



Wellness Design in Hospitality

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*State of
Wellness*

According to the Global Wellness research, the Wellness Economy is forecast to grow:

from \$4.4trillion in 2020
to *\$7 trillion in 2025*

There is a global shift in the investment market.

THE WELLNESS INDUSTRY

The Origins

The origins of wellness are ancient. The wellness concept is firmly rooted in several intellectual, religious and medical movements in the United States and Europe in the 19th century. The tenets of wellness can also be traced to the ancient civilizations of **Greece, Rome and Asia, whose historical traditions have indelibly influenced the modern wellness movement.**

As a modern concept, wellness has gained solid ground since the 1950s, 1960s and 1970s, when the writings and leadership of an informal network of physicians and thinkers (such as Halbert Dunn, Jack Travis, Don Ardell, Bill Hettler, and others) in the United States largely shaped the way we conceptualize and talk about wellness today.

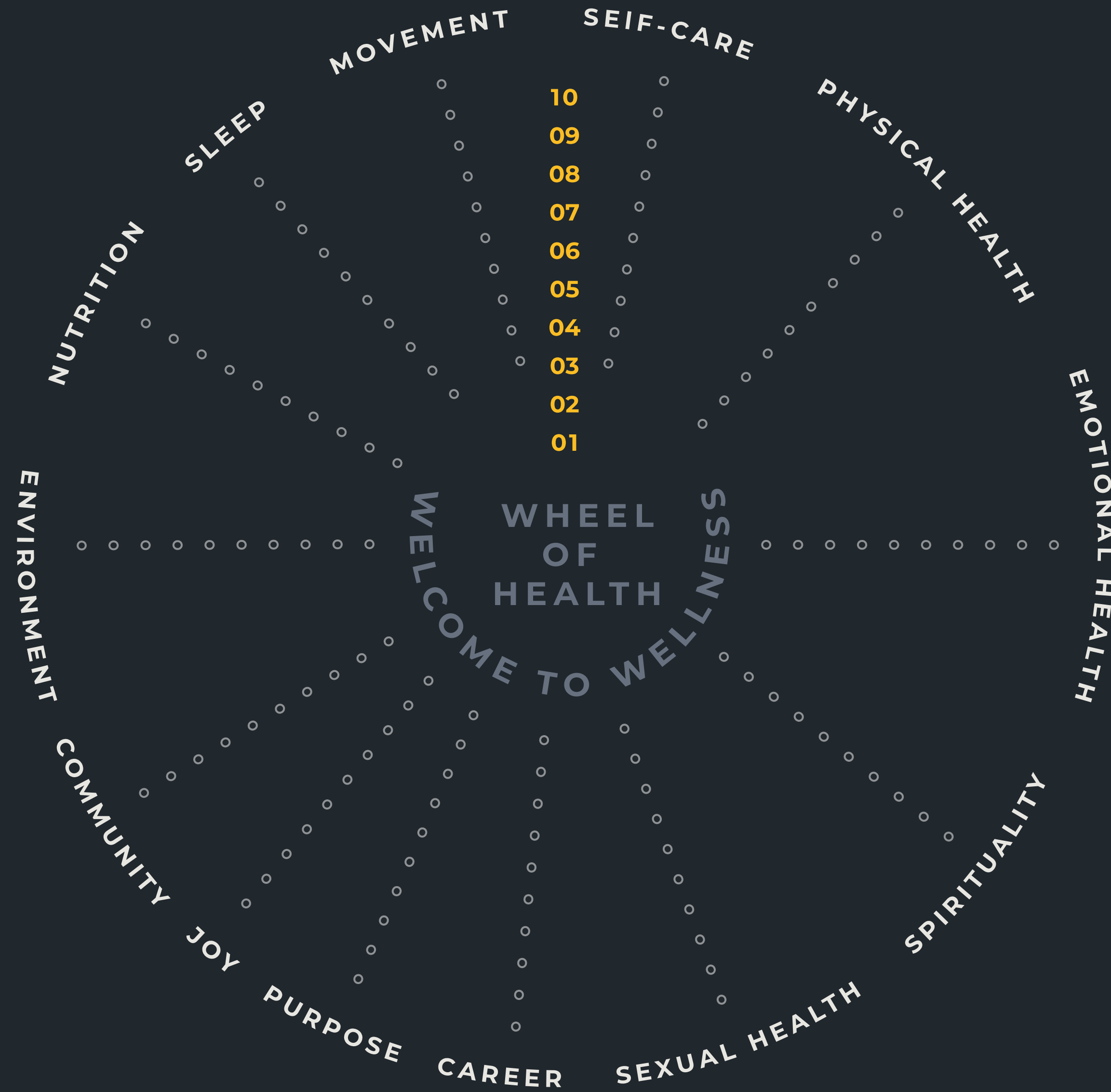
2020 Provided Opportunities to Reset and Reconsider our Lives

