

# I-FEEL SPA INTERNATIONAL

Strategy, wellness design, technology and launch

WELLNESS FACILITIES FOR HOTELS, BRANDED RESIDENCES  
AND PRIVATE ESTATES

25+ YEARS  
OF INTERNATIONAL EXPERIENCE  
| 100+ PROJECTS DELIVERED  
| 15+ COUNTRIES

Offices in Dubai

I-FEEL SPA  
INTERNATIONAL

WELLNESS  
DESIGN & DEVICE

# WELLNESS IS PART OF THE ASSET

A decade ago a hotel added a spa because the neighbor had one. Today guests arrive with sleep data, a recovery program and a separate budget for health. They choose the property that can deliver this, and they pay more when it is done well.

Demand is clear. Yet wellness spaces are still often handed over without a complete business and operating model: water, heating, ventilation, heavy equipment, medical rules, staff and a service model, all in one area. The architect designs the building. The contractor builds it. The operator inherits decisions that were made without a clear cost attached.



## WHERE PROJECTS LOSE MONEY

- **Function.** A layout that looks right on paper loses 20 to 30 percent of treatment-room capacity.
- **Capital.** Equipment is bought with no workload model, then sits unused.
- **Rework.** Floor loads, drainage and power requirements are confirmed only on site, at many times the cost of addressing them during design.
- **Reputation.** The guest comes once and does not come back.

# WHAT WE TAKE



## *In Our Scope*

### COMPOSITION OF THE WELLNESS PROJECT:

strategy, concept, layouts, guest routes, financial model.

### TECHNICAL REQUIREMENTS:

for the wellness area, prepared for your architect and engineers.

### EQUIPMENT:

which machines belong in the facility, at what capacity, and with what installation and running costs — all documented in the technical package.

### PREPARATION FOR OPENING:

protocols, menus, pricing, recruitment support, training, pre-opening.

### AFTER OPENING:

monitoring of indicators and adjustments for an agreed period, usually twelve months.

# DESIGN, OPERATIONS, TECHNOLOGY

## WE DESIGN

Concepts, financial models and delivery of wellness facilities across Europe, the CIS, Africa and Asia. More than 100 projects in 15+ countries.

## WE OPERATE

We run our own medical wellness facility. Protocols are used with guests every day. We keep the equipment operational and train the staff. Client operating assumptions are tested against real-world operating experience.



## WE SPECIFY TECHNOLOGY

Equipment is selected against the guest program, the workload and the running costs. The specification says what belongs in the rooms, why, and what it costs to run.

# HOW THE NUMBERS WORK

## *Worked Example. One Stay.*

AVERAGE DAILY RATE (ADR):

EUR 175 per room per night

ROOM REVENUE:

7 x EUR 175 = EUR 1,225

STAY:

7 nights

WELLNESS PROGRAM:

EUR 480 per person for 7 days.

ASSUMPTION:

one guest in the room purchases the program

ADD-ON:

EUR 480, about 39% of room revenue for that stay. The program is priced per person, not per room. If two guests purchase the program, the add-on would double.



### WHAT WE MODEL USING YOUR FIGURES

- **Inputs:** rooms, occupancy, ADR, treatment rooms, opening hours, staffing.
- **Planned utilization and ticket mix.**
- **Spa revenue.**
- **Operating costs:** staff, consumables, maintenance.
- **Result:** spa gross operating profit and spa share of hotel revenue.

A conventional hotel spa is often around 3.5% of hotel revenue. That is a sector reference. It is not the same metric as the 39% add-on above.

We run this on your rates and your staff costs before equipment is ordered.

# WHAT WE CREATE



## HOTELS AND RESORTS

Wellness centers, recovery zones, thermal and hydrotherapy complexes, longevity floors, medical spa departments. We also redesign spas that are not generating sufficient revenue from their space.



## BRANDED RESIDENCES AND PRIVATE VILLAS

Private wellness suites, recovery rooms, spa baths and in-home longevity installations. Amenities that support property value and sales velocity, not just the brochure.



## MIXED-USE COMPLEXES

Health clubs for residents, recovery areas, and longevity infrastructure as a shared asset of the master plan.



## LONGEVITY CENTERS AND MEDICAL WELLNESS

Stand-alone facilities focused on diagnostics, prevention and recovery. Our core specialty, and our own operating experience.

