

## Tampa Metropolitan Area



We added HydroMassage about a week ago, and our members have been really impressed that in these tough times, we still went ahead and added something new to enhance their experience. However, I think that tough times are the best time to invest in something different from other clubs in the area. We have a Shapes not far away, and a new LA Fitness opening up soon in our area, so now this is just like a little cherry on top of everything else we do for our members.

We use HydroMassage a lot on our new member tours, and just getting people on it once is the most important thing, because after that, they buy it. Once I tell people that \$10-15 a month is only 45 cents a massage, they say, "Oh, wow you're right", and they sign-up pretty quickly after that. But, even if people don't sign-up for a gym membership that day, the fact that we gave them a free massage speaks volumes for us, and it leaves people with a nice feeling before they leave.

There's always a steady flow of people using HydroMassage back to back in the mornings and early evenings, which are our normal busy times. Many of our triathletes like to use it every day to help with the soreness after they beat up their bodies, and there's always a huge rush for the bed after our Silver Sneakers classes in the morning. Even though the Silver Sneakers members don't pay for their memberships, many of them have paid the extra \$10 to use the bed.

We have had about 90 people add it to their membership in the first week, and other than adding it to our website, we haven't even really started marketing it yet. I've had several other Y's in the area call me and ask how it's doing, and I've told them that it will always be harder to get new members than to keep the ones that you have. So, if we can keep the members that we have happy and show them that we do care; I think that they'll feel good about the place they do belong to. So I think HydroMassage has definitely been a great addition... and I use it every second I can!

A handwritten signature in black ink, appearing to read 'Vanelis Vasquez'.

Vanelis Vasquez, Wellness Coordinator  
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