“There must be a better way” A different attitude has emerged where now we wake up to find our concept of the “good life” undermined” or that we don’t have a “back up plan for the good life.”

“Active Infinity” Meditation and yoga are firmly in the mainstream, but people are still shy and uncertain of higher consciousness.

“What’s next” is “everything.” The potential hidden in human consciousness is infinite, and everyday we make a hidden possibility come to life. Everything is expansion of awareness.

THE WELLNESS INDUSTRY



Wellness definition
in today's world.

SERVICING OUR DIFFERENT CUSTOMERS AND THEIR DISTINCT NEEDS

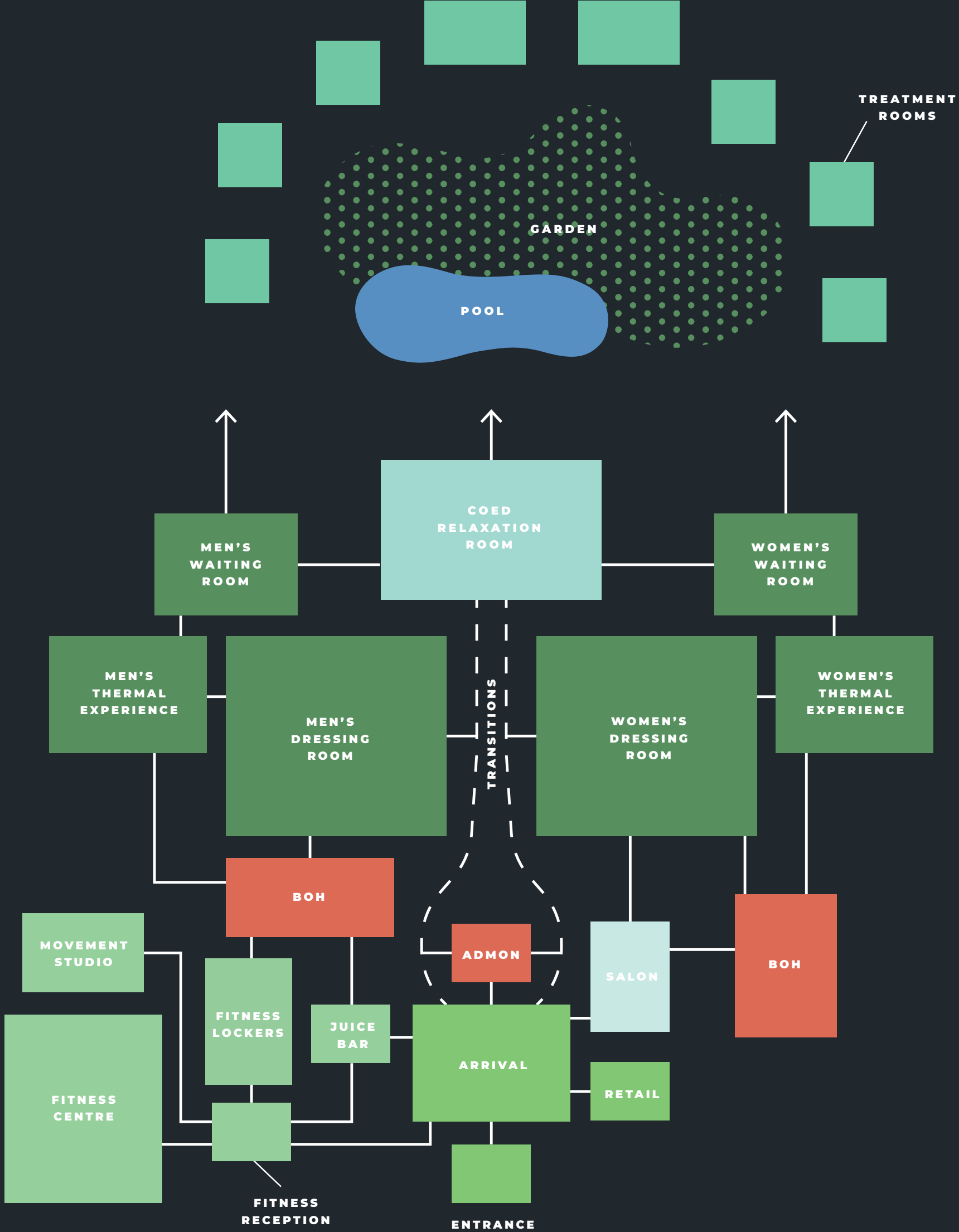
	<i>Who They Are</i>	<i>What They Want</i>	<i>What We Offer</i>	<i>How They Pay</i>	<i>Red Flags</i>	<i>Things to Consider</i>
OWNERS	40-60 years old, high networth individuals. Multiple residences, likely from NE, Cali, South America.	Comfortable, modern, clean living. A place to gather their family and entertain. Life made easy for them.	Wellness at the center of their lives, hotel like living with boutique feel, central location but tucked away from chaos of South Beach	# of memberships included in HOA, dedicated programs and in residence services.	Will have issues if can't get services because of outside members and office tenants. Need speciality programing and pricing.	+Hotel Rental Program +Furniture Package? +Dedicated Common Spaces
WORKERS	Family office, investment firms, luxury agencies or technology companies. Relocated to Miami, looking for lifestyle at work.	More than jus an office, but a place that reflects their values. They need a place that attracts talent and can impress clients.	A place to work, take care of themselves, gather, prioritize their health and take care of their team.	# of memberships included in lease, preferred pricing for companies, dedicated programs and services.	# of tenants and occupancy could over run club space.	+Furniture Package +Communal Spaces (Utilizing rooftop as club and office access)
MEMBERS	30-60 years old, live within 5-7 mile radius. Discerning and want best of the best. Fitness and wellness top priority in life.	Their daily fitness and wellness, best-in-class services and amenities, community of likeminded individuals	Their spot. They visit us 3-4 times a week for fitness, wellness and services.	Monthly membership + initiation fee.	Will want access to rooftop pool as key selling point. Programmed outdoor spaces for Miami lifestyle	+Under 32 membership +Seasonal membership +Reciprocity

