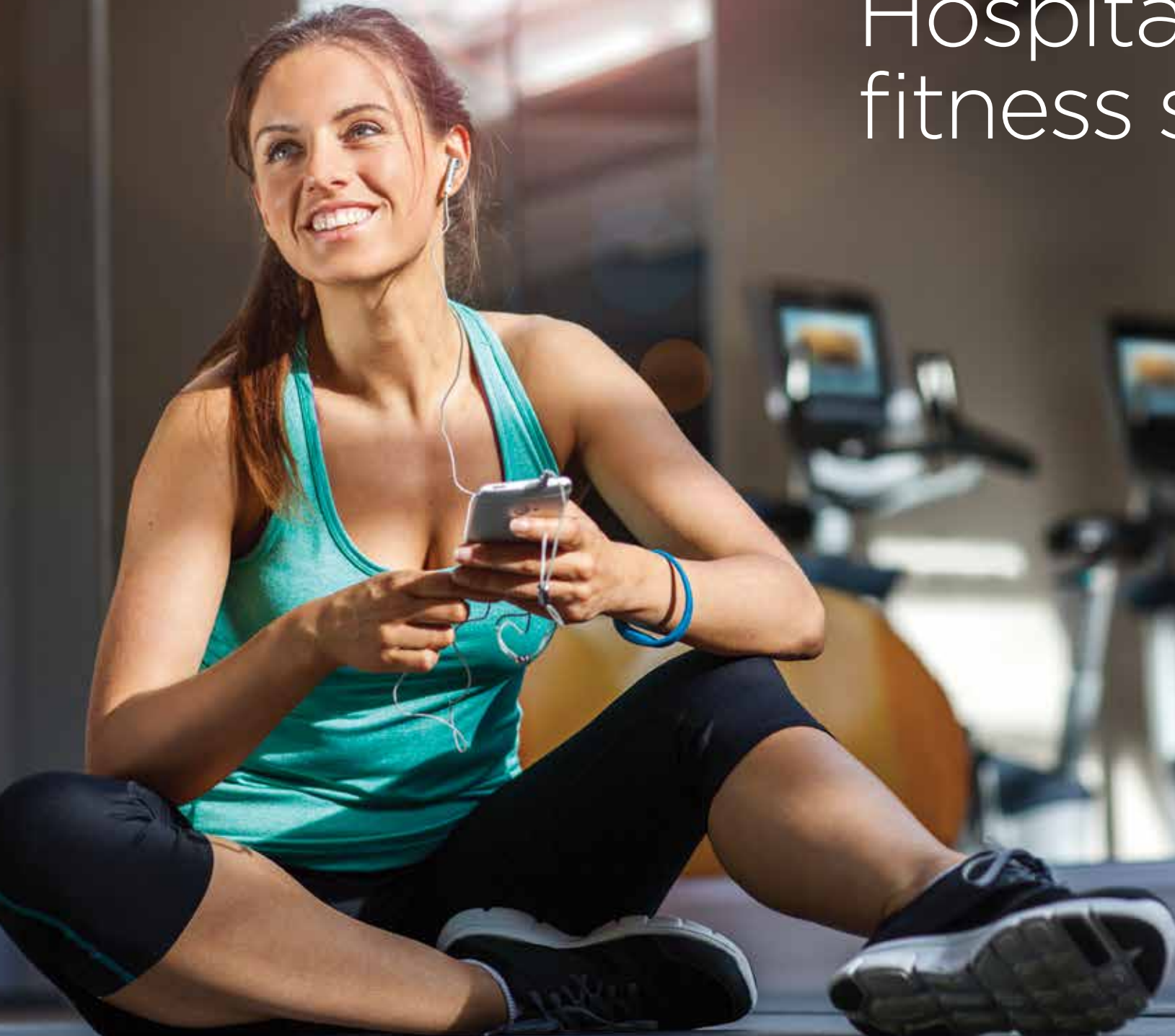


Hospitality fitness solutions



PRECOR®
Fitness Made Personal

Welcome

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Trusted throughout the hospitality industry

We're proud that world-renowned hospitality brands entrust us to deliver their fitness facility solutions. You'll find our cardiovascular and strength equipment installed in some of the **world's finest** hotels, resorts and spas, in over 90 countries.

We have decades of experience working within the hospitality industry and so, whether you're a global hospitality brand or a discerning independent hotelier, you can be assured that Precor will deliver a fitness experience that will **delight your guests**.



RAFFLES *Fairmont* swissôtel



HOTELS & RESORTS

WYNDHAM
WORLDWIDE

HYATT



Resense



BANYAN TREE

A healthy part of your business

Health and well-being have become increasingly important to guests, and expectations of the fitness facilities you offer have risen. Many visitors now consider a gym to be a necessity and, as such, it's often as important as the comfort of your beds, or the warmth of your showers.

As well as meeting heightened guest expectations, there is often a commercial need for hotel gyms to move away from simply being a cost centre and to actually **contribute revenue**, through initiatives such as promoting gym memberships to the local community.

Precor understands hospitality and, irrespective of the scale or demographics of your business, our aim is to delight your guests, help **increase occupancy rates** and revenue, and offer you true differentiation from the competition.



