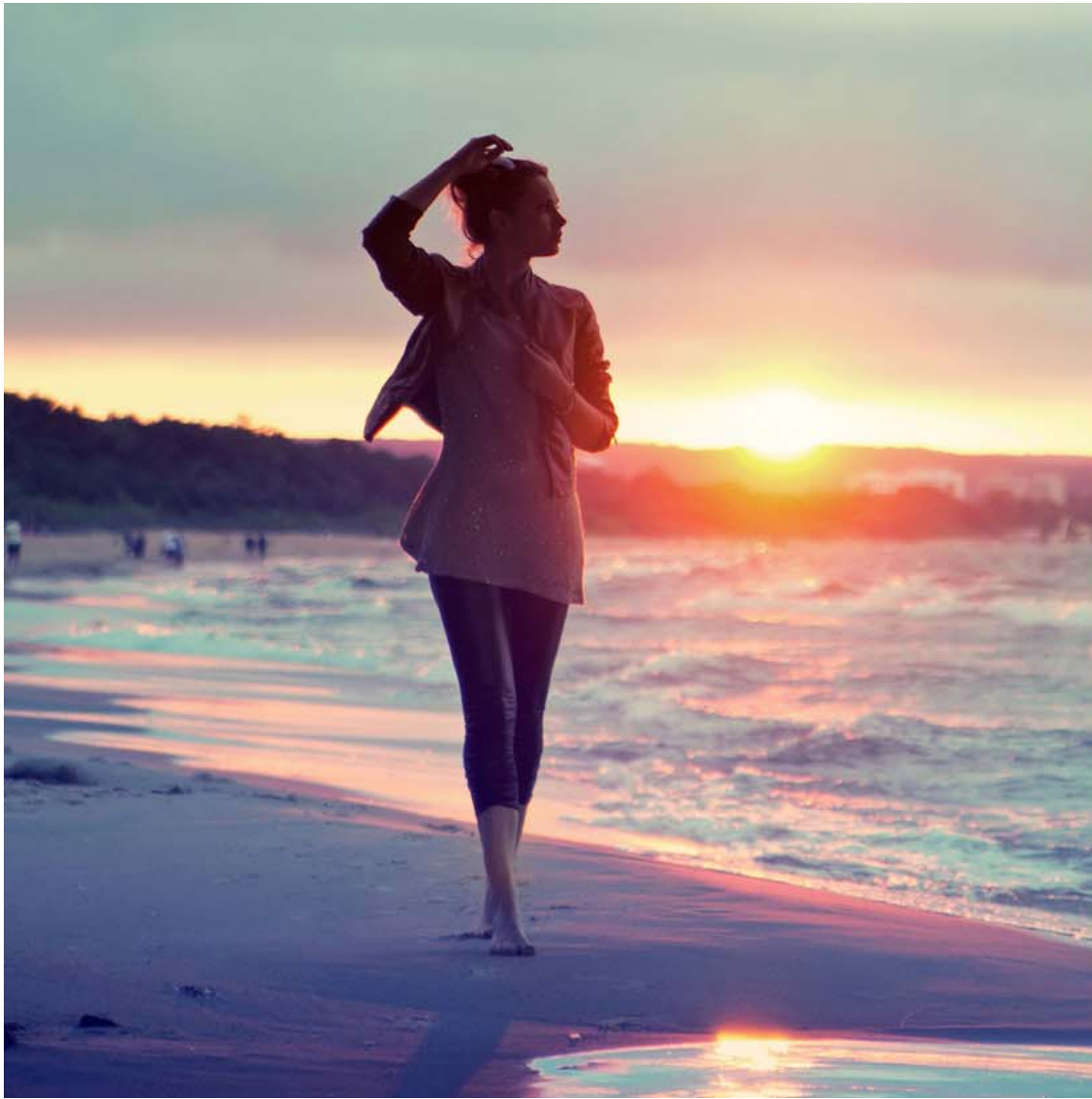
Hilton Hotels & Resorts introduces its first global spa concept: Eforea: spa at Hilton.

2015

Hilton Worldwide evolves its legendary offerings to meet the needs of mindful guests by re-imagining its spa concept, Eforea spa.

2017

Launch of the new Hilton spa global brand standard.



WELLNESS JOURNEY OVERVIEW



HILTON WORLDWIDE IS COMMITTED TO REVITALIZING EVERY GUEST WHERE EVERY VISIT IS PART OF A WELLNESS JOURNEY.

At the core of wellness are our fitness centers and spas. These spaces and experiences set us apart based on the guiding principles of "fresh, transformational and uncomplicated." Fitness and Spa spaces flourish when they represent the ultimate expression of each Hilton brand's character, cultivate a local flavor and incorporate a sensory interaction for each guest. Hilton believes in making it easy to have "wellness your way." We recognize that every guest is on a personal journey. We support our guests' commitment to wellness by providing opportunities to rejuvenate, revitalize and reconnect while traveling. Hilton provides what guests want to do instead of what we want to provide.

WELLNESS JOURNEY OVERVIEW



Designers are challenged to create places and spaces that push the boundaries as they interpret these key well-being principles and philosophies.



**PILLARS
OF FITNESS
+ SPA**

PILLARS FRESH. TRANSFORMING. UNCOMPLICATED.



PILLARS FRESH. TRANSFORMING. UNCOMPLICATED.



FRESH





THE FIELD OF FITNESS IS IN A STATE OF CONSTANT FLUX.

Guests are committed to fitness more than ever before. They are experimenting with non-traditional exercises; therefore, fresh fitness spaces must be energetic and inspirational environments that incorporate 'functional training' and enable the latest trends around equipment and technology.

The design must be functional, energizing and inspiring environments balanced with the latest in fitness technology and programming that infuses health and fitness into every property.



THE SPA DESIGN PROVIDES A NEW PLATFORM CONNECTING TO EACH BRAND STORY.

The spa design must welcome and invigorate guests by way of a wellness experience. It must be appropriate to its local context and forward-thinking providing numerous guest options. An authentic design, with innovative treatment spaces with a light and airy design as a priority.

The spaces should showcase the unexpected and inspired "haven of harmony." The spaces need to touch us and create a renewed sense of energy while addressing the needs of each guest effortlessly.

TRANSFORMING



TRANSFORMING FITNESS



FITNESS IS RAPIDLY EVOLVING GLOBALLY, MOVING BEYOND THE PHYSICAL WALLS

of dated and stereotypically equipped hotel gyms. Traditional equipment categories of cardio and strength remain relevant but are now sharing the space with new progressive ideas for fitness in a myriad of ways. Hilton brands will transform into more dynamic, varied and inclusive exercise environments.

Let's "clear out the clutter" and provide supporting space with functional storage while demonstrating the discipline to preserve open spaces that encourage human movement.

TRANSFORMINGSPA



THE SPA SHOULD BE A DEPARTURE FROM ANYTHING GUESTS EXPECT.

Provide an atmosphere and journey that transforms them from their everyday existence into their "best selves." The wellness design must flow and transport guests to otherworldly place. The space should be designed to stimulate the senses and should aspire to give each guest a renewed sense of focus, purpose and balance. The space must work in perfect harmony with spa services, working together to enrich the guest experience. It is a symbiotic relationship with fascination and function.

UNCOMPLICATED



UNCOMPLICATED FITNESS



FITNESS AND WELLNESS STRONGLY PERMEATE THROUGHOUT THE PROPERTY LIKE NEVER BEFORE

with a straightforward approach to fitness. Active transportation options for the “active guests” wanting to bike to a meeting or a nearby attraction. Subtle reminders in stairwells that taking the steps is more beneficial than waiting for the elevator. Active seating options for conference and mindfulness with friendly fitness suites. Families with children are encouraged into physical play with technology that assists in mapping fitness trails and property routes that connect them into the surrounding local context when possible.

We are bringing fitness into the comfort and convenience of your guest room and integrating simple fitness offerings within the meeting space in new ways.

UNCOMPLICATED SPA



THE SPA FLOW SHOULD BE DESIGNED TO BE EFFORTLESS.

A clear guest procession consisting of a welcome, retail area, changing room, pre-treatment lounge, treatment room and relaxation area is of the utmost importance.

Once the circulation, program adjacencies and space planning have been accomplished, the “concept or soul” of the design must evolve. A balance between the functional and poetic use of space are equally important. An uncomplicated procession from arrival to service to departure fosters a successful spa journey.

A truly successful design will accommodate both form and function, integrating a treatment room setup that allows all equipment to have a home while “cocooning” the guest as well.



GUEST EXPERIENCE FITNESS



INSPIRATION TO BE WELL FLOURISHES IN A FRESH NEW WORLD OF ACTIVITY

through authentic programming and variety in fitness. Transforming the new “Active Guest” experience with an inclusive fitness ecosystem that serves to both energize and revitalize. Healthy living is available and enhanced from your guest stay as Hilton uniquely delivers a wellness experience in a multitude of unique ways.

GUEST EXPERIENCE FITNESS



A scalable template that gets better the longer a guest stays or as they upgrade stays into Luxury or Resort level properties.

GUEST EXPERIENCE SPA



AS GUESTS CONTINUE TO SEARCHING FOR MEANINGFUL SERVICES, THE SPA NEEDS TO FEEL CONNECTED TO THE LOCAL ENVIRONMENT

with experiences supporting their journey toward a transformative outcome. The successful guest journey depends on an easy, intuitive spa circulation. Hilton's wellness environments need to guide guests through a sensitively orchestrated journey. The design needs to Cater to a wide spectrum of guests: the habitual wellness aficionado to the spiritual seekers. It needs to be fresh and respond to regional differences but always be welcoming and seemingly inclusive, as well as familiar for both the uninitiated and the wellness warrior.

GUEST EXPERIENCE SPA



The designer is challenged to incorporating state-of-the-art treatments within aspirational spaces that enhance the overall guest experience while remaining operationally savvy and integrating durable materials.



BRAND POSITIONING SEGMENTATION

LUXURY & LIFESTYLE

Grown from the simplicity and strength of the design narrative pillars, Luxury and Lifestyle brands elevate fitness and spa above the rest with enhanced amenities that speak to and inspire the affluent traveler.

FULL SERVICE

Exactly what you want when and how you want it. This is what Full Service brands present Guests during their stays. Travelers don't stop being well when they're not home. Meet Guests on their journeys.

FOCUSED SERVICE

Fitness sized to meet the needs of that of Focused Service brands. Encompassing the foundational components that promote wellness for the traveler married with convenience of focused service, concepts truly embrace the wellness journey.



BRAND POSITIONING FITNESS



A REFRESHED EXPERIENCE CONNECTING GUESTS THROUGH A WELLNESS JOURNEY

across all brands layering attributes in a variety of ways. Flexible in its offering fitness will be infused into every property based on their specific needs grounded by the pillars of Fresh, Transform and Uncomplicated. Four unique Hilton Segments will highlight brand diversity and a commitment to health and fitness.

BRAND POSITIONING FITNESS



Influenced by region, the “active guest” will be inspired and able to connect with fitness leaving their stay truly energized.

BRAND POSITIONING SPA



LEISURE AND BUSINESS TRAVELERS ACROSS ALL BRANDS AND LOCATIONS ARE SEEKING MEMORABLE WELLNESS EXPERIENCES.

Whether simply to stay healthy away from home or to enrich their wellness journey. Across all brands and locations, spas are grounded in the pillars of being fresh, transforming and uncomplicated. A clear guest flow, materials and textures from nature, an authentic local flavor and sensory experiences support these pillars. In every location, our spas leave guests revitalized.



FITNESS DESIGN MANUAL



**GUEST
EXPERIENCE/
SPATIAL
ELEMENTS**



ENTRANCE CONCEPT OVERVIEW



The fitness center welcomes the guest into the space with an invigorating sense of arrival. It is an aesthetically pleasing area that is often spatially challenged, and will differ in importance and furnishings based upon property category.