SERVICING OUR DIFFERENT CUSTOMERS AND THEIR DISTINCT NEEDS

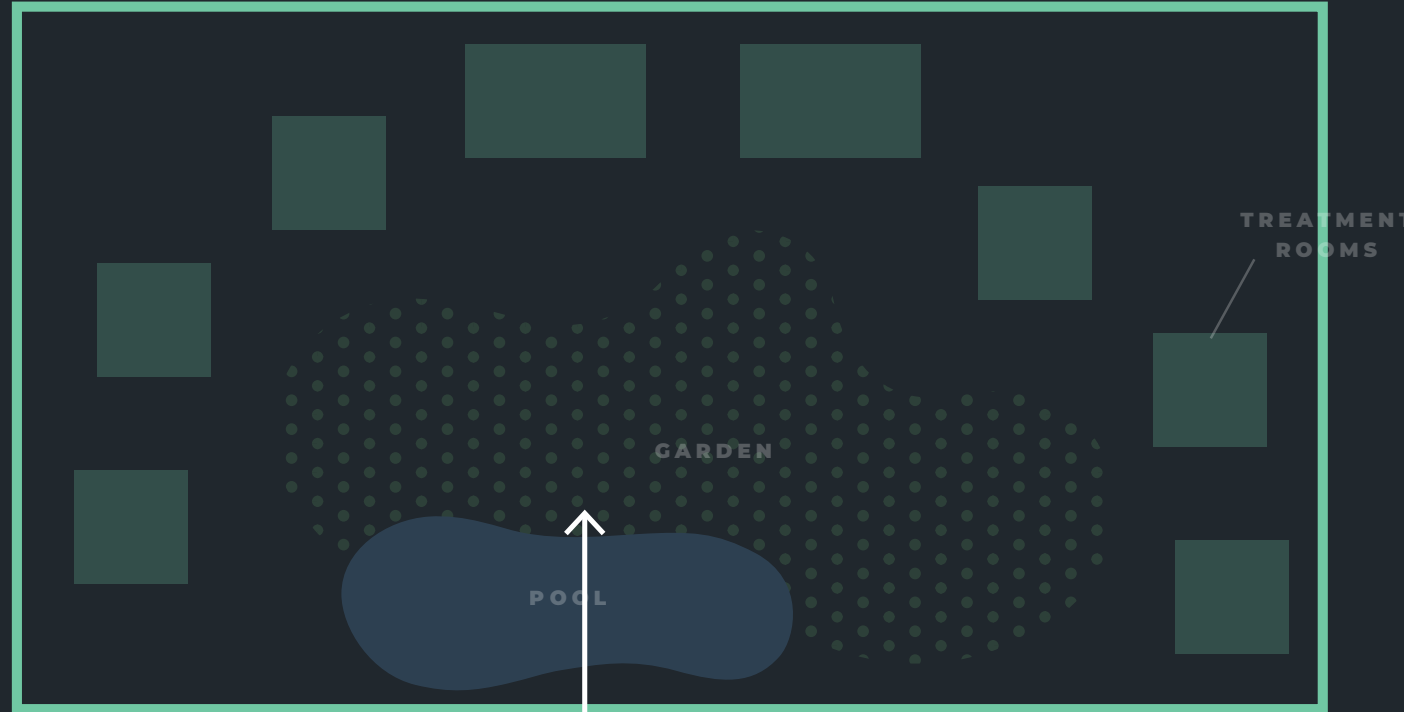
SPACE	SQ/FT	% OF SPACE	NOTES
Guide Station	500	4.0	Includes reception, retail, grab and go
Styling Suites	2000	13.0	Male & female, assuming residents go home
Bath House	1400	14.0	Thermal experience, key to sales
Vitality Room	400	3.0	Relaxation lounge + revenue producing
Work Rooms	1200	7.0	Six multi-function treatment rooms
The Lab	700	5.0	Biohacking, health coaching and doctors
Fitness & Movement	4300	29.0	Anchor service for membership program
Circulation Space	2100	15.0	Calculated at 15% of overall space
Back of House Space	1400	10.0	Calculated at 10% of overall space
TOTAL	14,000	100%	

