

CYBEX[®]
Serious about fitness.

HOTEL & SPA FITNESS



THE FITNESS GUEST HAS ARRIVED...

Today's hotel and resort guest has far more sophisticated tastes in fitness and wellness services than in the past. Offering these amenities is now every bit as important to attracting new and returning clients as beds, showers and executive business centers.

As a leader in commercial fitness equipment, CYBEX is a household name in the fitness industry with a unique heritage and a strong reputation for quality. When your guests see the CYBEX brand, it tells them you are serious about providing the fitness experience they have come to expect.

Because hotels and resorts have special requirements, CYBEX offers special services — with a step by step process that will result in a fitness center your guests will actually use.

Park Hyatt Sydney features CYBEX equipment

BUT WILL THEY STAY AT YOUR HOTEL?

WHY CHOOSE CYBEX?

The answer is simple. CYBEX can help maximize the potential of your property — using fitness to create guest loyalty.

CYBEX invests in staying at the forefront of the fitness industry. Design research, top engineers, a Research Institute for Exercise Science, studies to assure our products get results for users — these are reasons why CYBEX is the brand of choice for the people who know and value fitness.

Serious exercisers or casual users — CYBEX products offer hotel and spa guests an enjoyable workout experience delivering exceptional results.



SUPERIOR DESIGN & PERFORMANCE

CYBEX — the brand recognized throughout the world as producing high performance exercise equipment — now offers a fitness solution for properties where space is at a premium. Our light commercial family of products is perfect for hotels and spas where ease of use is vital.

CYBEX fitness equipment is engineered to produce optimal results for users from the first-time exerciser to the professional athlete. This means low supervision needed, and the optimal versatility that limited space requires.

For those with a small space, a tight budget and high expectations, CYBEX superior design provides guests with a first class workout experience.



CHOOSING THE RIGHT EQUIPMENT

TARGET AUDIENCE:

- Who are your primary guests — business travelers, families or resort goers?
- What type of property — Three, Four or Five Star?
- Length of stay — Overnight, Weekend, Week?

CORRECT PRODUCT MIX:

CYBEX will recommend a selection of cardio and strength equipment that fits the demographics of your users, as well as industry trends. Guests have come to expect the same well-balanced workout they get at their commercial gym, and...ease of use is important. Guests don't have time to learn complicated programs or adjustments.

SPACE AVAILABILITY:

As a provider to the hospitality industry, we appreciate that space equals money. We create an environment that allows you to benefit from the CYBEX brand and enhances your facility in a compact footprint.



60m² Layout (645ft²)



100m² Layout (1076ft²)



120m² Layout (1292ft²)

DOING BUSINESS WITH CYBEX

The Hotelier's challenge often comes with the "how to" side of the fitness business. Leading hotel chains of the world will admit that, while they boast years of experience and know-how in Food & Beverage, Front Office and Housekeeping operations, the design, development, operation and management of a fitness center can be daunting.

Working closely with leading hotel operators around the world, CYBEX has developed a comprehensive approach to the Hotelier's needs. We assist clients every step of the way and have a Facility Development Guide designed to help remove the pain associated with designing, operating and managing a hotel based fitness amenity.

In addition to designing the right fitness solution for each unique hotel or resort property, CYBEX will provide standard operating procedures and commercial quality facility management guidelines to make sure the hotel fitness center meets fitness industry standards.



AT CYBEX WE CONSIDER OURSELVES A MEMBER OF THE COMMUNITY—LOCALLY AND GLOBALLY.

CYBEX incorporates energy-efficient practices to help safeguard against excessive natural resource consumption, in addition to our re-use, recycling and disposal procedures.

To learn more visit at: www.cybexintl.com/company/overview/environment.aspx

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