ENTRANCE CONCEPT KEY ELEMENTS



A few key elements are consistent across all brands:

- Open guest flow for easy entry and exit circulation
- Hydration station
- Towel drop
- Inspirational wall art and/or biophilia (where possible)
- Air neutralization - aromatherapy to energize and uplift

CARDIO CONCEPT OVERVIEW



Guests remain stationary on equipment in this zone for extended periods of time and therefore, entertainment options - including ambient TVs, personal viewing screens and/or BYOD (Bring Your Own Device) - connectivity is a must. Exterior views should be maximized in this zone wherever possible. Correct clearances (3 feet or 1 meter) behind all treadmills and steadfast compliance with ADA related to each unit's entry and exit point of equipment is required. When cardio machines must be placed close to an entrance, it is advisable to position shorter, less imposing pieces such as bikes or vertical climbers to declutter and de-energize for first impressions and allow for a guest's acclimation.

STRENGTH CONCEPT OVERVIEW



There are two subsections of the Strength Zone: circuit equipment - those with selectorized weight stacks and free-weights - loose weights including dumbbells, weight plates, and kettle-bells and the racks and benches that assist with storage and facilitating their usage.

STRENGTH CONCEPT DESCRIPTION



Free-Weight areas are best supported with functional mirrors so that guests can check their form during exercise. This zone also requires special attention to the floor covering both in terms of functional performance as well as safety and acoustical considerations. Ample movement space must also be planned for, as exercise within this zone typically extends beyond the footprint of the equipment itself. As a general rule, Free-Weight areas should be located furthest away from lower energy zones such as Flex & Recovery.

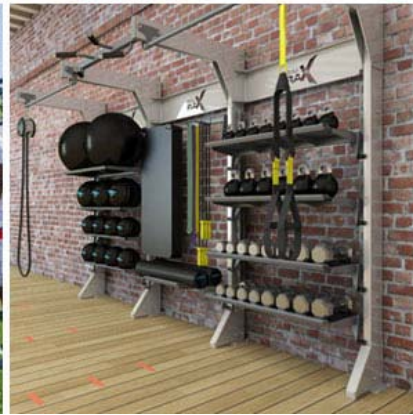
Circuit stations can be positioned flexibly in most areas of the fitness center, but should be grouped together to establish flow and workout efficiency for the guest. These stations typically require little extended exercise space beyond the parameters of the units themselves. For continuity, it is advisable to keep them in close proximity to the Free-Weights.

FUNCTIONAL CONCEPT OVERVIEW



A “less is more” approach is crucial to the success of the Functional zone. This training space is best maximized by a wide open area allowing for the use of various training accessories such as stability balls, resistance bands, suspension training equipment and light free weight integration. Perimeter storage of these exercise tools is essential to the organization, safety and aesthetic of this zone.

FUNCTIONAL CONCEPT DESCRIPTIONS



The flow must be self evident so that guests can both acclimate and delineate an area within the zone that they can maintain for themselves throughout their routine. This can be achieved through guided floor graphics and/or use of floor covering transitions. This zone is designated as a "high-energy" area and as such will serve as the draw and epicenter of activity for most fitness centers.

Given the dynamic nature of this space as well as current trend heavy demand, a strong degree of planning is important for each unique facility given general constraints of space allocation, limited supervision, and safety. This zone is usually positioned adjacent to the Strength zone and whenever possible should not be placed near the Entrance zone.

GROUP EXERCISE CONCEPT OVERVIEW



Group fitness has various benefits that guests will find appealing, but more important, it increases the property's "fitness footprint" well beyond the four walls of the fitness center.

GROUP EXERCISE CONCEPT DESCRIPTION



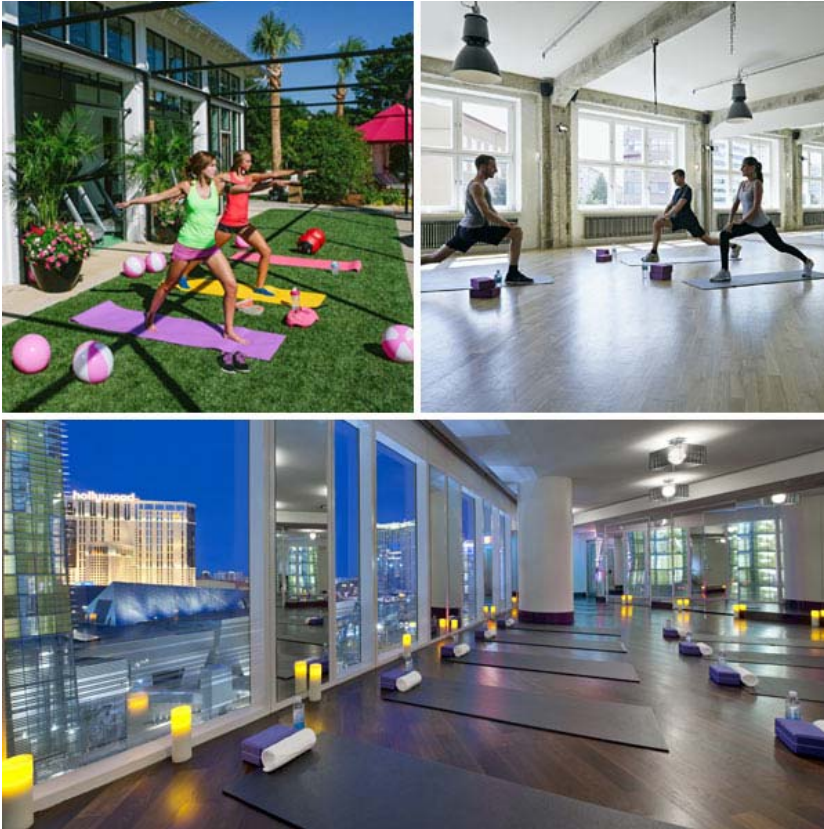
It's also cost effective to integrate into a hotels fitness offering due to most classes requiring little to no equipment and most outdoor and in-door spaces can be repurposed for a few hours as a class venue. This concept can also help alleviate capacity issues at the main fitness center by offering an alternative that can cater to a large number of guests.

FLEXIBILITY & RECOVERY CONCEPT OVERVIEW

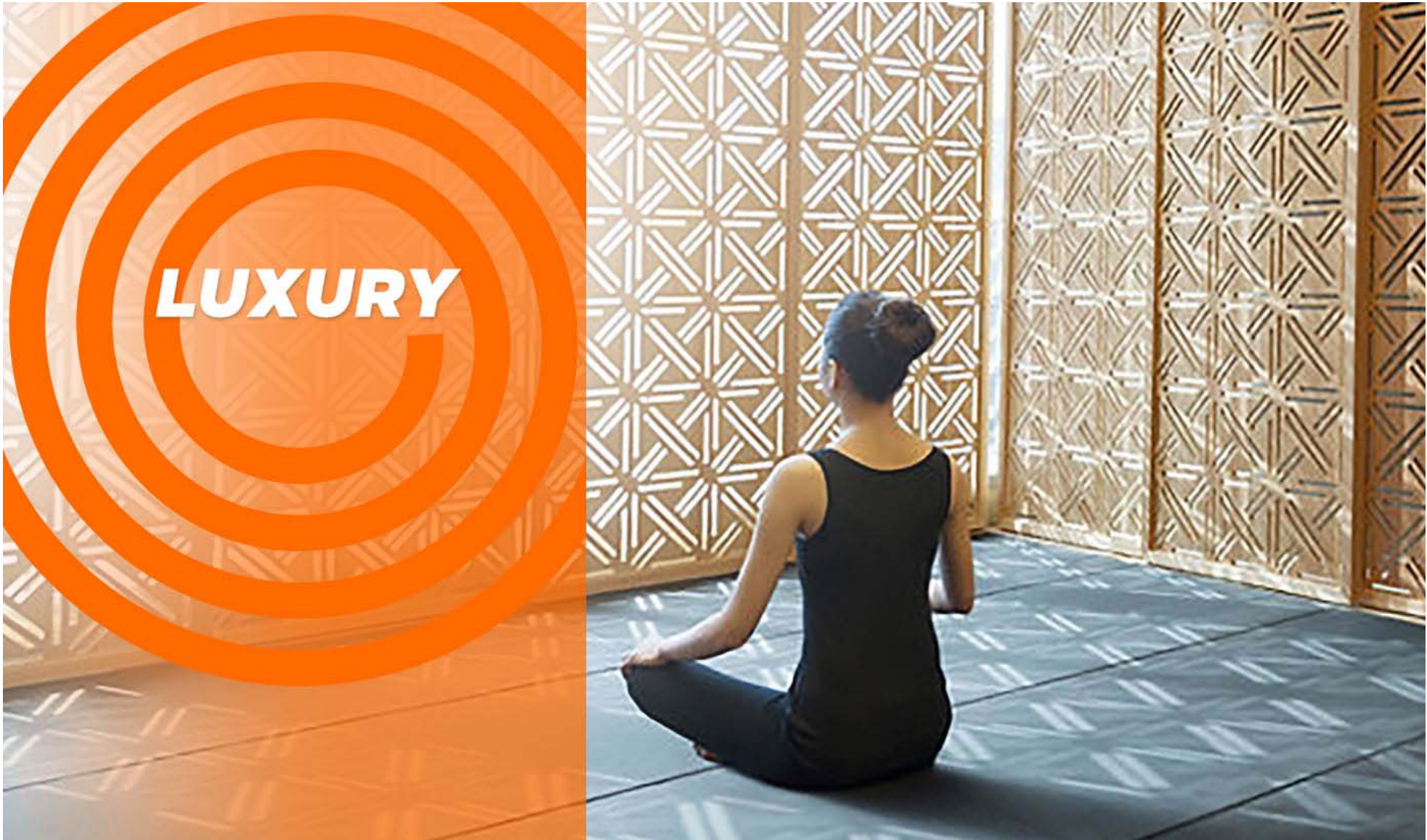


Flexibility and Recovery are an increasingly essential and growing focus for the guest. Commonly utilized "pre and post" more intensive exercise activity, the Flexibility and Recovery zone requires fitness tools such as stretching and yoga mats along with foam rollers and various other myofascial release aids.

FLEXIBILITY & RECOVERY CONCEPT DESCRIPTION



Movement in this zone is predominantly ground based and, as such safety, is paramount. The Flexibility and Recovery zone is a "low energy" space and should be distanced from noise and aggressive movement zones whenever possible. If the fitness center has a small footprint, this zone could end up next to a Cardio zone given the more static nature of this zone during use. Whenever possible, a Flexibility and Recovery zone is best established in a separate room such as a small group studio or simply divided by partition or pony wall.

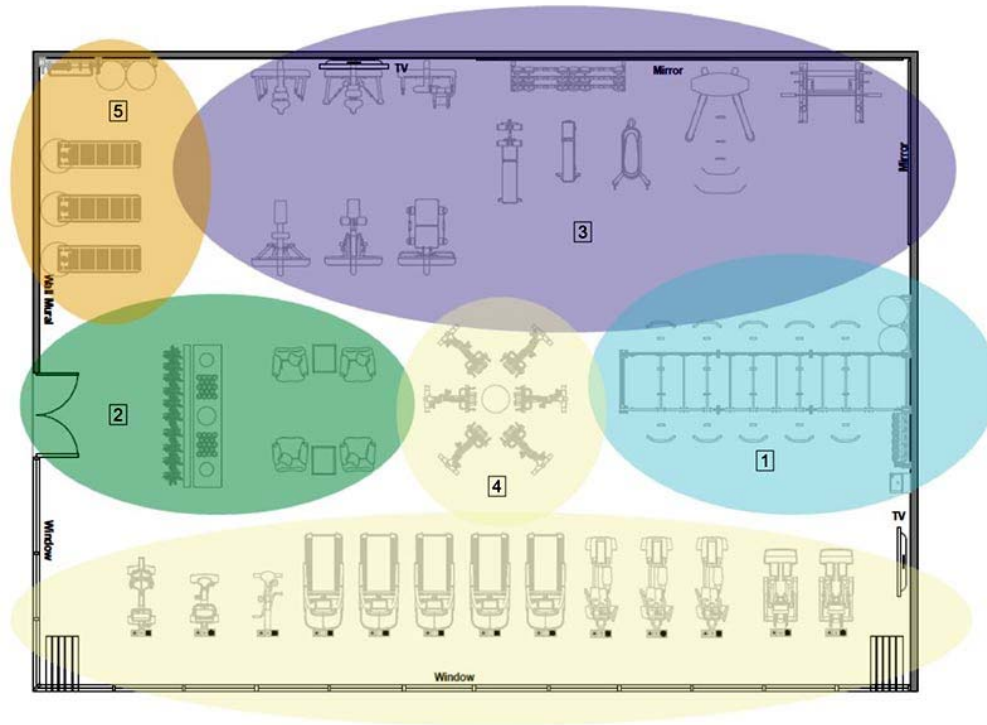


LUXURY CONCEPT OVERVIEW



Guests will indulge in a “sense of arrival” when entering The Luxury Fitness environment. Locally inspired living walls, a distinctive fresh invigorating aromatherapy, comfortable seating, and unique decorative design touches help invite guests into the fitness experience.