Wellness Components

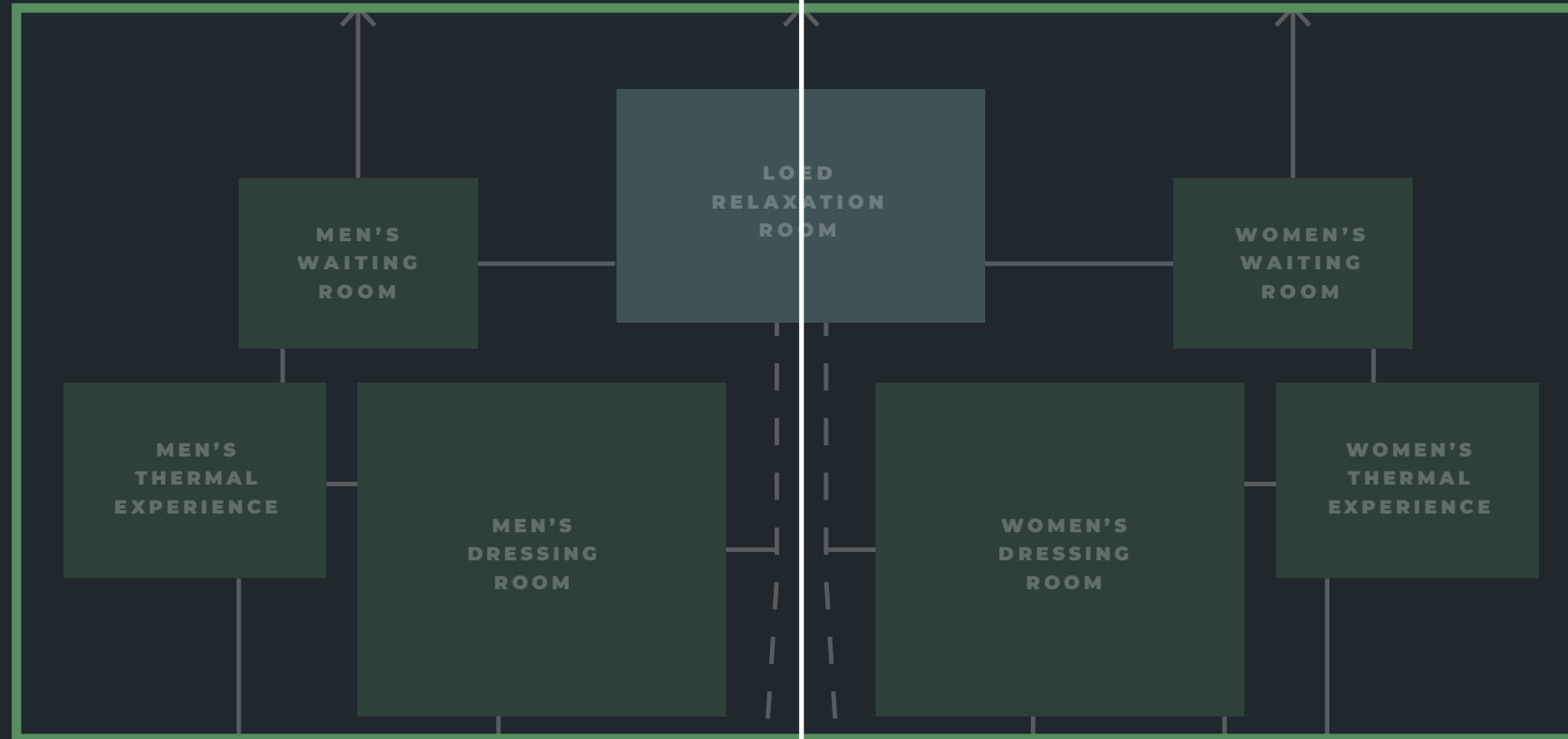
RESORT SPA COMPONENTS OPERATIONAL RELATIONSHIPS



