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As life becomes more hectic, hotels are realizing the growing need for a “wellness oasis” where their clients can relax and rejuvenate themselves during their visit. These services are a natural addition to a hotel’s facilities and an investment that will reap rewards far into the future.

RESORT & SPA PROGRAMMING

SITE DESIGN

MANAGEMENT & OPERATION



FOLD

CUT

FOLD

### HFG Services

#### Feasibility Studies

A thorough evaluation of proposed ventures is critical to ensure their viability.

#### Concept Development

Successful facilities cannot exist without a vision and a distinct business identity.

#### Facility Planning and Design

Guests expect wellness facilities to provide an opportunity for relaxation, reflection and revitalization. The operator looks for maximum functionality in a facility. To meet both expectations, HFG offers comprehensive facility planning services.

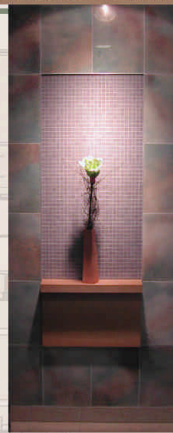
#### Equipment and Product Selection

Knowing our clients enables HFG to recommend products and equipment best suited to individual programs and services.

#### Operations & Management

The success of the facility and optimal guest satisfaction depend on effective operational tools.

Health and Fitness Group International Phone (613) 749-0145 www.hfginternational.com



It's a fact. Modern, on-site spa and fitness facilities create numerous benefits for hotel and resort operators:

- Enhanced marketing opportunities
- New strategic marketing tools
- Increased occupancy rates
- Greater revenue per room
- New sources of revenue through internal and external sales
- Extended length of stay
- Greater client satisfaction
- Stronger long-term client relationships
- Repeat business
- Increased corporate appeal
- Higher hotel profile in the local market



“Everywhere you look, the word SPA is one of the most frequently used tools of today's marketer.”  
(World Travel & Tourism Development)



At HFG, our mandate is simple. We create facilities, services and programs targeted at specific locations and market characteristics.

By anticipating local and global trends, we ensure our spa and wellness centers adapt easily to program changes and future expansion.



“Gone are the days when the Spa or Fitness Facilities were an extra, added on to the hotel experience. The successful hotel spa of the

future will not consist simply of a swimming pool, sauna and health farm, but will offer much more. More in terms of architecture and design, marketing, and the range of products and services on offer. The spa will no longer be the fifth, badly designed wheel on the hotel carriage, but will rather be a strategic marketing flagship and profit centre.”

(Hotel Management International)