LUXURY CONCEPT LAYOUT



A generous and thoughtful balance of equipment, accessory, and movement space establishes the richness of the property while boasting the supportive elements of wellness including natural light, air flow, color, and hydration. This space exceeds the welcoming expectations of a leading commercial health club.

1. Functional
2. Entrance
3. Strength
4. Cardio
5. Flex

LUXURY CONCEPT AESTHETICS AND FF&E



1. Solar glare/control shading
2. Air flow/operable windows
3. Ambient scenting
4. Beauty and design artwork
5. Hydration
6. Accent wall/Biophilia
7. Performance flooring



LUXURY CONCEPT IMAGERY



LUXURY CONCEPT LAYOUT IMAGERY



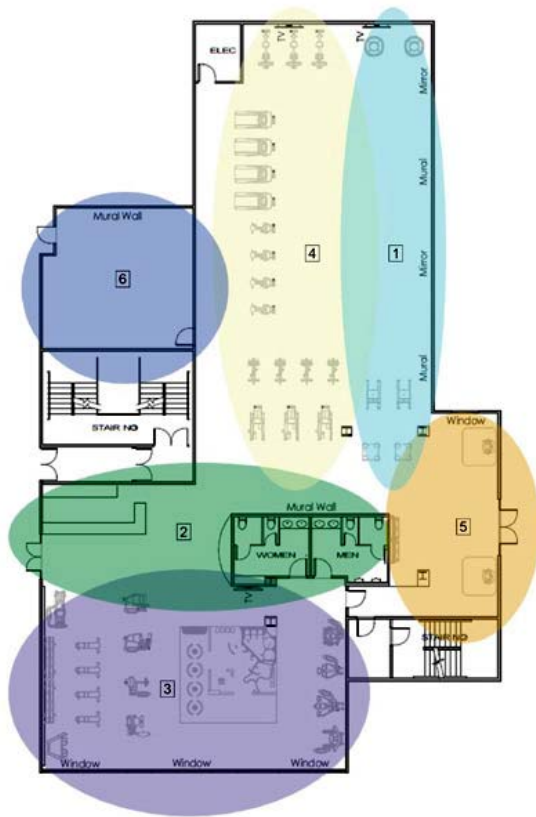


RESORT CONCEPT OVERVIEW



Explorative and restorative exercise experiences designed for both indoor and outdoor locations. Equipment comparable to a guests well appointed "home club".

RESORT CONCEPT LAYOUT



Resort fitness incorporates an adventure into movement with opportunities to try new classes and experiment with unique equipment that may not be typical in a guest's current routine. An emphasis on regeneration of the body and soul through holistic inspired outdoor activity.

1. Functional
2. Entrance
3. Strength
4. Cardio
5. Flex
6. Group X

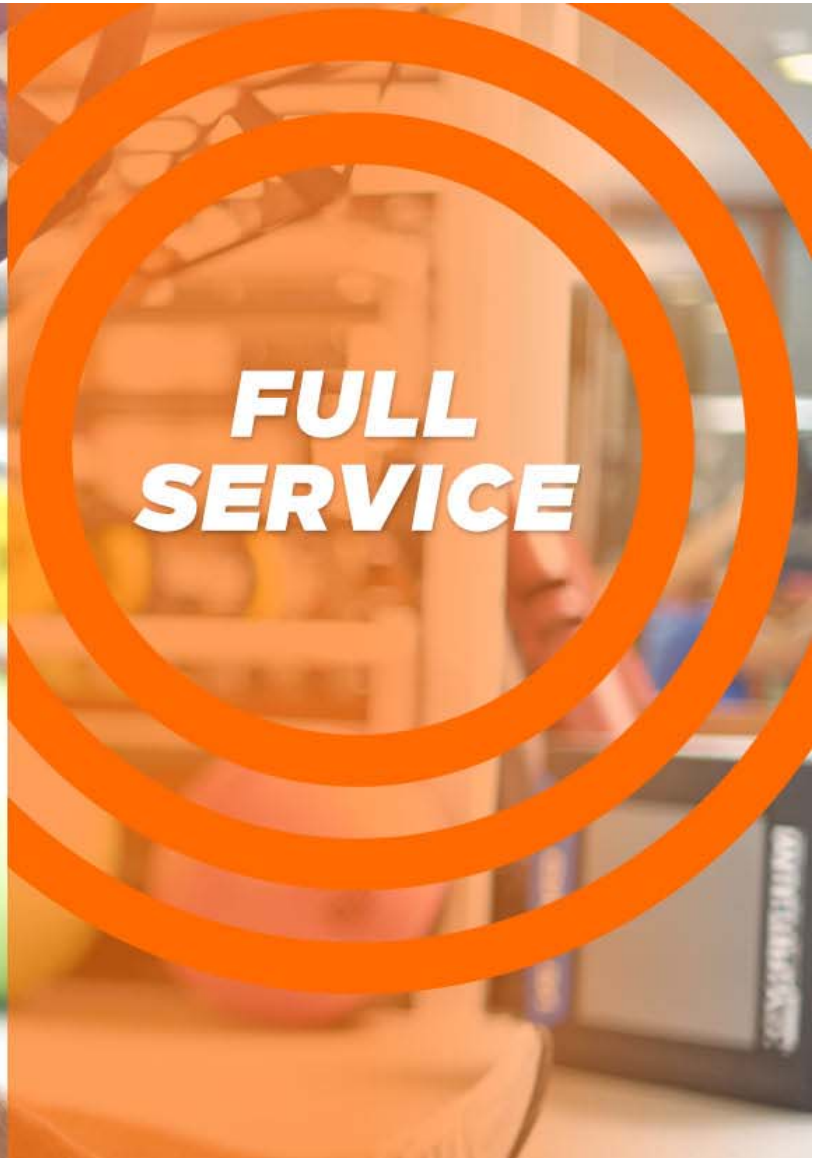
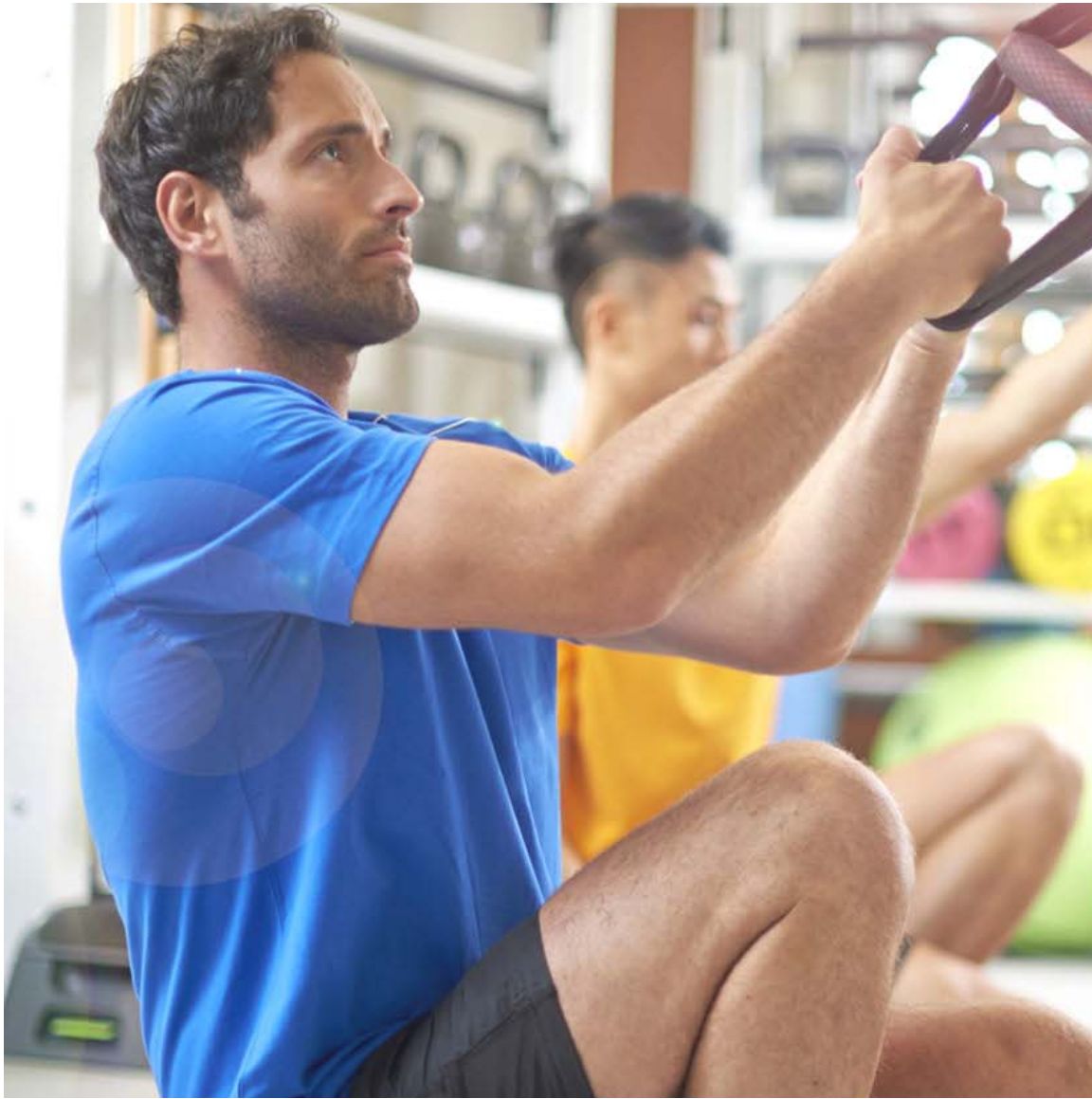
RESORT CONCEPT AESTHETICS AND FF&E



3RD FLOOR

1. Solar glare | control shading
2. Air flow | operable windows
3. Ambient scenting
4. Beauty + design artwork
5. Hydration
6. Biophilia
7. Performance flooring



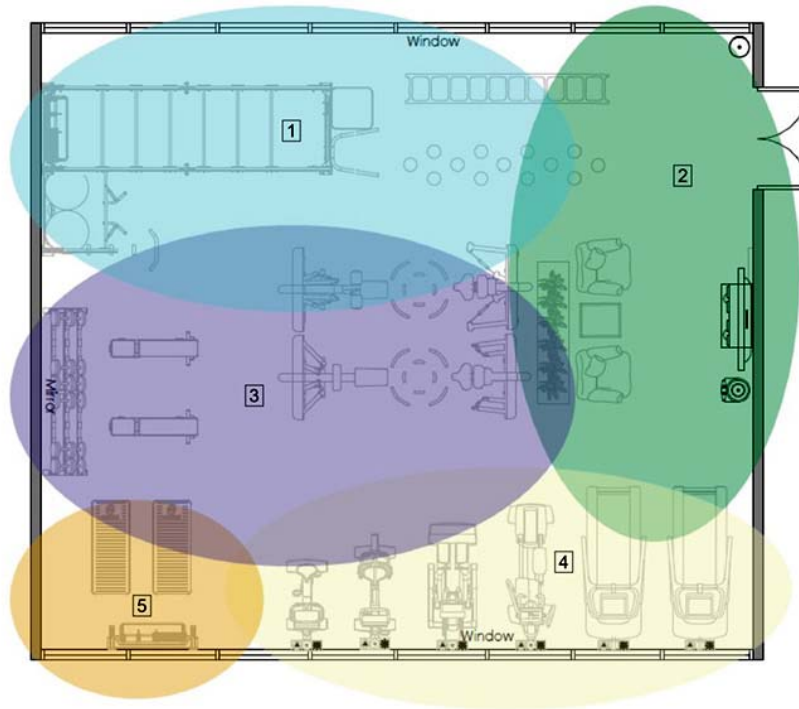


FULL SERVICE CONCEPT OVERVIEW



A plentiful blend of exercise equipment and accessories coupled with sufficient space for functional movement, stretch, and restoration. A Fitness Center focused approach that additionally draws connection to in-room fitness offerings. The wellness conversation permeates into local outdoor exercise routes and memorable options when applicable.

