

Digital Gym Enhances Fitness Experience

ADVANCED VIDEO TECHNOLOGY AND INTERACTIVE CONTENT ELEVATES HOTEL GYM TO AN IMMERSIVE HEALTH CLUB EXPERIENCE

As technology evolves, people's demands on hotel experiences change. Marriott Hotels (www.marriott.com) was challenged to enhance its fitness offerings to meet the new needs of travelers who are looking for more flexible solutions to their workouts on the road.

Marriott identified a goal of reinventing the hotel fitness center into an inviting, flexible modern space that allows guests to engage in fitness classes and programs that fit individual needs and schedules. Simultaneously, the company sought to maximize cost-effectiveness, as well as using updated facilities as a selling point to attract guests.

Marriott turned to LG Electronics (www.lg.com) to provide digital signage displays to transform a dated gym into a modern workout center at its Charlotte Marriott City Center, located in downtown Charlotte, N.C. Marriott implemented a 3x3 video wall of 47-inch class LG display panels and LG soundbars in the property's newly renovated fitness center. Paired with Fitness on Demand's massive catalog of virtual fitness classes, the LG displays were daisy-chained together to create a fully immersive workout experience. Guests are able to enjoy an interactive, high-energy workout, whether in a group setting or "solo" session.

"By pairing Fitness on Demand's catalog of popular workouts and LG's cutting-edge display and audio technology, Marriott is taking the lead to provide gym-going guests with an elevated health club experience," says Kenneth Ryan, VP of global spa operations at Marriott International.

Fitness on Demand brings a variety of challenging, interactive workout experiences to the fitness center by offering 1600 classes (including on-trend workouts such as Zumba, Beachbody, Jillian Michaels and others), all while using LG's slim-bezeled video displays,



which provides "a truly immersive experience for guests," Ryan explains.

Cost-effective benefits for guests and hotels

There is no cost to guests to use any of the on-demand services, which provides them with extra incentive to use the facilities. To ensure that the design aesthetic remains consistent throughout participating Marriott hotels, a "design guide" will be distributed to provide hotel staff with a standardized yet customizable approach for the appearance of finished fitness spaces, which also will help cut design costs. Additionally, Marriott Hotel employees, at participating locations, go through a half-day of training so that they can best teach guests how to operate the fitness experience by themselves to ensure an enjoyable gym-going experience. The Charlotte Marriott City Center's revamped fitness center opened to guests in early 2016, and it has already experienced a flood of positive results in guest foot traffic and overall feedback. Guests at the Charlotte property have compared the new fitness center experience to an "elevated health club" workout.

"We can't wait to install more LG video walls across more Marriott Hotels locations in the United States" Ryan says. "Fitness on Demand and LG are helping Marriott to set the new standard for hotel fitness facilities and reshape the gym experience in hotels."