



# Fitting in Fitness

Learn how these proprietors have woven workouts *and* spa services into their daily offerings. *By Rachel Kossman*

Since its inception more than a decade ago, **Matrix Fitness and Spa** ([matrixfitnessandspa.com](http://matrixfitnessandspa.com)) in Denver has been both a gym and day spa facility. To encourage staff to cross-promote, the business has devised programs to expose its 60-person staff to all that Matrix has to offer: Employees are gifted complimentary spa services for their birthdays; monthly, each department's top provider receives a spa treatment of their choice; and company training pairs gym instructors with spa staff members to demo their services on each other. "I've noticed that when our trainers make recommendations to clients, they really listen," explains vice president Kami Banks. To further capitalize, Matrix created the Starter Kit (\$525, \$399 for new members), which includes four personal training sessions, a nutritional consultation and a 60-minute spa service. "Immediately introducing guests to all of our facilities and services is crucial to making sure they'll stay active and engaged," says Banks.

For Cassandra Benning, owner of **The Floating Lotus Yoga Studio and Day Spa** ([floatinglotusyogastudio.com](http://floatinglotusyogastudio.com)) in Little Rock, Arkansas, opening a hybrid yoga-spa space was just as much about marrying her passions as it was about filling a need in her community. "Honestly, I just didn't want to choose between the two!" says Benning of her 2009 decision. Today, the entrepreneur reports that business is thriving, and that she enjoys a lot of cross-pollination between yoga and spa visitors. To ensure crossover, the spa developed a Well Being Membership. For \$110 a month, clients receive an hour-long service, access to unlimited yoga sessions and 10% off retail purchases. "I don't try to be something I'm not," Benning says of her purposefully light yoga class schedule, which is designed for clients of all ages and athletic abilities. "But what we *are* is a spa that's all-encompassing of mind, body and spirit—we help our clients feel nourished, refreshed and renewed," she adds.

In 2011, Stephanie Jestadt founded **The Nest Yoga + Fitness Studio** ([thenestyoga.org](http://thenestyoga.org)), a 750-square-foot space within **Cedar Stone Spa** ([cedarstonespa.com](http://cedarstonespa.com)). Over the next two years, the Harrisonburg, Virginia-based businesses saw remarkable, collective growth. "It's a very successful niche," reports Cedar Stone Spa owner Sandra Hoak. "The demand for yoga and spa services increased simultaneously." In 2013, Jestadt moved The Nest four miles east to a 3,000-square-foot studio, complete with an individual treatment room. But the founders kept their Wellness Package intact—a \$165 membership, sold in six-month bundles, that includes two monthly services, weekly fitness classes and a wellness consultation. The Nest's schedule now boasts 31 fitness classes per week and at least half of their collective clientele partakes in both spa and yoga offerings. "Our partnership gives people an opportunity to try yoga in a place where they feel safe and comfortable," explains Jestadt.