FULL SERVICE CONCEPT LAYOUT



A balanced equation of strength training, cardiovascular equipment, body weight and flexibility accessories curated to satisfy the regular traveler or extended stay guest. It is always current displaying an emphasis on today's popular functional training apparatus. And consistently a home-away-from-home environment that sufficiently supports the guest's need to maintain wellness.

1. Functional
2. Entrance
3. Strength
4. Cardio
5. Flexibility

FULL SERVICE CONCEPT AESTHETICS AND FF&E



1. Solar glare/control shading
2. Air flow/operable windows
3. Ambient scenting
4. Beauty and design artwork
5. Hydration
6. Biophilia
7. Performance flooring



**FOCUSED
SERVICE**

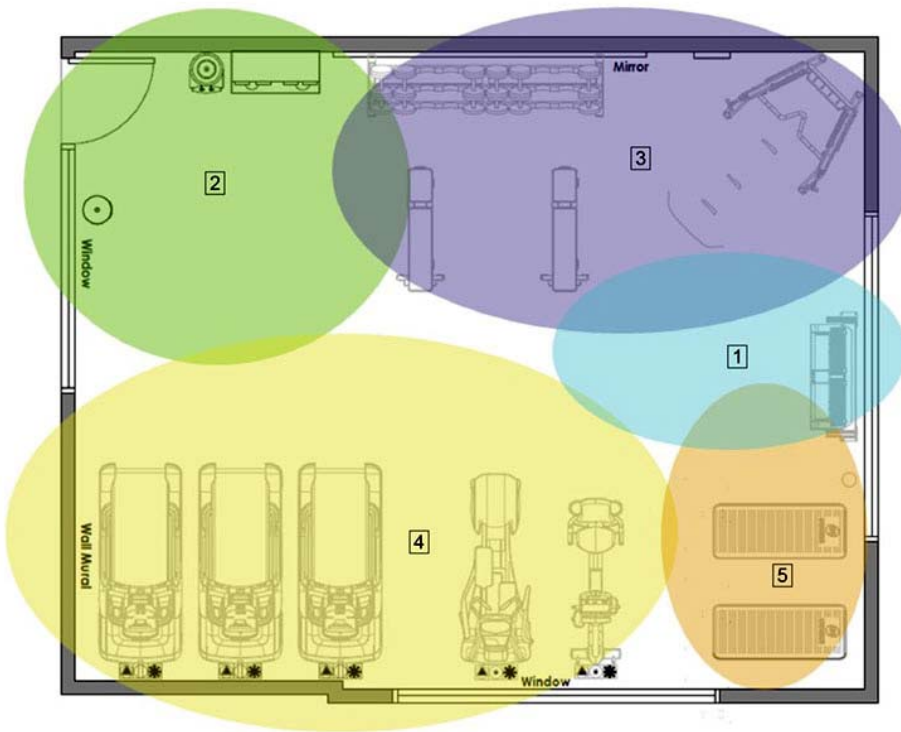


FOCUSED SERVICE CONCEPT OVERVIEW



Efficiency and guest accommodation drive the Focus Service Initiative in Fitness. Maintaining a balanced and inclusive exercise offering where space may be limited is priority.

FOCUSED SERVICE CONCEPT LAYOUT



A focused workout environment provides just enough inspiration for what's needed during peak usage time. Increased integration of functional training accessories reduces demand on single user cardio and strength equipment while increasing facility capacity.

1. Functional
2. Entrance
3. Strength
4. Cardio
5. Flexibility

FOCUSED SERVICE CONCEPT AESTHETICS AND FF&E



1. Solar glare / control shading
2. Air flow / operable windows
3. Ambient scenting
4. Beauty & design artwork
5. Hydration
6. Performance flooring





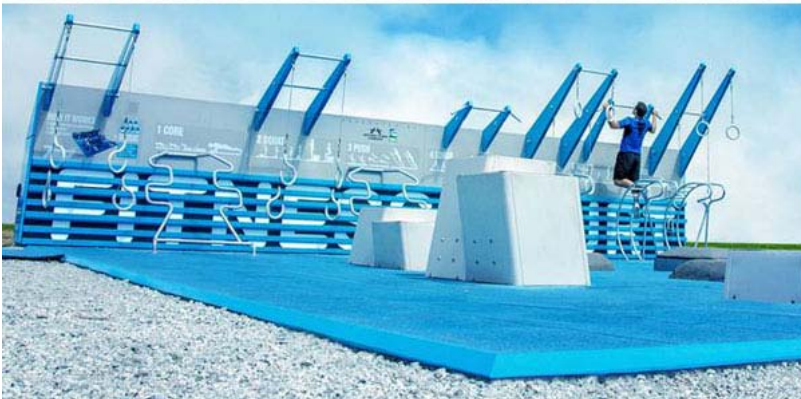
OUTDOOR CONCEPT OVERVIEW



Hilton Fitness is no longer confined to the four walls of a fitness center. The options for outdoor fitness are endless and cater to all ages and exercise abilities. Beaches can be used for high intensity group workouts or restorative yoga sessions, paddle boarding and surfing or creative sandcastle building for kids. Mountains offer trails for biking, running or trekking and soulful retreats to meditate and soak up the fresh surroundings of mother nature.

A city is no longer a concrete jungle with limited workout options; it offers obstacles and locations for functional workouts and new places to discover on foot or bike. Outdoor fitness can be a simple stretch class on a property's grassy area or maximized with outdoor gyms and classes; movement and wellness can permeate throughout the entire property and integrate into the regional surroundings, introducing guests to a local experience.

MOVE WITH OUTDOOR FITNESS



FLOW WITH OUTDOOR FITNESS



PLAY WITH OUTDOOR FITNESS



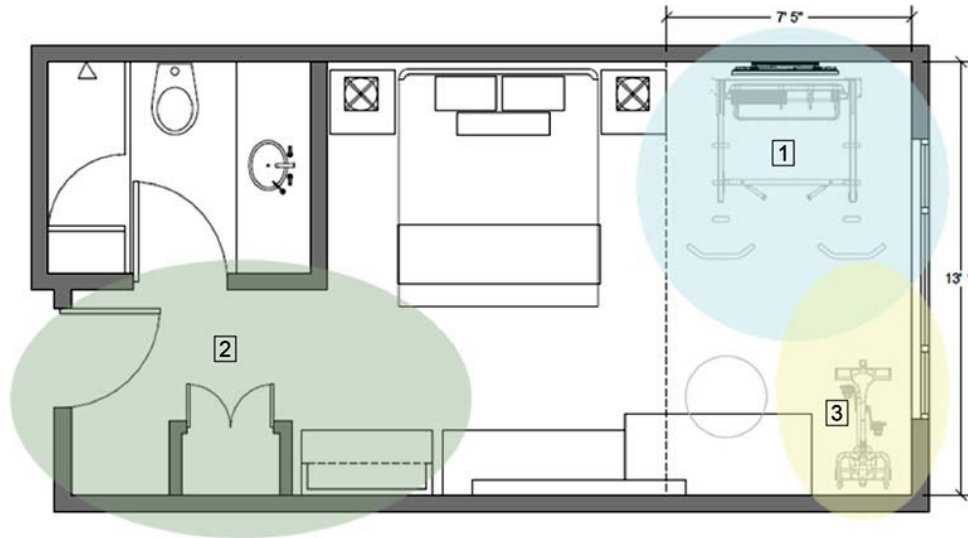


IN-ROOM CONCEPT OVERVIEW



In-Room fitness design must balance two very different areas while remaining aesthetically pleasing. High energy fitness alongside rest and recovery. The suite is more than a room with a piece of gym equipment it's a sanctuary for guests to escape into a refuge of health and wellness allowing them to walk out the door each day feeling invigorated and inspired.

IN-ROOM CONCEPT GUEST ROOM LAYOUT



Keeping the training area open and not cluttered with equipment will provide a flexible space that will cater to a variety of exercise needs. Sleek Gym Rax™ bays will house various functional training accessories supported by the virtual trainer screen embedded on the bay. An indoor cycling bike will provide an energetic cardio workout where guests can opt for a longer “spin class” ride or easily integrate into a cross-training session. Consider the health benefit with active seating on a ball instead of a chair while sitting at the desk. Blackout shades ensure deep restorative sleep, and performance flooring in the fitness area supports guests’ rigorous workouts.

1. Functional
2. Entrance
3. Cardio

IN-ROOM CONCEPT AESTHETICS AND FF&E



1. Wattbike
2. Wellbeats
3. Gym Rax - 1 bay
 - o Extension - suspension
 - o Storage with virtual training screen embedded
 - o Pull up - deluxe
4. Fitgraphics - suspension kit
5. Active seating
6. Sports performance flooring



**HOTEL
CONFERRNCING
AND COMMON
AREAS**



CONFERENCE CONCEPT OVERVIEW



Careful consideration must be taken when designing the conference space and the impact this specific built environment has on guests.

CONFERRING CONCEPT DESCRIPTION



A socially active environment that inspires and motivates can include furniture with dual purposes such as the “unplug and play” table tennis concept. Aesthetically pleasing break areas equipped with “no sweat zone” kits will give guests the ability to stretch and play invigorating them between conference sessions. Designated “quiet zones” will allow guests to invest in a few moments of mindful recuperation with a lower light level and ambient “white noise” or peaceful music. Supporting healthy habits through strategically placed hydration stations and healthy vending options or beverage breaks offering juices and fruit vs typical unhealthy fare need to be designed for (where applicable) will further elevate the wellness design for conferencing.

1. Un-plug & play (work mode)
2. Un-play & play (play mode)
3. No-Sweat Zones (stretch & play)
4. Quite Zones (mindfulness)

COMMON AREAS CONCEPT OVERVIEW



Common areas such as business centers and lounges should infuse wellness wherever possible.

COMMON AREAS CONCEPT DESCRIPTION



Active furniture – standing desks and movement chairs will provide comfort and inspiration in a business center; no sweat zones adjacent to lounges and sitting areas will give adults and children the opportunity to unwind, de-stress and have fun while being socially active. Strategically placed technology will provide guests with time efficient regeneration sessions, which is an easy way to inspire guests to pursue wellness options.