# SERVICES



## 01 STRATEGY AND BUSINESS CASE

Market and competitor analysis, positioning, guest profiles, product model, financial model, budget, payback.

## 02 CONCEPT

The idea, the guest experience, the room mix, and concept documents for investors and the design team.

## 03 LAYOUT AND TECHNICAL PACKAGE

Layouts, guest routes, zoning, engineering briefs, and technical requirements for the wellness area: water, drainage, power, HVAC loads, floor loads, ceiling heights, waterproofing. Your architect and engineers remain responsible for building drawings and MEP.

## 04 TECHNOLOGY AND EQUIPMENT

Selection based on the program and the operating model. A specification covering capacity, installation requirements, staffing, running costs and service. It defines what belongs in the facility and why.

## 05 SENSORY DESIGN

Light, sound, scent, materials, temperature, and the sequence of the guest route.

## 06 OPERATING MODEL AND LAUNCH

Protocols and menus, pricing, staffing plan, recruitment support, training, standards, pre-opening and launch.

## 07 SUPPORT AFTER OPENING

Twelve months of monitoring against the model, adjustments to protocols and prices, further training, reviews at six and twelve months after opening. This is advisory support, not a profit guarantee or hotel management unless separately mandated.

# THE RIGHT EQUIPMENT FOR THE MODEL

A machine list without a workload model is a capital risk. We check capacity, installation, staffing, running costs and service before anything is ordered. That is the point of having operators and designers in the same team.

The specification becomes the basis for procurement and installation. Training on the chosen equipment is part of launch.



*Focus*



RECOVERY  
AND REGENERATION



LONGEVITY, DIAGNOSTICS  
AND PREVENTION



HYDROTHERAPY  
AND THERMAL CIRCUITS



FITNESS AND  
PHYSICAL PERFORMANCE



MEDICAL  
AESTHETICS

MORE THAN *100 Projects*  
IN *15+ Countries*



EUROPE | THE CIS | AFRICA | ASIA

Medical and cosmetic rules, climate, engineering, privacy and seasonality differ by market. These factors are built into the project from day one.



