

aescape × HUDSON ADVISORS

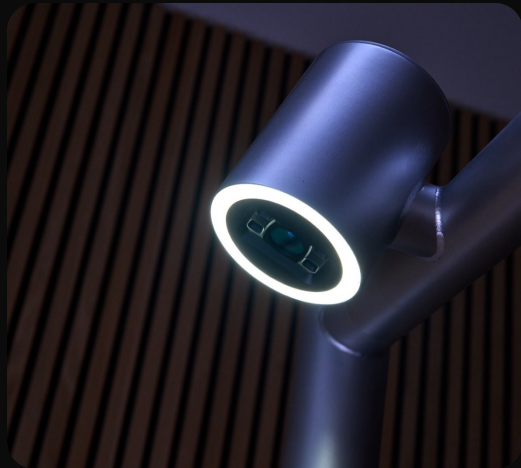
Most wellness amenities are a cost of doing business. This one earns.

What eighteen months across the Marriott portfolio show about recovery, revenue, and guest experience — prepared for Hudson Advisors.

THE PRODUCT · WHAT AESCAPE IS

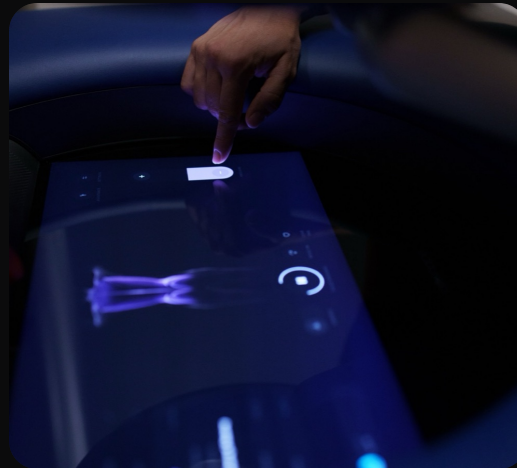
Precision bodywork, personalized every session, consistent for every guest.

The guest lies down, fully clothed. The table maps their body and delivers personalized bodywork that adapts in real time — no appointment, no oils, and no staff in the room. A 15- to 60-minute session, available around the clock.



Body mapping

Every session opens with a real-time map of the body — targeted work from the first minute.



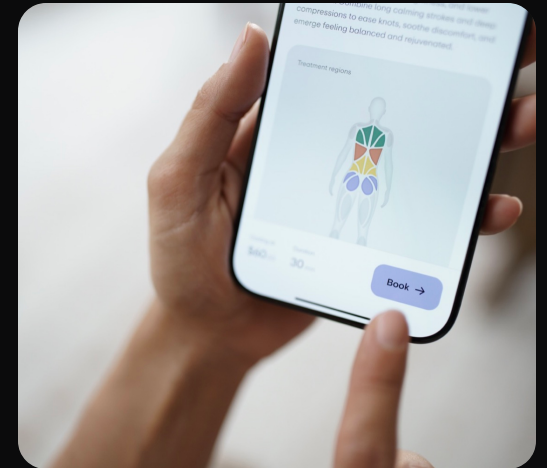
Real-time adaptation

Guests tune pressure, focus, music, and visuals throughout the session.



Clothed and oil-free

Private and self-guided — back to the day in minutes, with no shower needed.



An experience they return for

A programmed, repeatable session guests build into the stay — and post about.

CASE STUDY · URBAN HOTEL

Under-performing keys become profit centers.

The W Seattle, Washington

Deployed in a converted guest room with no spa, activating untapped square footage and capturing recovery demand from travelers, with no added staff required.

136

Sessions booked in the third full month

61%

Chose the 30 minute experience

\$35.0K

Revenue, through H1 2026

On air

Earned local television coverage of the format





CASE STUDY · LUXURY RESORT

A luxury resort where demand is now outpacing what a single table can hold.

The Ritz-Carlton Orlando, Grande Lakes · Live since Dec 2024

~\$13.7K

Average monthly revenue

\$94

Revenue per session

92.2%

Guest satisfaction, sustained at a five-star resort more than a year in

874

Sessions, through H1 2026

Roughly \$14K a month since December 2024, earned across several channels at once: in-room and spa bookings, ResortPass day guests, and group buy-outs. A 30-minute session plus spa day pass, from \$155, opens the room to day guests as well as hotel guests.

PEER REFERENCE

The luxury stamp, backed by guests who came back for it.

“It has brought a sense of the future and innovation to our spa while still maintaining the Ritz-Carlton experience our guests expect. The feedback has been 100% positive.”

Spa Director, The Ritz-Carlton

“The robot's hands were warm and it was very soothing. Such a great experience. I'd definitely return.”

GUEST · THE RITZ-CARLTON ORLANDO

“You customize your massage: music, visuals, pressure throughout. I love that I had full control.”

GUEST · THE RITZ-CARLTON ORLANDO

“Started my wellness journey with this state of the art massage. Completely out of this world.”

GUEST · THE RITZ-CARLTON ORLANDO





CASE STUDY · THE RESORT-FEE LEVER

Guest adoption became a property-wide fee increase.

The Ritz-Carlton Bacara, Santa Barbara

\$60→\$65

Resort-fee move, May 1

+\$5

Per guest night, property-wide

794

Sessions during the bundled launch

95–100%

Margin on resort-fee revenue, near pure

Adoption ran deep enough to unbundle Aescape and raise the fee \$5 on every guest night — a property-wide lift that out-earns per-session revenue. Replicability depends on property segment and fee tolerance.