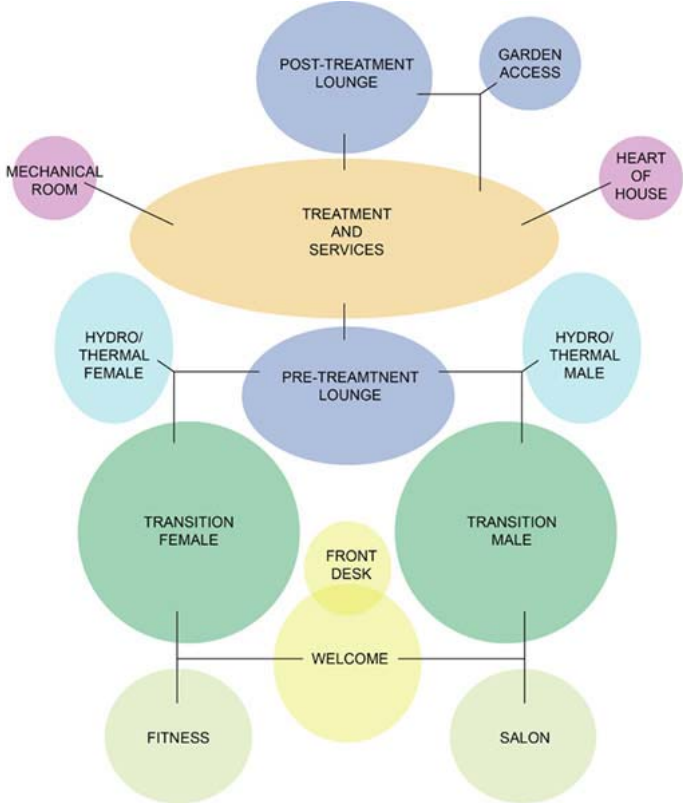
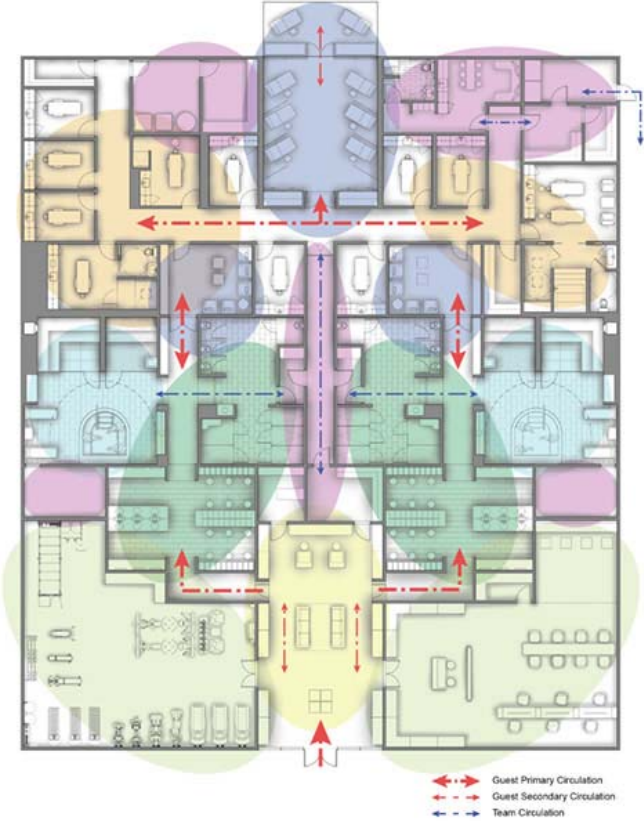


**SPA
DESIGN MANUAL**

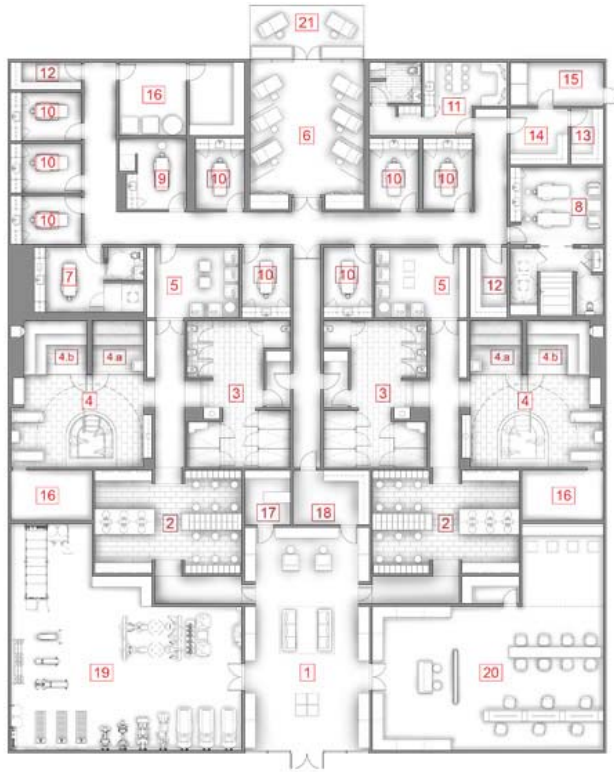
A woman with long brown hair, wearing a white, long-sleeved, open-knit dress with a large backless opening and a matching sash, stands barefoot in a bright, airy room. She is facing away from the camera, looking out a large window with white curtains. The room features light-colored tiled floors and white columns. The overall atmosphere is bright and serene.

**GUEST
EXPERIENCE/
SPATIAL
ELEMENTS**

SPATIAL ELEMENTS RELATIONSHIP AND LAYOUT

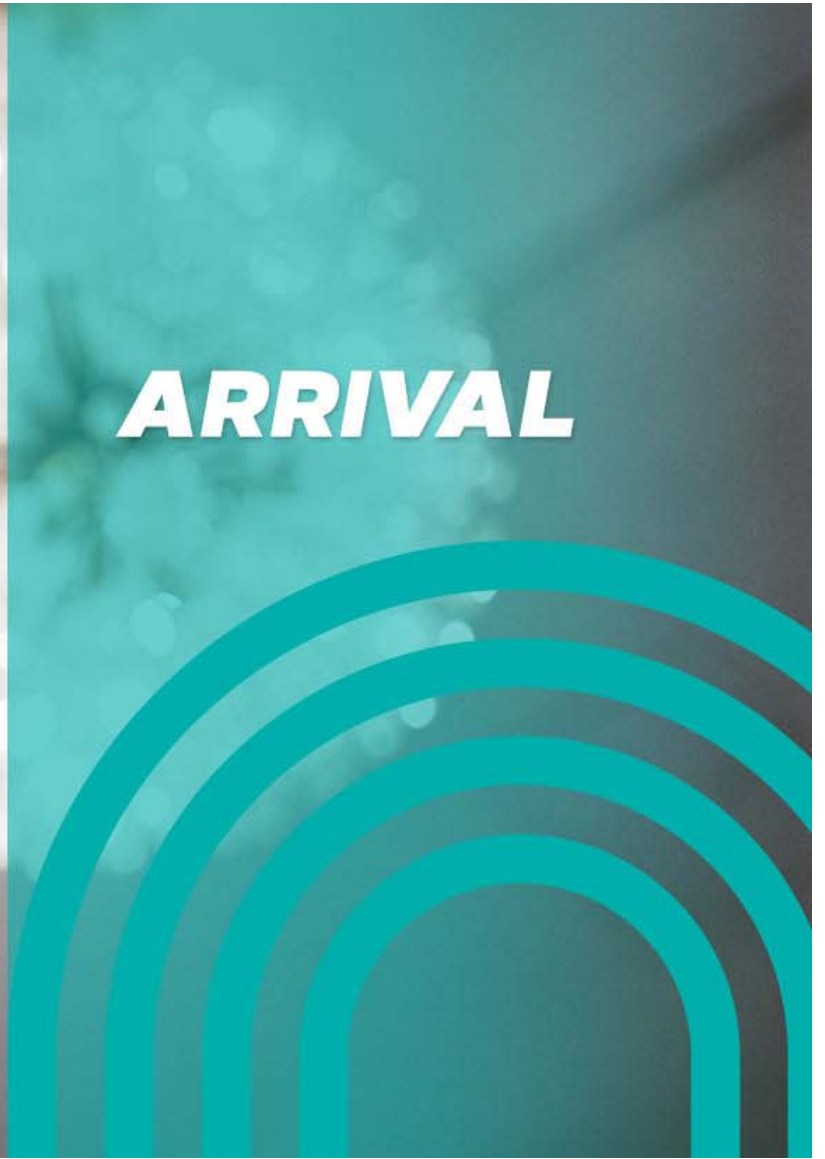


SPATIAL ELEMENTS SPA SPATIAL RELATIONSHIPS



IDEAL SPA PLAN PROGRAM LIST

1. Welcome and Retail
2. Locker Rooms and Vanities
3. Showers and Bathrooms
4. Hydro/Thermal
5. Pre-Treatment Lounge (Male & Female)
6. Post-Treatment Lounge
7. Specialty with Shower
8. Couples Suite/Signature Suite
9. Versatile Luxury
10. Versatile
11. Staff Room
12. Storage
13. Laundry
14. Mechanical Room
15. Retail Storage
16. Office
17. Fitness
18. Salon



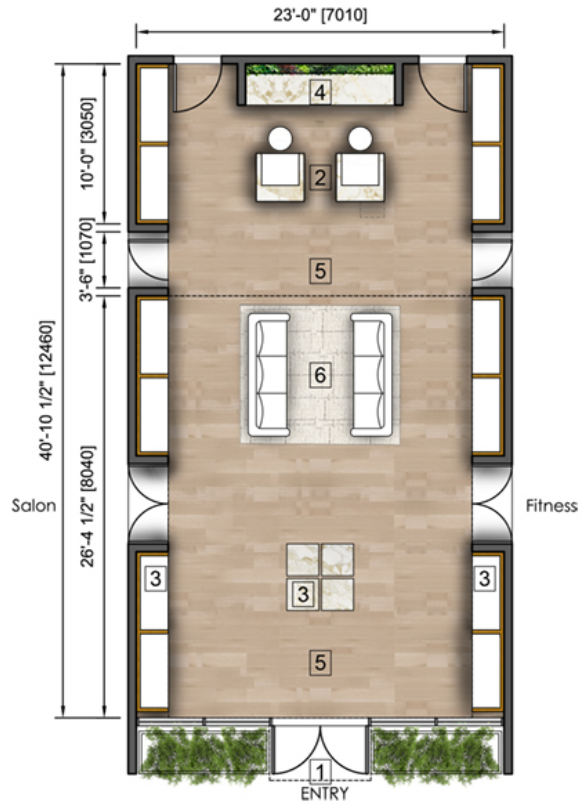
ARRIVAL

WELCOME & RETAIL CONCEPT OVERVIEW



Entry zones or thresholds must be designed to inspire guests to embrace their relaxation journey through a vibrant and fresh atmosphere with an uncomplicated flow and circulation. Earthy textures and palettes comprised of natural wood, stone and satin metallic finishes can contextually ease guests into the spa experience. The Retail area should be an extension of the services provided within the Hilton Spa check in area where guests are encouraged to sample and try the retail.

WELCOME & RETAIL CONCEPT LAYOUT



Upon entry, an accent wall or biophilic green wall greets guests beyond the check-in desk. Flooring and fixtures, design vocabulary and aesthetic will vary dependent on brand segment and location.

For Luxury brands, rich wallcovering should be used in the retail and welcome area. Full Service will have the option of wallcovering or paint in this area.