Guest experiences are shared

Every day, tens of thousands of people share experiences of their stay on social media and review sites. As the industry is all-too aware, many potential future customers use previous guests' insights when deciding where to stay. What's being said about you online has never been more important, and often has a direct bearing on 'Revenue Per Available Room' ('RevPAR').

Either for the health-conscious business traveller or the active leisure guest, the fitness facility is often cited within online reviews. The quality of the fitness amenity can be the deciding factor in whether the review is a positive or negative one, and can also **influence the choices** of future fitness-minded guests.

At Precor, we understand the true value of guest satisfaction and will therefore work closely with you to ensure your guests are saying all the right things about their fitness experience.

TripAdvisor is a registered trademark of TripAdvisor Inc, registered in the U.S. and other countries.



Fitness - let us take the strain

We understand your business has many other priorities which require your attention. Therefore, we pride ourselves on our thorough, supportive approach, which means you can entrust us to efficiently deliver a superior fitness solution for your hotel, resort or spa.

We're extremely proud of the equipment we engineer, but it's our specialist knowledge and experience of providing **complete fitness solutions** to the hospitality industry which makes us the ideal choice for you.

We not only design premium fitness equipment, but can also support you with:

- **Gym design and space optimisation**
- **Financing and leasing**
- **Staff training**
- **Maintenance and servicing**
- **Marketing**
- **Revenue generation**

Our team will work to build a long-term relationship with you, by understanding your needs, developing customised solutions and delivering unparalleled after-sales service.



A world class family of brands

Precor is part of the \$2.5bn Amer Sports Corporation, one of the leading sporting goods companies in the world, with over 7,600 employees.

Amer Sports' strategy emphasises excellence in consumer-centric product creation. Products are designed to improve the performance of all exerciser abilities, to help them achieve their goals and provide them with more fulfilment from their activity of choice. This focus on excellence means that your guests will enjoy a premium fitness experience during their stay with you.

By partnering with Precor you'll not only have the security of working with a global organisation, but also the potential for **privileged access** to other leading Amer Sports brands.



A superior fitness experience awaits

The quality of suppliers is fundamental to the success of a hotel, resort or spa. For example, choosing the right catering vendor often influences your guests' perception of your facility. The gym is no different.

Our equipment is renowned throughout the fitness industry for being highly dependable and robust, so you have **peace of mind** in terms of your gym equipment's uptime.

On the rare occasion that your equipment should require maintenance, one of the most **comprehensive and capable service teams** in the world will be there to provide you with prompt and professional support.

As well as continual operational excellence, your guests will enjoy an unsurpassed workout experience. We launched the fitness industry's first elliptical crosstrainer in 1995 and have continued to innovate ever since, most recently with **DVB-C** and **IPTV** integration.



Truly connect with your guests



Technology has long-since been a change-driver within the hospitality industry, whether it be at the check-in desk, kitchen, or in-room. Technology can also now provide you with a new **competitive edge** in your gym, as it is now possible to fully connect fitness equipment to the internet.

Precor offers one of the **world's most extensive networked fitness solutions - Preva** - which provides a host of benefits for you, including:

- Link gym, reception, spa, and food and beverage interactions, via RFID access.
- Promote hotel services and encourage secondary spend by messaging guests directly from the equipment's touchscreen.

Over 100 million workouts have already taken place using Preva, and your guests will enjoy:

- A personalised fitness experience, which welcomes exercisers, enables them to set goals and track progress.
- Full internet access, plus video-on-demand.
- Fitness tracking outside of the gym, via the Preva mobile app.



First class hospitality fitness environments

It's got to look right. It's got to feel right. Whether staying for business or for leisure, discerning guests have come to expect **beautifully designed**, state-of-the-art fitness facilities that reflect the hotel's individuality.

Precor is much more than simply a fitness equipment supplier – we have an established track record of working with a diversity of hospitality clients to create fitness environments that embody the distinct character and style of the hotel itself.

We pride ourselves on being both commercially-orientated and practical in our approach. Space is usually at a particular premium within a hospitality site, so it's crucial to strike the **right balance** in terms of the mix of equipment that is offered. Precor's extensive experience will ensure that your gym will be both highly enjoyable for its users and cost-efficient for you.



Inspired by design

The design and layout of a space affects the responses and behaviour of its occupants. Within a hospitality gym, effective design and layout is integral to creating inspirational environments that provide guests with a memorable exercise experience.

ActivDesign is Precor's exclusive, research-based approach to all aspects of fitness facility creation, including:

- Interior design and colour schemes
- Lighting
- Flooring and ceilings
- Climate control
- Audio-visual (AV)
- Walls and mirrors
- Power and internet
- Layout and demographic-based zoning

Your Precor representative will often work closely with you and third-parties, such as architects and interior designers, to ensure that your fitness area is **tailored to perfection.**





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HYATT





for Friends

HOTEL MÖSERN SEEFELD TIROL





*The
Parsonage*



THE
AVIATION CLUB
D U B A I






KRONE
Hotel - Restaurant





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HOTELS AND RESORTS



V
HOTEL





Precor strives to keep people and businesses healthy, but the welfare of this planet is also vitally important to us. That's why we have successful environmental programmes throughout our global operations, with annual benchmarks to track recycling, waste reduction and energy conservation.



precor.com/hospitality

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