SANTA BARBARA, CA



The Ritz-Carlton Bacara

ORLANDO, FL



The Ritz-Carlton Orlando, Grande Lakes

CASE STUDY · THE DAY-GUEST CHANNEL

aescape + RESORTPASS

Aescape + ResortPass: boosting a high-margin channel.

At The Ritz-Carlton Bacara, day-guest revenue alone brought in more than twice the \$10K annual Platform fee in year one.

The Ritz-Carlton Bacara, Santa Barbara

\$2.2K/mo

Average reported since launching on ResortPass, Jun 2025

\$22.4K net in the first year — summer peak
\$5.8K in a single month.

The Ritz-Carlton Orlando, Grande Lakes

\$1.2K/mo

Average reported since launching on ResortPass, Jun 2025

\$13.0K net since launch — a 30-minute
session plus spa day pass, from \$155.

Another lever alongside **group buyouts, corporate events, and wellness programming**: guests who never book a room buy a pass, book Aescape, and spend on property — food and beverage, spa, retail. Figures are net of ResortPass's estimated 25% commission.

AESCAPE x HUDSON ADVISORS

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ABOVE THE TABLE

Beyond the booking: value that compounds.

Session revenue is the visible layer. The system also lifts resort fees, group business, cross-property spend, loyalty, and the asset story, where each lever reinforces the next.

Resort & destination fees

A reason the fee exists

A 24/7 recovery amenity guests can use the day they arrive.

Group & event sales

Buyouts and incentives

Full-day buyouts and wellness activations, bookable as a fixed asset, not a labor pool.

Spa & F&B cross-traffic

Traffic across property

Brings non-spa guests onto the wellness floor; pairs with retail, dining, and pool passes.

Service recovery

A premium gesture

A complimentary session for VIP arrivals, late check-ins, or service issues, at no staffing cost.

Loyalty & Bonvoy ITR

Lifts NPS and repeat stays

A high-value experience guests post about and recommend, strengthening loyalty.

Owner & brand story

A modern wellness narrative

A concrete proof point for asset reviews, brand standards, and capital-partner conversations.





THE PLAYBOOK · SITE SELECTION

Picking the perfect space.

The right room is rarely a new buildout. Start wide, filter on operations and experience, then make the table easy to find.

01 · THE CONSIDERATION SET

Underperforming or available space

Idle treatment rooms, under-performing keys, fitness corners, former retail — any by-the-way indoor space with electricity that meets the technical spec belongs on the shortlist.

02 · THE OPERATING LENS

Seamless to run, great to experience

Filter for what your team can operationalize without friction — check-in flow, housekeeping, proximity to staff — and the guest experience you want to deliver: privacy, quiet, and a considered arrival.

03 · THE SHOWCASE

Visibility that promotes the table

Sightlines, signage, and adjacency to lobby, fitness, or spa traffic turn footfall into discovery. The best locations market the amenity all day without spending a dollar.



EASY TO DEPLOY

Minimal footprint. No buildout.

A standalone system that drops into almost any underused room — no plumbing, no construction. White-glove delivery and installation included.



FOOTPRINT

8 × 10' room or space



POWER

120V · 4–5 amps · standard outlet



CONNECTIVITY

25 Mbps · ethernet or Wi-Fi

About 2x the GOPPAR of a guest room, without the labor.

An Aescape room matches a staffed treatment room on profit density, scales linearly with table count, and carries none of the labor or buildout.

HOTEL ROOM · STATUS QUO

1x

Per-room profit only

Keeping the space as a guest room contributes only its own per-room profit.

TREATMENT ROOM

~2x

Comparable GOPPAR

Matches the profit density, but commits the operator to a dedicated therapist.

Commits ~\$91K / yr per FTE · 6–12 month buildout

AESCAPE ROOM

~2x

Same economics, no labor

Rivals staffed treatment-room economics and scales linearly with table count.

No incremental labor required · ships 6–8 weeks · installs in 1–2 days

GOPPAR contribution measured as annual profit from one space unit divided by total rooms. Benchmark NOPAT of \$71,070 per table. Illustrative.

THE MODEL · HUDSON PARTNER PRICING

Own the asset. Save \$20,000 on every table with Hudson partner pricing.

Hardware delivers the experience. Platform keeps it performing. Network adds demand on top of your own.

HARDWARE

One-time. You own it.

A fully integrated recovery system, installed and supported. 3-year warranty with 2-year extension available, ~99% uptime, 2-business-day field SLA.

SAVE \$20,000

\$105,000 List ~~\$125,000~~

Delivery, white-glove install, training, apparel, and launch marketing assets included.

PLATFORM

Annual. Keeps it performing.

Software, remote monitoring, reporting, recovery content, and dedicated Partner Success.

SAVE \$10,000

\$10K annually per device

Bundle 5 years of Platform with your purchase and save 20%. 2-year commitment, then renews annually.

NETWORK

Opt-in. Pay for outcomes.

Discovery, booking, and incremental demand that fills the table, managed by Aescape.

COMING SOON

Pay for Performance

0% on your own demand · 7.5% your members and customers booked through the Aescape app · 15% returning · 30% on first-time Aescape users.

NEXT STEP

Bring Aescape to the portfolio.

WELLNESS POSITIONING

The recovery layer full-service hotels are missing

DIFFERENTIATED AMENITY

Available around the clock, with no therapist to book

OWNER ECONOMICS

A high-margin ancillary line, reported monthly

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