1. Welcome zone
2. Millwork zone: check-in desk with ADA-accessible check signing counter
3. Millwork zone: retail display should be open and accessible during operational hours and locked and secure after hours
4. Accent wall/green wall
5. Guest circulation zone
6. Waiting Zone

WELCOME & RETAIL CONCEPT IMAGERY

REFINED DETAILS

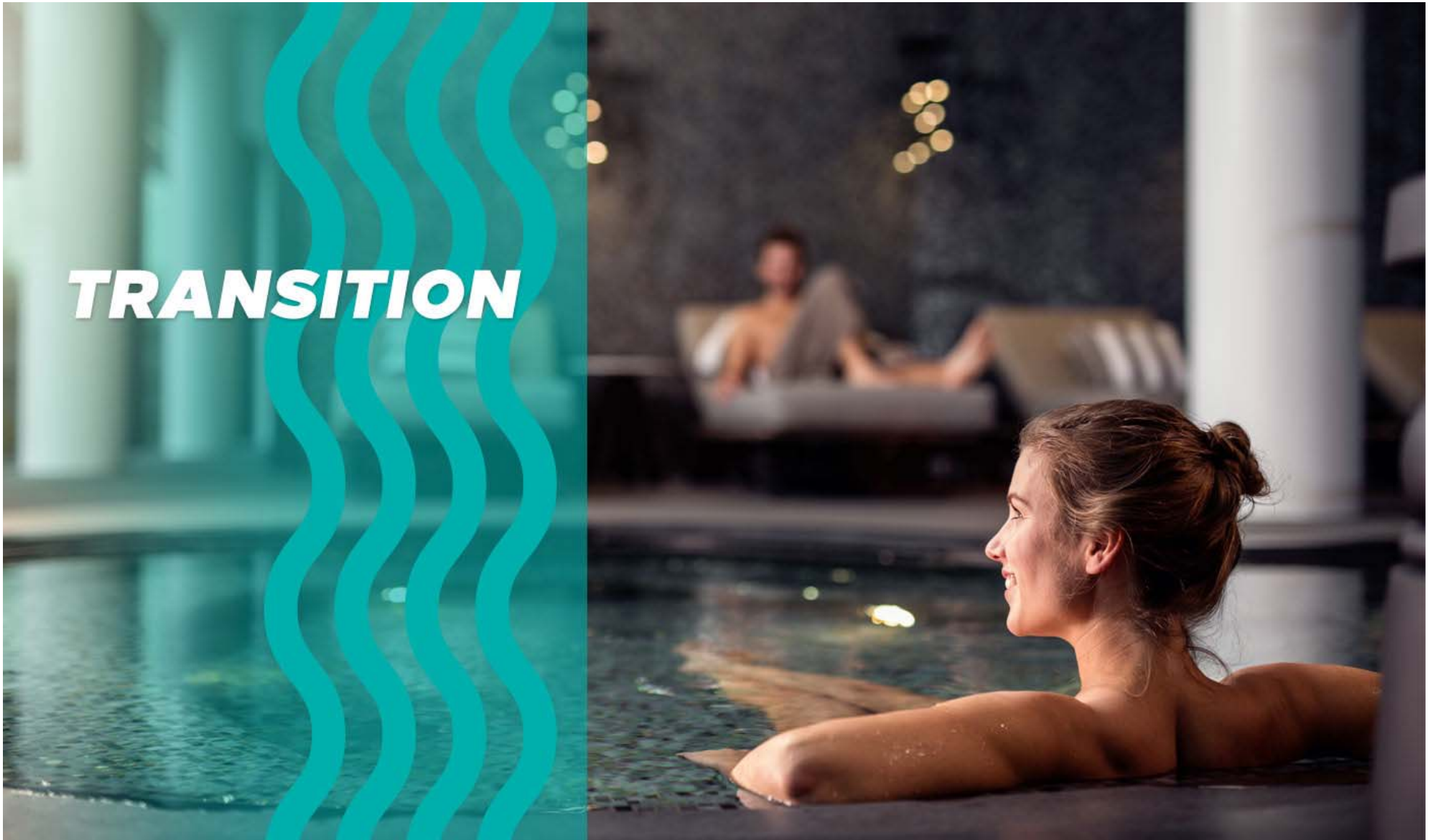


WELCOME & RETAIL CONCEPT AESTHETICS AND FF&E



1. Flooring varies
2. Accent wall/green wall
3. Wallcovering or paint on walls
4. Wood or metal millwork (with glass doors to lock product away)
5. Back-counter with storage below
6. Check-in desk provide (accessibility standard)
7. Comfortable seating
8. Display table

TRANSITION

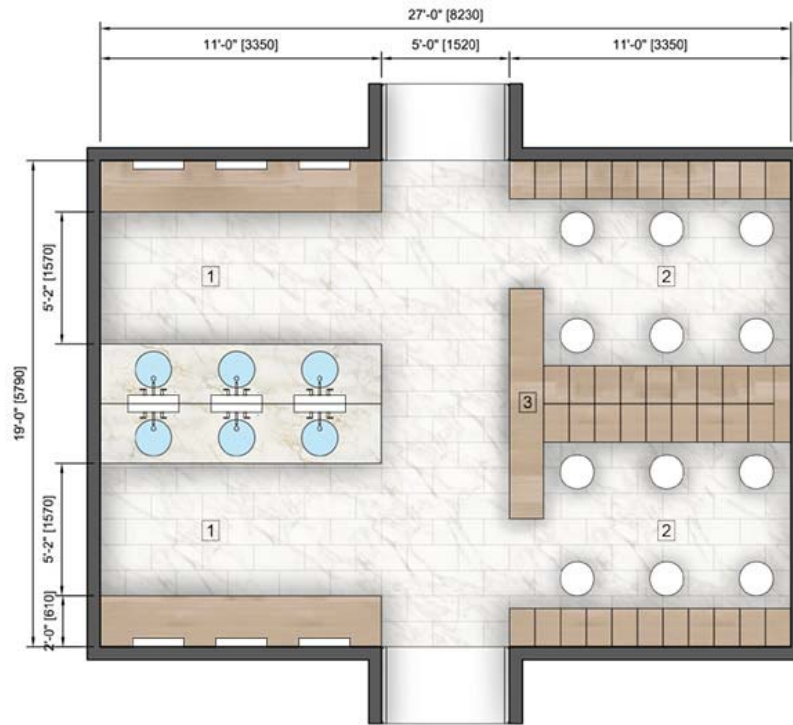


LOCKER ROOM/VANITIES CONCEPT OVERVIEW



The Locker Room and Vanities area provides the guest with a private space to prepare for the spa journey. This should be a well-lit, clean and quiet space with ample areas for privacy to transition from outside stress to inner tranquility.

LOCKER ROOM/VANITIES CONCEPT LAYOUT



Lockers are provided to safely store personal items with consideration of an added coat closet for colder climates or larger full lockers for the luxury segment. The Vanities area has sinks and dry counter space for grooming with mirrors with flattering lighting or larger full lockers for the luxury segment. Storage is necessary for both clean and used towels. For luxury brands, wallcovering should be used and stone tile used on the floors in the Locker Room and Vanities area Full Service and Focused Service will have the option of wallcovering or paint on the walls and using porcelain tiles on the floors. Guest comfort, noise level, temperature control and privacy should be considered in the design of this zone. Provide changing rooms in all Middle Eastern properties and luxury properties in other locations.

1. Vanity zone (both wet and dry)
2. Locker zone
3. Millwork zone

LOCKER ROOM/VANITIES CONCEPT IMAGERY



LOCKER ROOM/VANITIES CONCEPT AESTHETICS AND FF&E



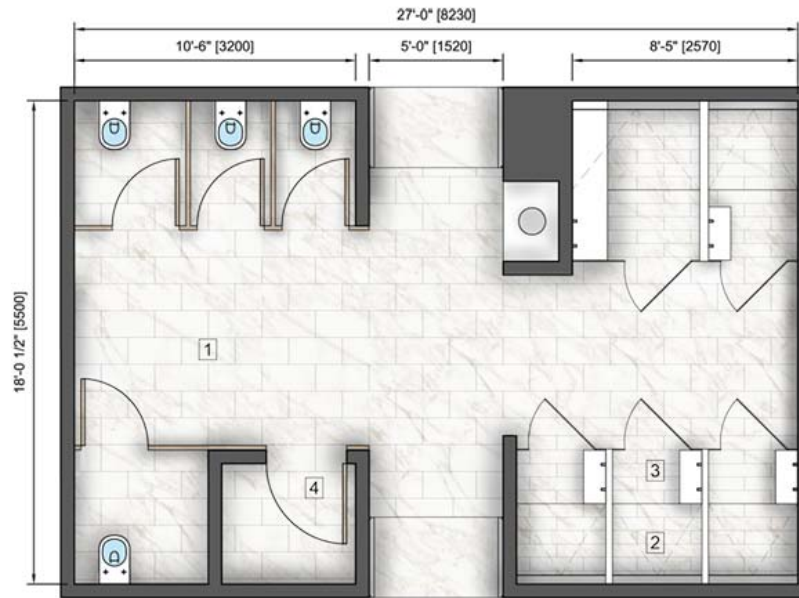
1. Wood or metal lockers
2. Cabinetry for fresh/used linen and storage
3. Vanity with mirror and flattering lighting
4. Sink
5. Comfortable stool seats
6. Low maintenance wallcovering/paint on walls
7. Accent wall
8. Stone tiles (luxury)/Porcelain tiles (full service)

SHOWERS/BATHROOMS CONCEPT OVERVIEW



The Showers and Bathroom area provides the guest with a clean, sanitary space to prepare for the journey through the spa. This space should feel fresh and brightly lit with an emphasis on individual privacy and comfort.

SHOWERS/BATHROOMS CONCEPT LAYOUT



Stone, porcelain tile or tempered opaque glass separates shower stalls and there is a separate zone leading to toilets. The Shower area should be waterproofed with full-height stone walls for Luxury Service and tile walls for Focused and Full Service. The provision of a janitor's closet with a mop sink will allow easy access for cleaning in every brand segment. Cabinetry for both fresh and used linen will be convenient and easily accessible to all guests. Guest comfort, noise level, temperature control and privacy should be considered in the design of this room type.

1. Toilet zone
2. Shower zone
3. Dry area zone (with seat and robe hooks)
4. Janitor's closet

SHOWERS/BATHROOMS CONCEPT AESTHETICS AND FF&E



1. Cabinetry for fresh and used linen, storage and equipment
2. Shower heads
3. Toilet partition
4. Stone tiles (luxury)/Porcelain tiles (full service) on floor and walls
5. Shower with tiled wall dividers



HYDRO/THERMAL CONCEPT OVERVIEW



Hydro/Thermal zones are designed to stimulate the senses and provide relaxation. A crisp, aesthetic focuses on offering guests a temperature and texture based road to serenity. Various warm and cold experiences can be incorporated in this space, promoting thermalism for a different journey every time the guest visits the spa.

HYDRO/THERMAL CONCEPT LAYOUT



Accent walls or water features can give this zone an air of fluidity and expansiveness. A lounging area, with solo chaise seating is encouraged in the Luxury Segments. Refreshment area and storage for clean and used linen needs to be provided. Luxury brand segments are expected to use stone for the floors and wall while Focus and Full Service are expected to use tile for wall and flooring. Guest comfort and room temperature should be considered in the design of this room type. Showers should be located adjacent to Hydro/Thermal zones.

1. Millwork Zone with towel storage/drop and hydration station
2. Seating Zone
3. Sauna Zone
4. Steam Zone
5. Hydro Spa Zone
6. Robe Hooks on wall

HYDRO/THERMAL CONCEPT IMAGERY

FRESH LUXE



HYDRO/THERMAL CONCEPT AESTHETICS AND FF&E



1. Individual chaise lounge/comfortable chairs
2. Side table
3. Refreshments and storage
4. Cabinetry for fresh linen
5. Pool tiling
6. Stone tiles (luxury)/Porcelain tiles (full service) on floor and walls
7. Tempered glass
8. Accent wall

PRE-TREATMENT LOUNGE CONCEPT OVERVIEW



The Pre-Treatment Lounge is a transitional space to be used before treatments in Hilton properties where space allows. This zone is where the guest will first meet their therapist who will lead them back to the treatment area.

PRE-TREATMENT LOUNGE CONCEPT LAYOUT



The Lounge should have an inviting design that creates a cocooning environment that anticipates and prepares the guest for the spa experience beforehand. It can be a social environment with a light refreshment station where the guest has the choice of interacting with other guests or just relaxing into their own private world. Luxury segments should offer both social and private seating arrangements. This room provides designers the opportunity to create a special moment of unexpected otherworldliness heightening the spa experience to come. Guest comfort and privacy should be considered in the design of this room type. Consider radiant heat within the floor providing warmth under feet and/or heated lounge chairs with individual reading lights for guest comfort.