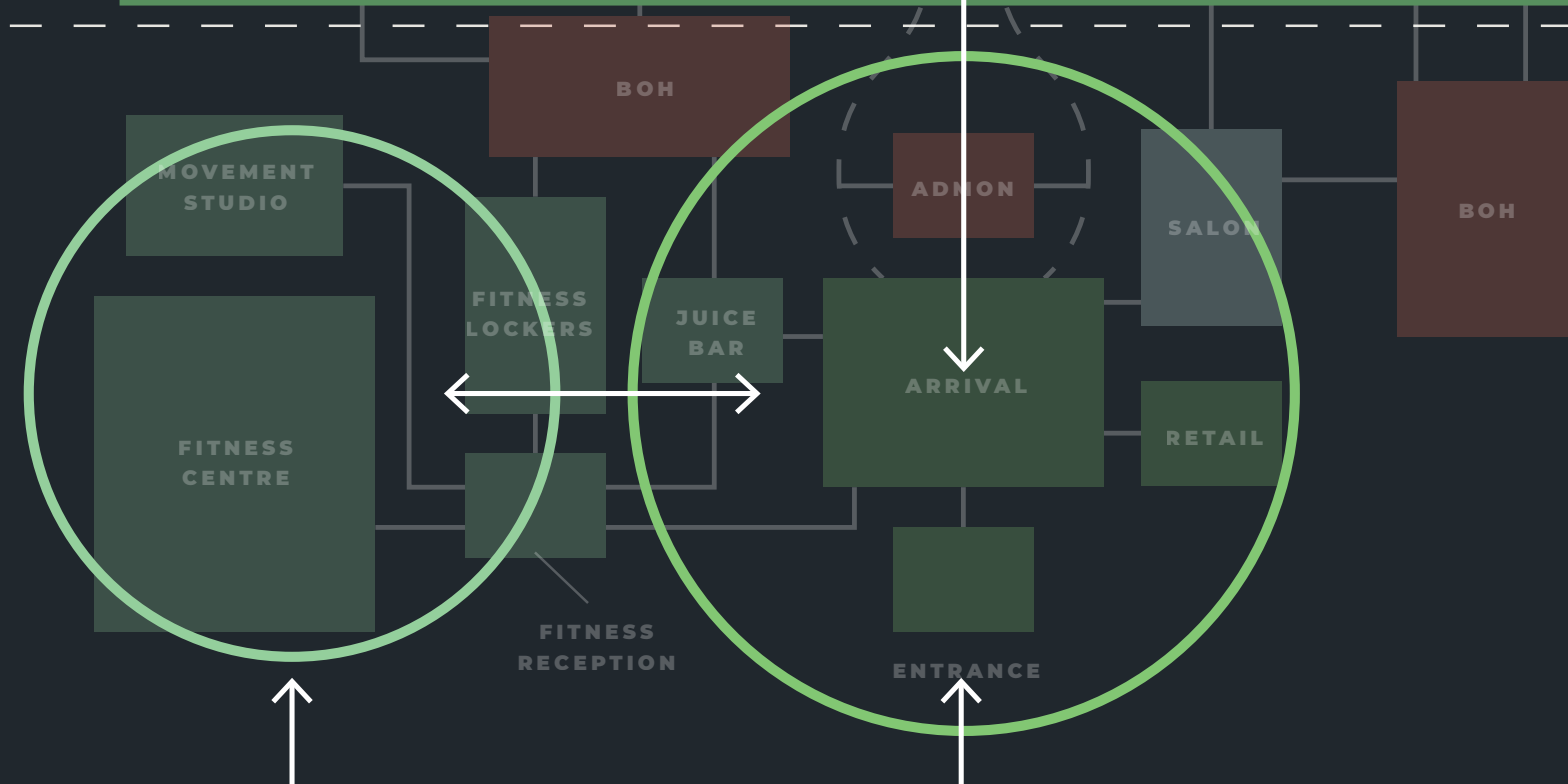
RESORT SPA COMPONENTS OPERATIONAL RELATIONSHIPS



