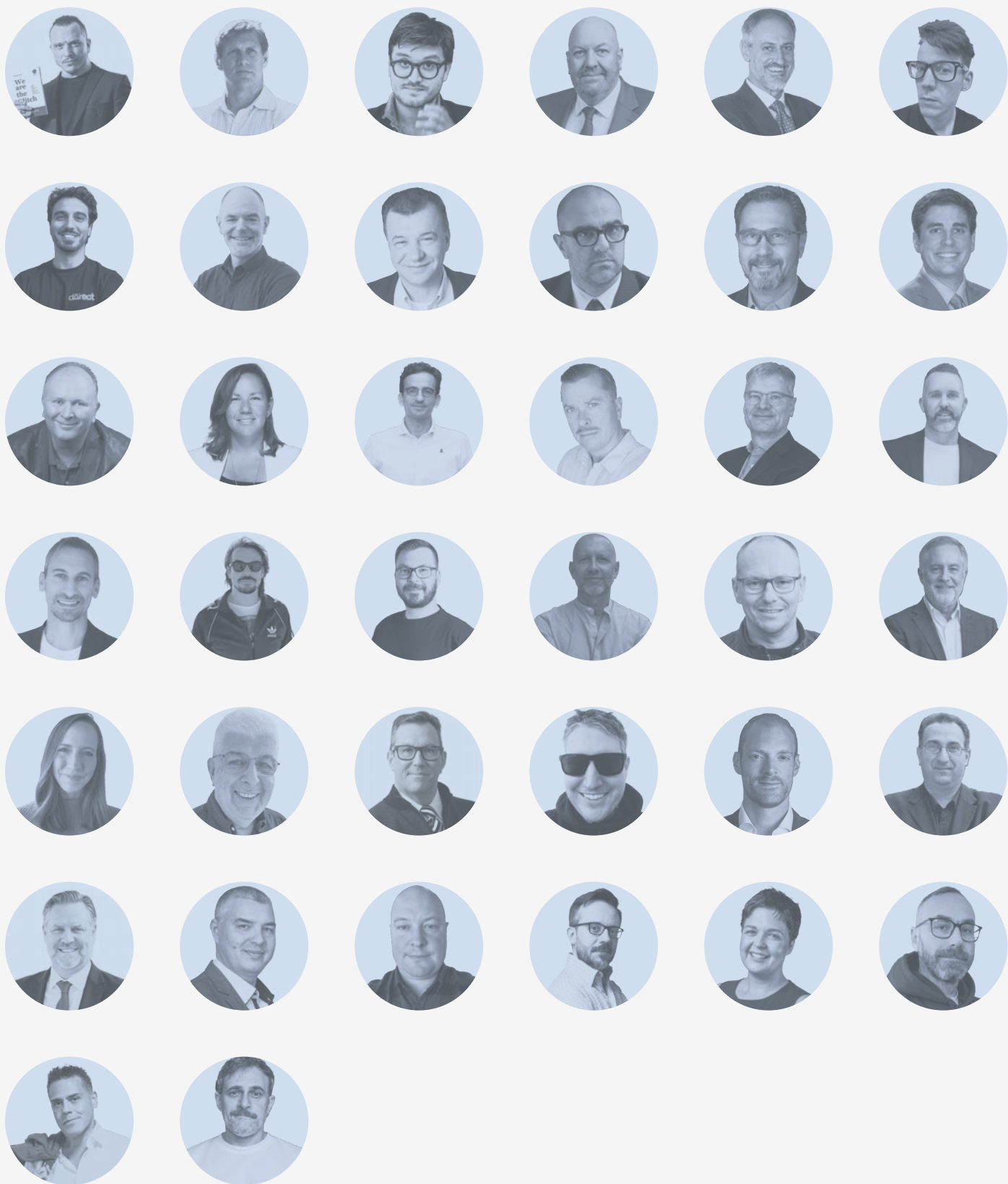


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HY8



The Biggest Opportunity for Longevity Amenities at Hotels Is in the Guestroom

Mid-Stay

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Adam Mogelonsky makes the case that the longevity revolution is no longer a luxury niche but a structural shift in guest expectations and that the most overlooked opportunity lies not in spas or fitness centers, but in the guestroom itself. For time-poor travelers who rarely make it to hotel amenities, the room is the only wellness touchpoint that reaches everyone.

The longevity revolution represents a ‘structural shift’ in how travelers source their hotels. There’s no better way to describe it as the core human demand for maintaining or improving one’s health comes to pervade the lives of every traveler across every segment.

That’s the grandiose ‘why’. Without getting into the CAGR of wellness, consider, for instance, how much biohacking and longevity have grown to become table stakes. They were once niche, now everyone brand is getting in on it (albeit with some wellwashing at play). This is happening at the same time as scientific knowledge around aging, recovery, sleep and metabolic health is rapidly compounding, so much so that our total medical knowledge is doubling every three years (read: AlphaFold).

All these new findings are inevitably and inexhaustibly filtering into consumer awareness at an unprecedented pace. A mantra I often say at this point: “As one does at home, one will expect at their chosen accommodations.”