1. Welcome/decompression zone
2. Millwork zone
3. Seating zone
4. Transition zone
5. Attendant zone

*Light switches on dimmers and temperature controls located by door

PRE-TREATMENT LOUNGE CONCEPT IMAGERY



PRE-TREATMENT LOUNGE AESTHETICS AND FF&E



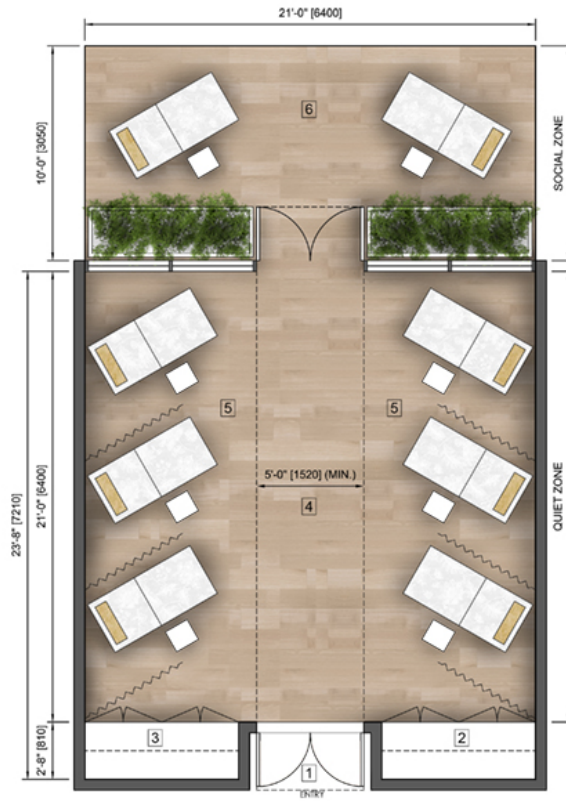
1. Low maintenance wallcovering/paint on walls
2. Accent wall
3. Flooring to be low maintenance finish
4. Sheer fabric
5. Flat screen or Artwork
6. Comfortable chairs
7. Magazine table

POST-TREATMENT LOUNGE CONCEPT OVERVIEW



The Post-Treatment Lounge is a transitional space to be used in between or after treatments in Hilton properties where space allows.

POST-TREATMENT LOUNGE CONCEPT LAYOUT



The Lounge should have an inviting design that creates an environment for rejuvenation with soothing soundscapes, light refreshment, focal relaxation display and soft textured individual seating and social areas for the luxury segment. For Luxury Brands, high-end wallcovering and finishes should be used and Full Service and Focused Service will have the option of wallcovering or paint on the walls. The guest should have the option of privacy with semi-sheer panels or adjustable screens. Guest comfort and privacy should be considered in the design of this room type.

1. Welcome/decompression zone
2. Beverage Station zone
3. Storage zone
4. Circulation zone
5. Lounging zone
6. Outdoor Lounging zone (when possible)

*Light switches on dimmers and temperature controls located by door

POST-TREATMENT CONCEPT IMAGERY



POST-TREATMENT LOUNGE AESTHETICS AND FF&E



1. Focal relaxation display
2. Sheer drapery fabric for privacy
3. Wall texture, wall covering or paint
4. Carpet or wood flooring
5. Reading light
6. Individual chaise lounge/comfortable chairs
7. Side table

*Refreshment/storage incorporated in front wall by interior entry door.

*Light switches on dimmers and temperature controls located by door.



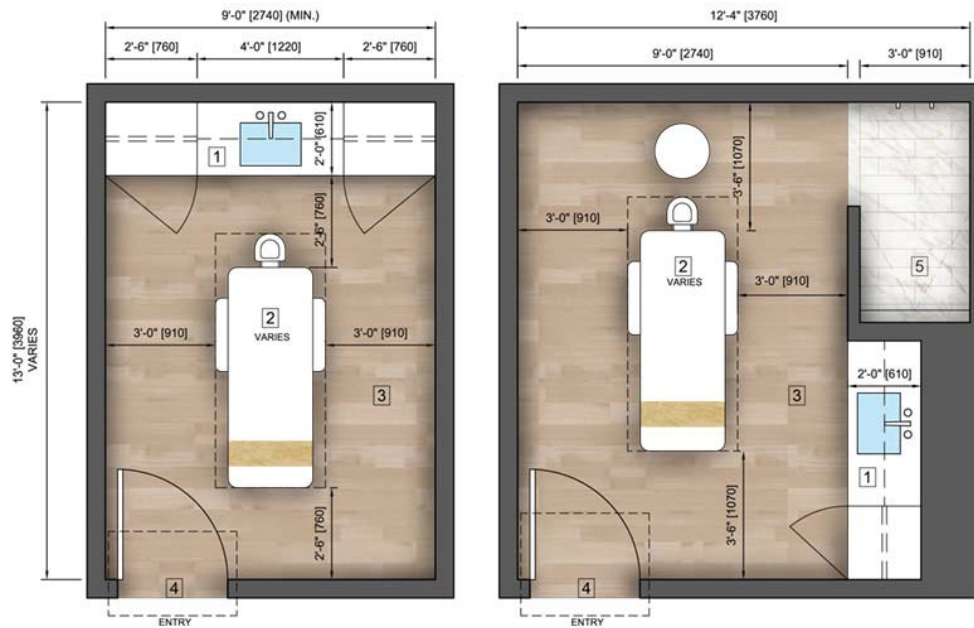
**TREATMENT
AND SERVICE**

VERSATILE ROOM CONCEPT OVERVIEW



The Versatile Room can be used for either massage or facial treatments. The space must strike a balance between operational functionality and aesthetics. This room should be serene and softly lit, equipped with comfortable furnishings.

VERSATILE ROOM CONCEPT LAYOUT



The Versatile Room for the Luxury segment will have the additional capacity to elegantly contain all equipment in the millwork. The design of the room should be modern and reflective of the innovative treatments performed in the space. Guest comfort and privacy should be highly considered in the design of this room type. Outside noise should be kept to a minimum with acoustic separation as a priority.

1. Millwork zone
2. Treatment zone
3. Therapist's work zone
4. Welcome/decompression zone
5. Shower/changing zone (Luxury)

*Light switches on dimmers and temperature controls located by door

VERSATILE ROOM CONCEPT IMAGERY



VERSATILE ROOM CONCEPT AESTHETICS AND FF&E



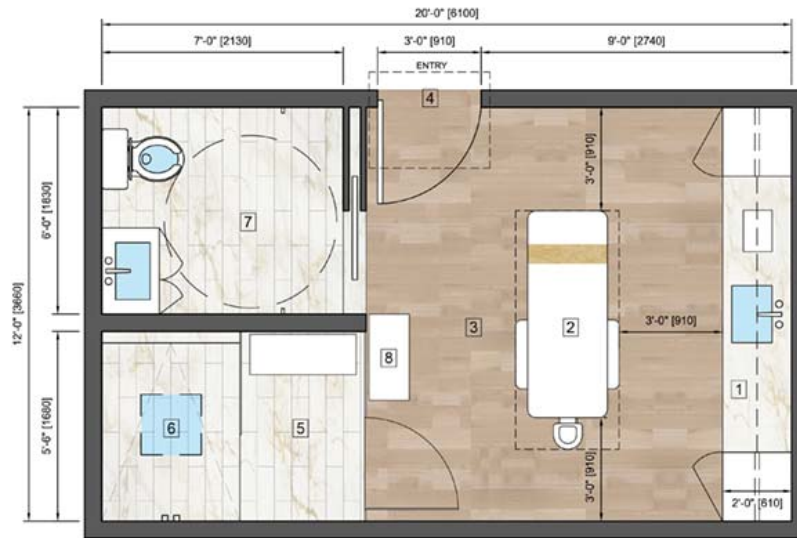
1. Flooring varies (low maintenance finish)
2. Wood millwork with inset towel drop
3. Stone countertop or equal
4. Cleanable wallcovering or paint on walls
5. Treatment table
6. Recessed lighting
7. Therapist chair

SPECIALTY WITH SHOWER CONCEPT OVERVIEW



The Specialty Suite with Shower is larger than the Versatile Room and is intended for more involved treatments. Recessed lighting that has the ability to dim helps to further customize the treatments performed in this room type. The design of the suite should be modern and reflective of the innovative treatments performed.

SPECIALTY WITH SHOWER CONCEPT LAYOUT



This suite includes a revitalizing shower. For Luxury Brands, high-end cleanable wallcovering should be used and Full Service and Focus Service will have the option of cleanable wallcovering or paint on the walls. Waterproof materials should be used in showers and all wet areas. With luxurious finishes in the Luxury Brands and flooring will vary depending on brand type with an emphasis placed on durability across all brands. Guest comfort and safety in wet areas should be considered a priority in the design of this room type. Outside noise should be kept to a minimum.

1. Millwork zone
2. Treatment zone
3. Therapist's work zone
4. Welcome/decompression zone
5. Dry-off zone
6. Shower zone (place shower controls close to shower entry)
7. Toiler zone
8. Seating zone

*Light switches on dimmers and temperature controls located by door

SPECIALTY WITH SHOWER CONCEPT AESTHETICS AND FF&E



1. Waterproof materials
2. Therapist's chair
3. Shower with frosted glass
4. Flooring varies (low maintenance finish)
5. Wood millwork with inset towel drop
6. Stone countertop or equal
7. Cleanable wallcovering or paint on walls
8. Treatment table
9. Recessed lighting

*Place shower controls close to shower entry



COUPLES SUITE/SIGNATURE SUITE CONCEPT OVERVIEW



The Couples Suite/Signature Suite provides intimate and bespoke treatments exclusive to each spa. The suite should be designed as a tranquil environment that is flexible to the client's desired treatment and able to accommodate both wet and dry areas, if necessary. The design of the room should be truly innovative and inspiring providing a reflective environment for the treatment regimen.

COUPLES SUITE/SIGNATURE SUITE CONCEPT LAYOUT



This Suite includes a vitalizing shower and or hydrotherapy pool for 2-4 people dependent on the treatment offering. Two three-hour unique spa experiences need to be thoughtfully integrated into the design of this suite. For Luxury Brands, cleanable wallcovering should be used and Full Service and Focus Service will have the option of cleanable wallcovering or paint on the walls. Waterproof materials should be used in the showers and all wet areas, with luxurious finishes in the Luxury brands and flooring will vary depending on brand type with an emphasis placed on durability across all brands. Guest comfort and safety in wet areas should be considered in the design of this room type. Outside noise should be kept to a minimum.

- 1. Hydrotherapy zone (check all local ordinances for code & safety requirements and review ADA/Accessibility requirements)
- 2. Welcome/Decompression zone
- 3. Couples shower zone
- 4. ADA/Accessible toilet & changing room zone
- 5. Millwork zone
- 6. Treatment zone
- 7. Lounging zone
- 8. Therapist's work zone

*Light switches on dimmers and temperature controls located by door

COUPLES SUITE/SIGNATURE SUITE CONCEPT AESTHETICS AND FF&E



1. Waterproof materials
2. Hydrotherapy tub
3. Couples shower with rain
4. Flooring varies (low maintenance finish)
5. Wood millwork w/ inset towel drop
6. Stone countertop or equal
7. Cleanable wallcovering or paint on walls
8. Lounging chairs
9. Treatment table
10. Vanity with mirror and flattering lighting
11. Opaque division for privacy
12. Recessed lighting



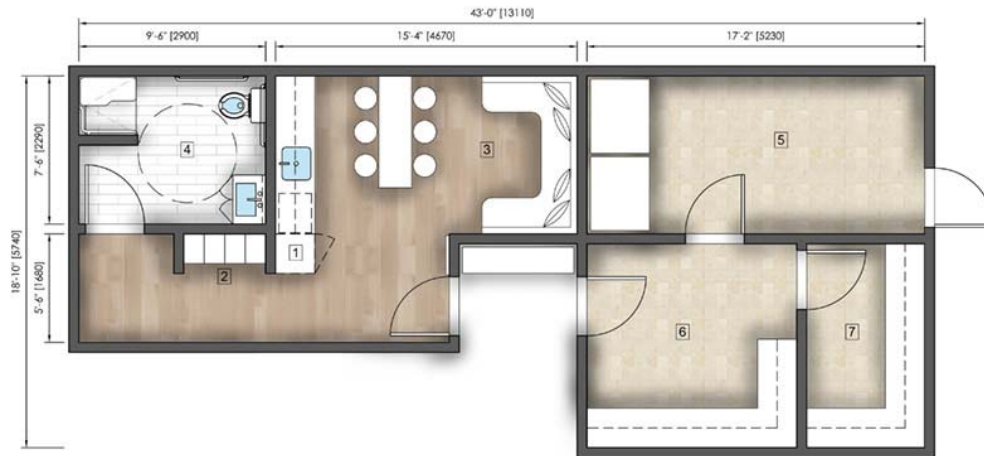


HEART OF HOUSE CONCEPT OVERVIEW



The Heart of the House includes the staff break room where the staff can rest and recover in-between treatments deigning a thoughtful and nurturing staff room will reflect back to the guests.

