aescape × MARRIOTT

Three years building the recovery playbook.

What our partnership shows about recovery, revenue, and guest experience across the Marriott portfolio.

WHAT WE ARE BUILDING

Aescape is building the future of recovery.

Intelligent, precision bodywork that adapts to every body, turning recovery into a consistent, outcomes driven practice.

Occasional becomes **routine.**

Subjective becomes **measurable.**

Limited becomes **scalable.**

Three years building the playbook for recovery and revenue at scale.

After launching more than eight years ago, Aescape has spent three plus years partnering with Marriott, its global wellness leadership, and first movers, learning how to support owners, management companies, GMs, spa and wellness leaders, and guests.

Aescape is an ROI project: a CapEx investment with a built in cash flow stream that adds ancillary wellness revenue and generates demand, with no incremental labor required.

8+ yrs	3+ yrs
Building intelligent recovery	Partnering with Marriott

THE THESIS

Recovery is emerging as a core guest wellness experience.

Across Marriott properties, Aescape is proving that intelligent recovery generates strong demand while improving hospitality economics.

REVENUE

Monetize underused space

Turns unused or underutilized square footage into revenue, and captures wellness demand even at non spa properties.

GUEST EXPERIENCE

Premium, available 24/7

Appeals to luxury wellness travelers and athletic recovery guests alike, with no appointment and no provider variability.

PROPERTY VALUE

Beyond the booking

Lifts NOI and asset value at prevailing cap rates, and opens above the table revenue that compounds over time.

$7–15K+
Monthly GMV potential per table

88–96%
Guest satisfaction across properties

Strong
Adoption in luxury resort and urban hotel formats

PROVEN ACROSS THE PORTFOLIO

Live across Marriott's most prestigious brands.

From ski resorts to urban hotels to flagship wellness venues. Live installations and a growing pipeline across St. Regis, The Ritz-Carlton, W Hotels, Westin, JW Marriott, Autograph Collection, and Luxury Collection.

St. Regis Aspen	St. Regis	CO	Live
The Ritz-Carlton Orlando	Ritz-Carlton	FL	Live
The Ritz-Carlton Santa Barbara	Ritz-Carlton	CA	Live
W Hollywood	W Hotels	CA	Live
W Seattle	W Hotels	WA	Live
W Scottsdale	W Hotels	AZ	Live

W Boston	W Hotels	MA	Live
Westin Copley Square	Westin	MA	Live
Westin Maui	Westin	HI	Live
JW Marriott Austin	JW Marriott	TX	Live
Union Club Hotel, Purdue	Autograph	IN	Live
Hotel Ivy	Luxury Collection	MN	Soon

12

Properties, live and launching

11

States represented, coast to coast

94%

Average guest satisfaction

CASE STUDY · LUXURY RESORT

Idle spa space becomes a recovery engine.

St. Regis Aspen, Colorado

5×
Utilization spike during peak ski season

73%
Chose the 60 minute experience

$212
Revenue per session — on a 60-minute-led mix

5→27
Sessions per week through holiday demand

“We transformed previously idle space into a high performing revenue generator.”

Spa Director, St. Regis Aspen

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

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

PORTFOLIO PERFORMANCE

Performance holds across the Aescape hospitality portfolio.

Across more than ten live luxury properties, demand is real and growing, and the experience holds. Revenue ramps fast, then settles into a durable band.

$6,248
Typical month across live hotels

$12.3K
Top performing property, at a $119 ticket

93%
Guest CSAT across properties

$83
Weighted average session value

+38%
Nine month revenue growth at a 532 room convention resort

103
Paid sessions per month at that property

$15.1K
Highest single peak month across the portfolio

USE OF SPACE · PER-ROOM GOPPAR

About 2× 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

1×

Per-room profit only

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

TREATMENT ROOM

~2×

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

~2×

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 LANDSCAPE

Built to out-deliver every alternative.

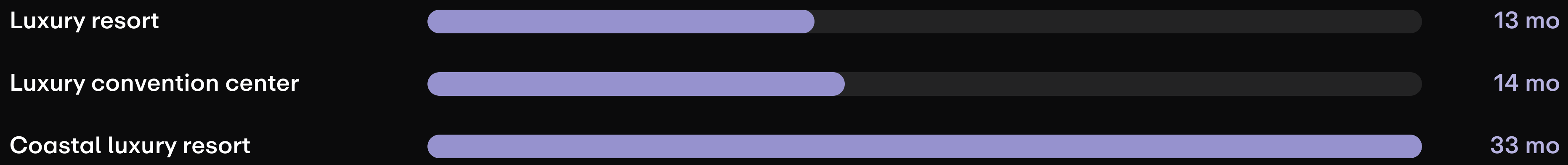
	AESCAPE	HUMAN BODYWORK	PASSIVE MODALITIES massage chairs · sauna · cold plunge · red light
Consistent every session	●	○	◐
Runs every open hour	●	○	●
No added labor required	●	○	●
Personalized to the body	●	◐	○
Measurable outcomes & data	●	○	○
Recurring, high-margin revenue	●	◐	◐
Scalable	●	○	●

● delivers ◐ partial ○ doesn’t

ROIC & PAYBACK

Aescape clears the metrics hospitality underwrites.

Payback ranges by property type. Luxury resorts land 13–14 months; coastal and convention properties, 33 months. The variance tracks seasonality, occupancy mix, and utilization ramp. These are the same factors that drive room and spa economics.



~24 mo
Blended average payback across property types

30–65%
Unburdened ROIC, top three properties

$50–150
Profit per square foot, per month

$131K
Cash capex per table, all in

All-in capex includes the average cost of optional capital improvements the property elected to make.

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.

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.

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.

Own the asset. Save $20,000 on every table with Marriott 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.

THE OPPORTUNITY AHEAD

Solidify Marriott as the destination for premium recovery.

Scaling across the portfolio does three things at once.

CATEGORY LEADERSHIP

A premium wellness destination

Own the emerging recovery category across the portfolio, giving every brand a differentiated, modern wellness story guests seek out.

GUEST LOYALTY

Higher Intent to Recommend

A high-value experience guests post about and return for, lifting ITR, NPS, and Bonvoy engagement.

OWNER ECONOMICS

Ancillary revenue, no added labor required

Underused space becomes high-margin NOI that flows to asset value, with no incremental staffing.

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