What this means is that guests are becoming highly informed participants in their own wellbeing, and they increasingly expect the environments they inhabit – even if only temporarily – to support that goal. We see this in luxury and ultraluxury which all but demand huge wellness footprints. That will eventually trickle down the chain-scale.

This shift is also being amplified by ‘democratization’ – this being a fancy word for deflationary forces due to business competitiveness that will drive, as economists say, more ‘induced demand’ for longevity at hotels. Namely, tools and practices that were once reserved for elite wellness clinics or destination spas are now accessible, affordable and scalable for upscale, midscale or even economy brands.

As an example, consider red light therapy (RLT). There’s now plenty of evidence to support its health benefits, as well as a ton of suppliers for mats, wands, ballcaps, wall plates and other fun doodads at a fraction of the price nearly five years ago. This same sense of democratization applies to wearable sleep trackers, functional nutrition products and the equipment to aid in recovery modalities.

Where is this all going? The barrier to enter the longevity market has dropped, but that also stiffens competition.

Therein, when positioning your hotel brand to address the longevity revolution and the demand for wellness, one first principle that often gets overlooked is time. Most travelers aren’t solely traveling for wellness or medical tourism.

Most are attending conferences, closing business deals, exploring a destination, celebrating weddings or managing any number of other dense itineraries. The intention to stay healthy is there, but the capacity to carve out hours for a treatment at the spa or a gym session often is not.

This is the opportunity. If we know that time is the limiting factor then we have to start with the place where guests find themselves in-between their ever-hectic schedules: within the confines of their guestroom, suite or villa.

Thus, elements like sleep quality, air purity, nutritional options in the minibar and opportunities for recovery are now decision drivers alongside location and price. This will soon apply across segments. While luxury travelers may articulate it more explicitly like making a RLT face mask a brand standard, other brand further down the chain-scale have carved out a niche by putting a Swedish ladder and other exercise gear in the room.

For hotel operators, this represents both a defensive and offensive strategy. Defensively, integrating wellness protects brand relevance in a market where expectations are rising. Offensively, it can mean an ADR bump, new room categories, ancillary revenue and direct channel uplift.

Wellness is also a play for drastically higher CLV. After all, guests that are pursuing longevity are more likely to live longer. Nowadays, we have enough evidence to also correlate health to cognitive power (and to a lesser degree, emotional intelligence), wherein cognition is associated with greater wealth potential. That is to say, health really is wealth! If you take care of your body and your mind, you will be more likely to gain financial wellbeing (read: wealthspan).

The daunting problem is that wellness is quite ambiguous. It can be deployed anywhere and elsewhere. My push for you, as is clear from the title, is to focus on in-the-room longevity amenities means touching every guest, no matter how much free time they have. While getting into the technical design details is a service I help hotels solve, you start by looking several levels higher – what outcomes do guests want from their in-room health-boosting amenities?

Think in terms of:

- Better sleep and mood
- Cognitive enhancement for work ahead
- Decompressing after a long day’s work
- Snacks that promote weight maintenance
- Exercise for mobility and injury reduction
- Wellness techniques that promote moment of joy

Designing this space through a longevity lens unlocks a universally accessible form of wellness that does not require incremental time investment from the guest. These can be deployed broadly or in a modular, phased manner.

Some specific items to start the investigation include:

- Advanced mattress systems
- Biophilic design
- Blackout curtains
- Soundproofing
- Circadian lighting
- HEPA filtration
- Low-VOC materials (volatile organic compounds)
- Supplements
- Foam rollers
- Massage balls
- Yoga mats
- Infrared or PEMF mats
- Herbal teas

That's just a tease. There's a ton more that can be inscribed once you've decided upon the desired outcomes to then fit a 'theme' to the wellness program.

Next, from outcome and theme to specific implementation, you must go through with a business model. Are these enhancements positioned as part of a standard room offering, a premium wellness category or an à la carte upsell? How do they reflect and interact with wellness amenities across the property?

Each approach has implications for pricing strategy and guest segmentation. Bundled wellness rooms can justify meaningful ADR bumps, particularly when supported by clear storytelling and tangible benefits. Alternatively, modular add-ons – sleep kits, recovery packages, upgraded minibars and so on – allow for incremental revenue without broad capital deployment (read: tearing down walls amidst inflationary construction costs).

After the modeling comes budgeting and specifications. The capex should prioritize high-impact, durable elements such as bedding, air systems and soundproofing. Operational expenditures can then tack on consumables and replaceable items like teas, supplements, gym equipment and minibar stock.

Make no mistake: within these key steps (outcomes, theme, modeling, budgeting and rollout) are a mountain of decisions about program specifications, pricing, suppliers, training and merchandizing. To end off, I would emphasize that because this is big business, every hotel brand is already looking to get in on the game. Hence, the only way to stand apart and give your longevity programming the financial longevity it needs is to go through the process of integrated design. It can't feel slapped together or it will fail.

All told, though, repositioning to meet the 'health is the new wealth' crowd may be just the ticket your hotel needs to usher in a new era of profitability and resilience against so much uncertainty in the world nowadays. Your hotel may not have a spa or enjoy to build an elaborate gym, but every hotel guest is paying you for a room, so that's where you should probably start down this journey.