HEART OF HOUSE CONCEPT LAYOUT



Providing a view back to nature or the outdoors when possible is a respectful gesture. Design a highly functional space with TLC for the staff. This space will vary depending on the layout and space capacity, and should be kept behind closed doors to not intrude on the spa environment. Provide acoustic separation from treatment zones with storage and a guest schedule monitor in full view.

1. Millwork zone
2. Locker zone
3. Staff resting/break zone
4. W/C zone
5. Linen and Storage
6. Dispensary
7. Locked Storage

HEART OF HOUSE CONCEPT AESTHETICS AND FF&E



1. Flooring varies (low maintenance finish)
2. Millwork storage
3. Lockers
4. Cleanable wallcovering or paint on walls
5. Table with comfortable chairs
6. Bathroom vanity with mirror
7. W/P material in bathroom





FITNESS + SPA
APPENDIX

APPENDIX

HOTEL FITNESS MEMBERSHIPS

An increasing number of hotels are launching or expanding efforts to attract people who live in the surrounding community as members of the fitness center. Spa and health club membership programs have been proven to inject energy into the wellness amenities and dramatically increase spa and restaurant business. Hotel memberships are also popular among people with second homes or seasonal rentals in vacation spots who still want the perks of a resort or country club.

Most Popular Amenities/Services for Potential Members:

- Pool
- Fitness Center
- Spa (Treatments)
- Tennis Courts

Additional considerations for membership-based hotel fitness centers include:

- Check-in system - either a desk that is manned at all times by paid employees or an electronic check in process for smaller gyms where the fitness space is unmanned. Locker rooms are a must since outside members won't have access to a guest room for changing and showering.
- Check local codes as some global locations require camera monitoring in unmanned fitness space.
- Membership dues collection system Group fitness options particularly at peak times.

FITNESS LIGHTING

The Main Floor is probably one of the most important areas of the gym. First, properties should aim to incorporate large windows into these spaces, providing guests with natural light. Natural light can help people feel more energized and alert during their exercise routine, which adds to a more productive fitness environment. However, some fitness centers will not have access to sufficient natural light and guests will also be using the fitness centers after dark, so artificial lighting plays a big role in creating the right ambience in the space. For the main fitness floor, overhead light fixtures that provide plenty of illumination without making the environment feel imposing are key. It is recommended that a lighting consultant with experience in fitness space be used to ensure adequate lighting and placement are part of the fitness design that include specific lighting needs for locker rooms and group fitness studios where specialty lighting is necessary.

APPENDIX

AIR

Good air quality is imperative for a healthy environment and fresh clean air is extremely important in a fitness environment as stale, odiferous and unhealthy air within the space is compounded by the fact that inhalation rates increase while exercising, which results in increased exposure to pollutants. Proper ventilation and filtration are a must to reduce airborne contaminants generated by building materials and human activity. Gyms are notorious for having poor HVAC systems fail to properly circulate fresh air. During operating hours, the fitness centers should make sure the HVAC system is operating properly and that the proper air exchange rates are constantly supplying fresh air indoors. Fitness space should consider special ionization units that enhance the spaces ability to provide clean, fresh air to exercise participants.

FITNESS FLOORING

Sports performance flooring is activity specific and function is more important than aesthetics.

There are very important features that are engineered into a sports performance floor, which make fitness or activity in that space effective and safe for guests. Key features in sports performance flooring products include:

- Force Reduction – provides a safe, acoustically pleasing and ergonomic designed surface maximizing the guest experience
- Energy Restitution - mitigates impact-related discomfort and helps alleviate fatigue-related issues by returning energy to the active individual
- IIC (Impact Insulation Class) – ensures all fitness flooring used has a high rating to mitigate the transfer of vibration born noise from floor to floor
- FloorScore® - flooring industry certification which provides assurances that guest • exposure to odors and fumes due to off-gassing is limited
- HIC - A common flooring industry test used with playground surfaces. As both traditional fitness and family fitness evolve and emerge as key components in hospitality design, surfaces that absorb critical impact force and mitigate injury and liability are becoming paramount in design and product selection.

APPENDIX

HYDRATION STATIONS

Spending a few hours at the gym may leave you feeling invigorated and pampered, but it can also leave you feeling dehydrated. Gyms need to provide a water dispenser for use by guests and when the space is larger consideration for more than one dispenser located in different zone of the fitness space should be implemented. Additional considerations include:

- ADA Compliant Water Fountains
- Green Initiative – provide water bottle sized refilling stations and if providing cups ensure they are recyclable or compostable.
- Outdoor Water Stations – tennis courts, golf courses, outdoor activity areas

MIRRORS

There are two main reasons for needing mirrors in gym design – practicality and aesthetics. Practically, it makes a workout space much safer. Stretching areas and free weight zones are a good place for mirrors so that people can see exactly what position they are in when stretching and lifting. Mirrors are not needed in cardio zones. The aesthetic reason for having mirrors in a gym is because they can help make a space feel larger and enhance the room's natural light.

Hygienic Gym Wipes and Hand Sanitizer Stations:

Gym wipes and hand sanitizer stations are an important feature in fitness space and should be placed in prominent locations to encourage guest use after working out on a piece of equipment, and before and after touching equipment. Hospitality fitness space is typically unattended and the appearance and cleanliness of the space leaves a lasting impression on guests. Additionally, guest initiated sanitation of the equipment ensures the space stays clean between housekeeping visits. Hygienic wipes specifically designed for fitness space are a must to ensure upholstered equipment and cardio monitors are not damaged but, at the same time, kill the pathogens that may be present from human contact.

APPENDIX

FITNESS DO

- Plan the space without equipment first, creating a “WELL shell” which equipment can be placed into
- Cardio equipment should always be positioned with the best view and if possible near windows
- Flex areas should be in the calmest area of the gym
- Strength areas should always have rubber flooring to assist in buffering sound of weight being dropped
- Sports performance flooring should always be used
- Maximize natural air flow if climate and outdoor air quality permit
- Hydration stations should always be in the gym
- Hygienic wipes and hand sanitizer should always be available
- Color and greenery should be encouraged to liven up the fitness space

FITNESS DON'T

- Smell - Don't forget about the all-important air exchange, ventilation and cooling! A well ventilated space is a fundamental of good gym design and ensure the HVAC system is regularly serviced. HVAC filters servicing fitness space should be changed more frequently.
- Acoustics - Don't ignore the noise factor when designing a gym. Acoustics are very important for many reasons: gym instructors are heard better, music is heard properly and people outside the space are not disturbed.
- Ceiling Height - Remember to always measure how much head height there will be in the space from the floor of the treadmill, not the floor of the gym.
- Safety - Don't have gym equipment arranged in a way that is unsafe for the user or others around them. Make sure treadmills have adequate space behind them and are not touching the walls and sufficient clearance in the strength and functional zone.
- Lighting - A gym needs to be bright, but make sure not to isolate that brightness from individual sources. Strong spotlights can disorientate people, which is dangerous.
- Too Much Equipment - The solution isn't always 'buy a piece of equipment'. Sometimes less is more. Too much equipment doesn't make a gym better - especially in a smaller space. Use the space in accordance with why your gym users actually need it. Make sure the hired gym designer doesn't just

APPENDIX

SPA DO

General Design Insights:

- The “Wellness Program” for Fitness + Spa drives the design
- Form follows Function w/ clear guest circulation • Concept driven design with a “soul” which is functional, operationally savvy and guest-centric
- Be mindful of Budgetary construction cost and Time constraints for construction duration
- ADA compliant and integrating green technology

Program specific:

Welcome

- Create an inviting threshold into a serene "otherworldly" space
- Welcome desk needs to be clearly visible from the entry
- Adjacent to consultation area: retail zone, fitness and salon (where appropriate)
- Consider separate Check-in / Check-out podiums for the luxury segment

Retail Zone / Boutique

- Visible the from front desk
- Design a "lifestyle environment" promoting interactive product sampling
- Adequate storage and gift wrap w/in millwork

Changing Rooms and Vanities

- Visible attendant location from entry
- Full and half lockers depending on Luxury vs Full Service
- Private Changing cabin for Luxury segment

APPENDIX

SPA DO

Shower and Bathrooms

- Uncomplicated shower valves w/ maximum hot water control settings
- Adequate drainage in shower stalls, areas and toilet areas
- Janitor closet in wet areas

Hydro/Thermal Zones

- Follow all Federal, State, Local and Health Codes and Regulations
- Provide an adequate mechanical room for Hydro-therapy pools and water features
- Provide adequate access to mechanical for servicing equipment

Pre-Treatment Lounge

- Visual separation from Changing room allowing M or F Therapist greetings and guest pick-up
- Acoustically separate from Treatment areas
- Beverage and healthy snack display, refrigeration and adequate storage

Treatment rooms

- Acoustically Private, mitigating noise at walls ceilings and doors
- All equipment within millwork w/ adequate storage and power
- Curated dispensary displaying product or accent wall
- All lighting on dimmers w/ ganged switches
- Power at floor below massage table
- Durable interior material selection for all surfaces

APPENDIX

SPA DO

Signature Suites

- Program treatment regimen drives the design of facility
- Pride of Place w/ local traditions and materials
- “Wow” factor w/ flexibility of service offerings(see treatment room)

Post Treatment Lounge

- Tranquility space and ambiance for cocooning
- Offer both “social and private” options
- Artfully displayed beverage and respite offering

Heart of House

- Acoustically separated space w/ thoughtful food prep, lunch facilities and counter
- Adequate service provider locker storage
- Bathroom and storage consideration

APPENDIX

SPA DON'T

General Design Insights:

- Do not design Spa too Large or too Small, plan for expansion
- Forget to engage MEP disciplines early in the design process
- A “souless” design for wellness is a missed opportunity

Program specific:

Welcome

- Complicated Guest circulation, unable to find the Spa desk or attendant
- Dysfunctional Check-in / Check-out area

Retail Zone / Boutique

- Designed as an afterthought
- Located in non-guest area and/or not interactive for guests

Shower and Bathrooms

- Complicated shower mixing valves, either too Hot or too Cold settings
- Flooding due to improper or non-existent drainage

Hydro/Thermal Zones

- Dismissive of “life safety” rules and regulations
- Code violations or Board of Health shut-downs

APPENDIX

SPA DON'T

Pre-Treatment Lounge

- Poorly located from changing area and/ or treatment zone
- No beverage service or poorly designed

Treatment rooms

- Improperly sized either too small or too large
- Acoustically inadequate and disruptive to guest experience
- Lighting not flexible, too bright or underlit spaces

Signature Suites

- Underwhelming design
- (see treatment room above)

Post Treatment Lounge

- Non-existent or improperly sized
- Uncomfortable loungers

Heart of House

- Designed as afterthought
- Improperly sized or lacks any amenities