INDOOR OR OUTDOOR TREATMENT AREAS



DRESSING / WET THERMAL AREAS



FITNESS / ARRIVAL AREAS

RESORT SPA COMPONENTS OPERATIONAL RELATIONSHIPS

ARRIVAL AREAS RETAIL	FITNESS CENTER MOVEMENT STUDIO LOCKERS/RESTROOMS	SALON	ADMIN + BOH	DRESSING ROOMS THERMAL EXPERIENCE WAITING ROOMS	TREATMENT ROOMS	COED RELAXATION ROOM	CIRCULATION
4-7%	20-25%	2-3%	5-10%	20-25%	5-7% 150-200 sqft	5-8%	10-15%

*The Future of
Wellness*

THE WELLNESS IN THE FUTURE

KEY SEGMENTS

APPEARANCE

WELLNESS TOURISM

WELLNESS REAL ESTATE

HEALTH & MENTAL WELLNESS

NUTRITION & DIGESTIVE HEALTH

FITNESS & GYMS

2022

Inside out Approach, Clean, Natural, Transparent Supply Chain

Remote Work & Travel, Wellness Services, Psychedelic Retreats, Tech deployed to provide seamless user experience (mobile, chatbots, analytics)

Not all health clubs will be gyms. Community seeking & personal health are drivers.

Longevity, Personalization over Data Privacy, Mindfulness & Awakening concepts begin to enter mass, Health Trackers & Wearables, Telemedicine, At-home Fitness.

Sustainable & Plant-based Eating, Gut Health, Quick Fixes, Diagnostics

Millennials are hitting prime spending years and represent 35% of all health club memberships in the US and are also much bigger spenders in gym memberships. Boutique gyms & classes spread as millennials seek choice and community.

2030

Derm & Med Spa Services at Retailers. Skin Experts will be able to provide derm services like mole cancer checks.

The line between vacation and daily life will be blurred.

