



The New Hotel Analytics

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Spa & Club Ideations Adds Distribution Channels To Enhance Health, Spa & Wellness Offerings

Jeff and Michele Kohl to Distribute SolTec Lounge and HOPSports.

With 50 combined years in spa and health, Jeff and Michele Kohl of Spa & Club Ideations know the ins and outs of wellness. Based on their vast network of connections throughout the hospitality industry, the Kohls have signed on as global distributors for two brands - the SolTec Lounge and HOPSports. The products are positioned for spas & salons; resorts & hotels; country clubs; fitness & health clubs, as well as senior living communities and medical facilities.

"The desire for new ways to relieve stress and boost healthy lifestyles is not going away," says Spa & Club Ideations Co-founder Jeff Kohl. "The SolTec Lounge and videos from HOPSports can be used in spa relaxation areas, hotel guest rooms, and even as member amenities in country clubs. The products greatly benefit consumers without additional staffing being needed from the facility."

About the products:

The new SolTec Lounge is a simple way to promote stress relief - by simply resting in a chair. The SolTec Lounge was created by Dr. Dan Cohen, who is known for licensing and bringing to market the Breathe Right nasal strip. SolTec technology:

- Improves your sense of well-being as well as level of peace and tranquility.
- Profoundly relaxes the entire physical body and mind.

"As hospitality professionals, we know all too well the stress levels of guests and members. Three out of four doctor's visits are for stress-related ailments; relieving that stress is now as simple as resting in the SolTec Lounge. We fully support the SolTec Lounge as a wonderful tool for relaxation, stress relief and meditation," adds Spa & Club Ideations Co-founder Michele Kohl.

SolTec technology allows for a sound, magnetic and vibration therapy session. The technology includes specially designed music that is layered (multiple melodies play simultaneously). The music fades into the distance as the user develops a relaxed and inattentive state. The relaxation benefits tend to emerge after the first or second session and deepen thereafter.

HOPSports has more than 25 years of experience developing exercise and physical-activity video content specifically designed to work in small spaces.

Schools & universities, hospitals, recreation centers, and treatment facilities in more than 70 countries have implemented HOPSports as an effective health and wellness program. "HOPSports provides a ready-to-implement solution to resonate with the entire customer base. We envision this product as an enhancement to the guest and member experience that can be done in the privacy of their room," adds Jeff Kohl.

The HOPSports platform is designed to customize content. Corporate messaging is directly incorporated within the physical-activity experience to increase effectiveness and viewership. "For example, hotel brands can promote services and property amenities during the workout, provide sight-seeing recommendations and showcase destinations within the hotel chain," suggests Michele Kohl.

To learn more about the products, the Kohls may be reached via mkohl@spaclubideations.com and jkohl@spaclubideations.com or visit www.spaclubideations.com.