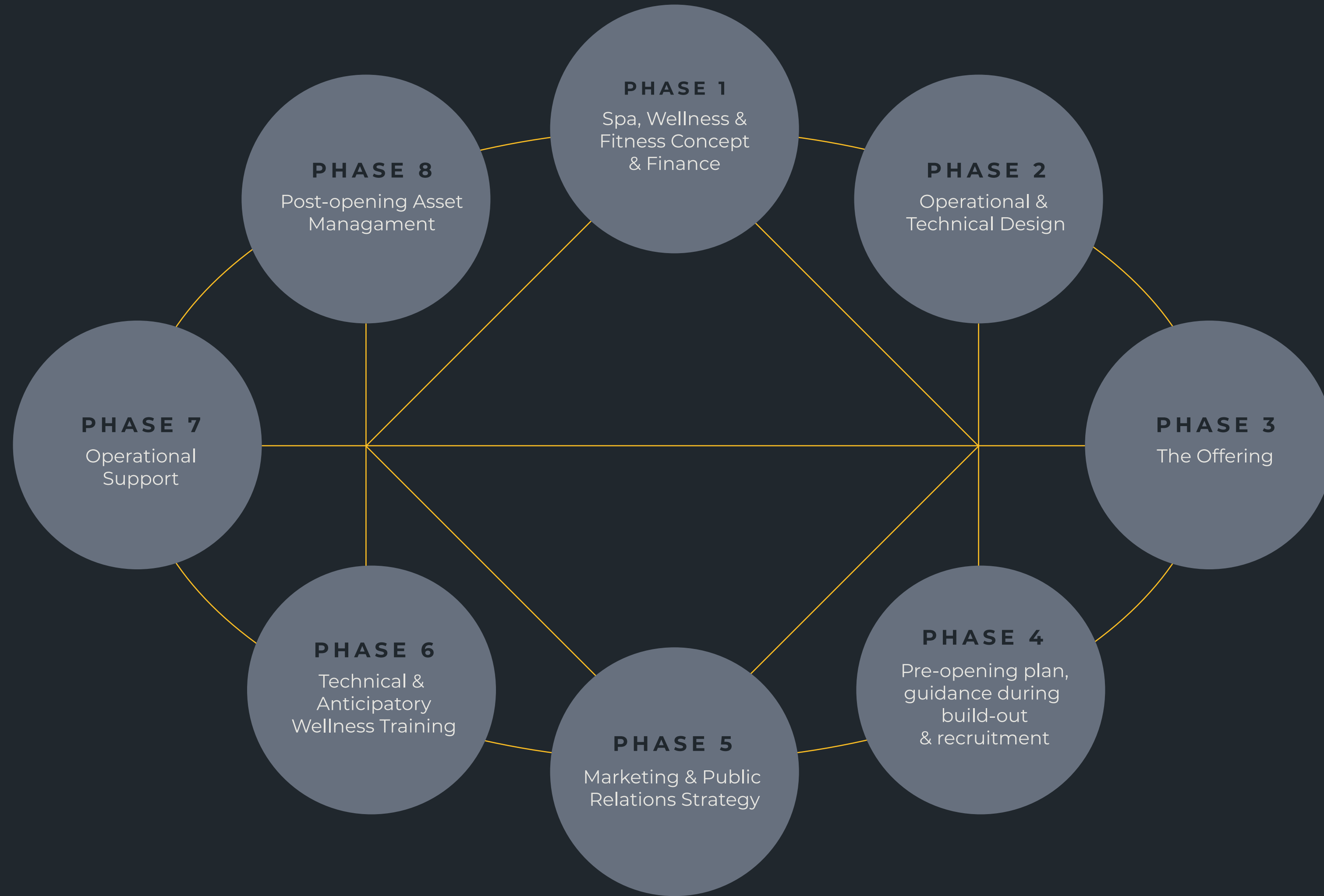
Wellness real estate will be ubiquitous.

Longevity Therapies will enter the market. Devices will move from docs office to homes. Consolidation of Ecosystems: Trackers connected to appliances. Mindfulness will be essential to how we live our lives.

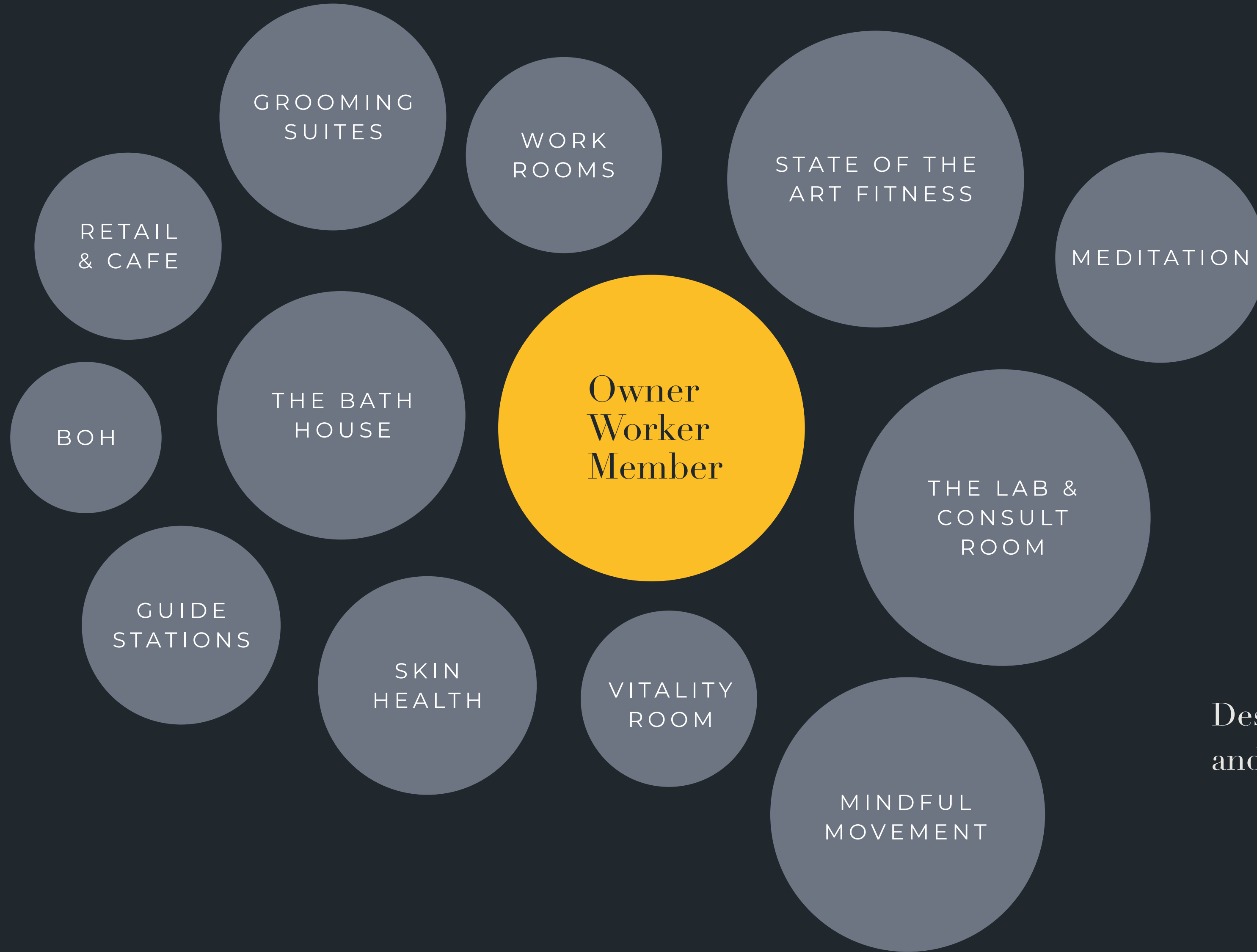
Personalized Precision Nutrition, Biofabrication & Agricultural technologies.

Health Centers will be second homes: integrated with community, medical & health services.

THE WELLNESS IN THE FUTURE



THE WELLNESS IN THE FUTURE



Designed to meet the fitness and wellness needs of locals.

WELLNESS ARCHITECTURAL DESIGN TRENDS



THINK GLOBALLY & ACT LOCALLY
TO CONTRIBUTE SUSTAINABLY FOR
THE OVERALL WELL-BEING OF HUMANITY

OBMI designs architecture for the present and future, with a keen sense of responsibility. In everything we do, our intention is to support our clients in leading sustainable practices for the ultimate well-being of the places and communities where our designs are found. These values pervade our work globally so people can continue to experience incredibly memorable moments in perpetuity.

LEARN MORE:
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