OFFICE IN DUBAI

# *Selected Projects*

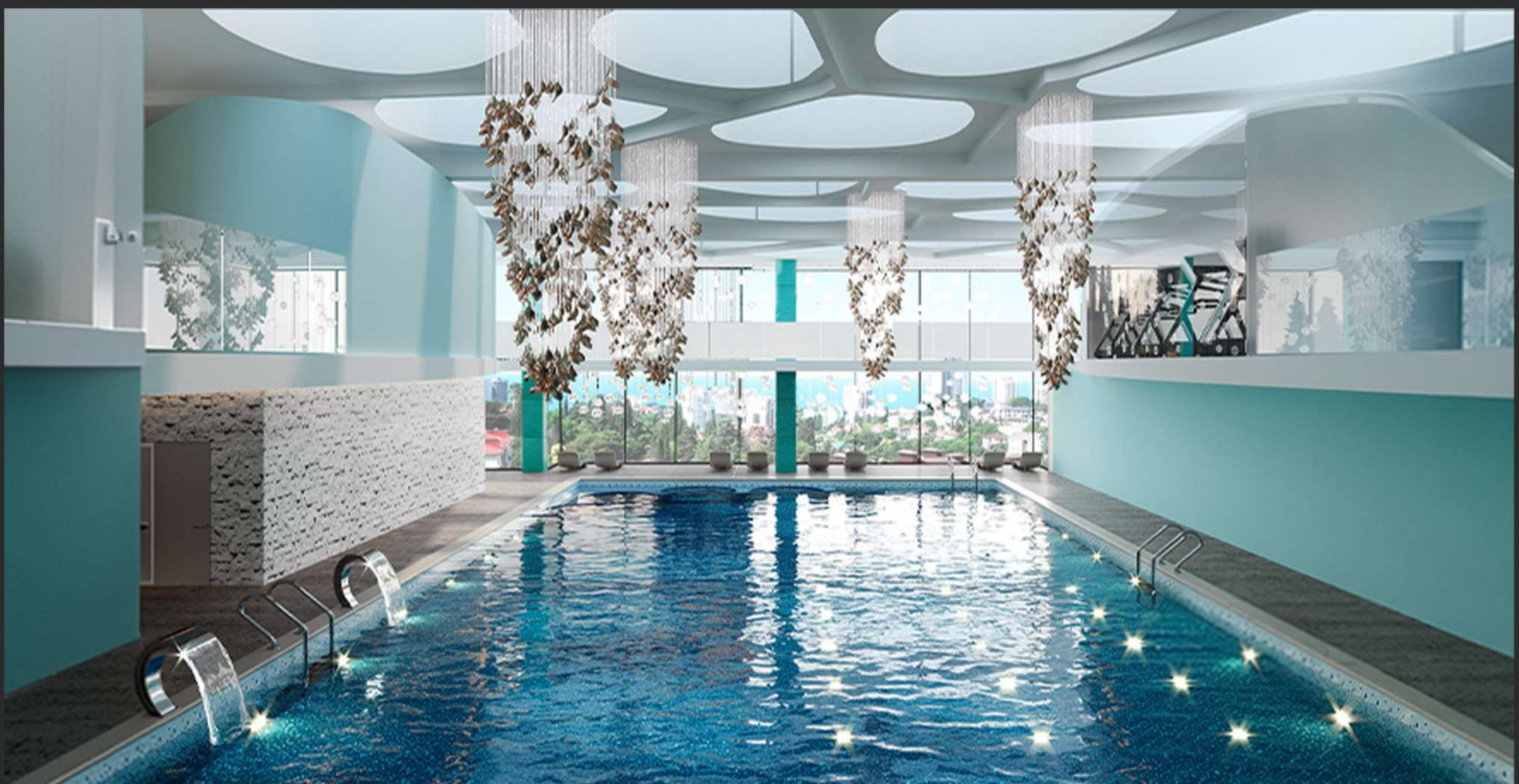
## PALMIRA BUSINESS HOTEL

2025 | 3,700 sq. m | Concept, technical planning, delivery of the wellness section



## RIVIERA

2019 | 5,000 sq. m | Layout and concept, strategy, design supervision, opening support



SHISHKINO

2023 | 2,000 sq. m | Concept, technical and financial feasibility study



WORLD CLASS

2023 | 300 sq. m | Design, pre-opening, expert support



LETO-LETO

2021 | 1,500 sq. m | Project review, concept and layout, business plan, and technology for an operating hotel with a water park



ARKHYZ RESORT

2020 | Three wellness hotels, rated 3, 4 and 5 stars | Concept, technical and financial feasibility study



WHO WE HAVE WORKED WITH



# Team



**NATALIA FILIPPOVA**  
**Founder, Wellness and Longevity Strategist**

Twenty-five years of experience creating, launching and turning around wellness, spa and longevity facilities across Europe and the CIS. Degree in medicine and pharmacy. Public ombudsman for aesthetic medicine clinics and medical spas. She owns and runs a medical wellness facility.

Business strategy, financial modeling, technology, operating model, project delivery.



**IRINA FILIPPOVA**  
**Longevity Architect**

Designs environments for recovery and healthy longevity, with a focus on private residences and villas.

Wellness architecture, biophilic and spatial design, guest journeys, and premium interiors.



**JULIA JOHANSSON**  
**Development and Partnerships**

Works with developers, investors and hospitality groups in the UAE and Qatar, supporting wellness and longevity projects through to investment decisions.

Partnerships, concept, technology selection, operator search, materials for investors.

# HOW WE WORK

## STEP 1 A CONVERSATION

We read the brief, the site and the constraints. No fee. No obligation. You get an initial assessment of whether the wellness component makes sense at this scale, and what has to be decided before design is locked.

## STEP 2 SCOPE AND A FIXED FEE

We agree on the modules, the deliverables, the timeline and a fixed price. No hourly rates. No open-ended scope.

## STEP 3 DESIGN COORDINATION

Strategy, concept, wellness technical package and financial model, coordinated with your architect, engineers and contractor. One point of contact for the wellness section.

## STEP 4 EQUIPMENT SPECIFICATION

We lock the specification: capacity, installation requirements, staffing and running costs.

## STEP 5 OPENING

Protocols, pricing, recruitment support, training, pre-opening and launch.

## STEP 6 FIRST YEAR

Twelve months of monitoring against the model, with adjustments and further training as needed. We do not operate the hotel. We do not guarantee a financial result. Occupancy, pricing and owner decisions remain yours.

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# WAYS TO WORK WITH US

## EXPERT REVIEW

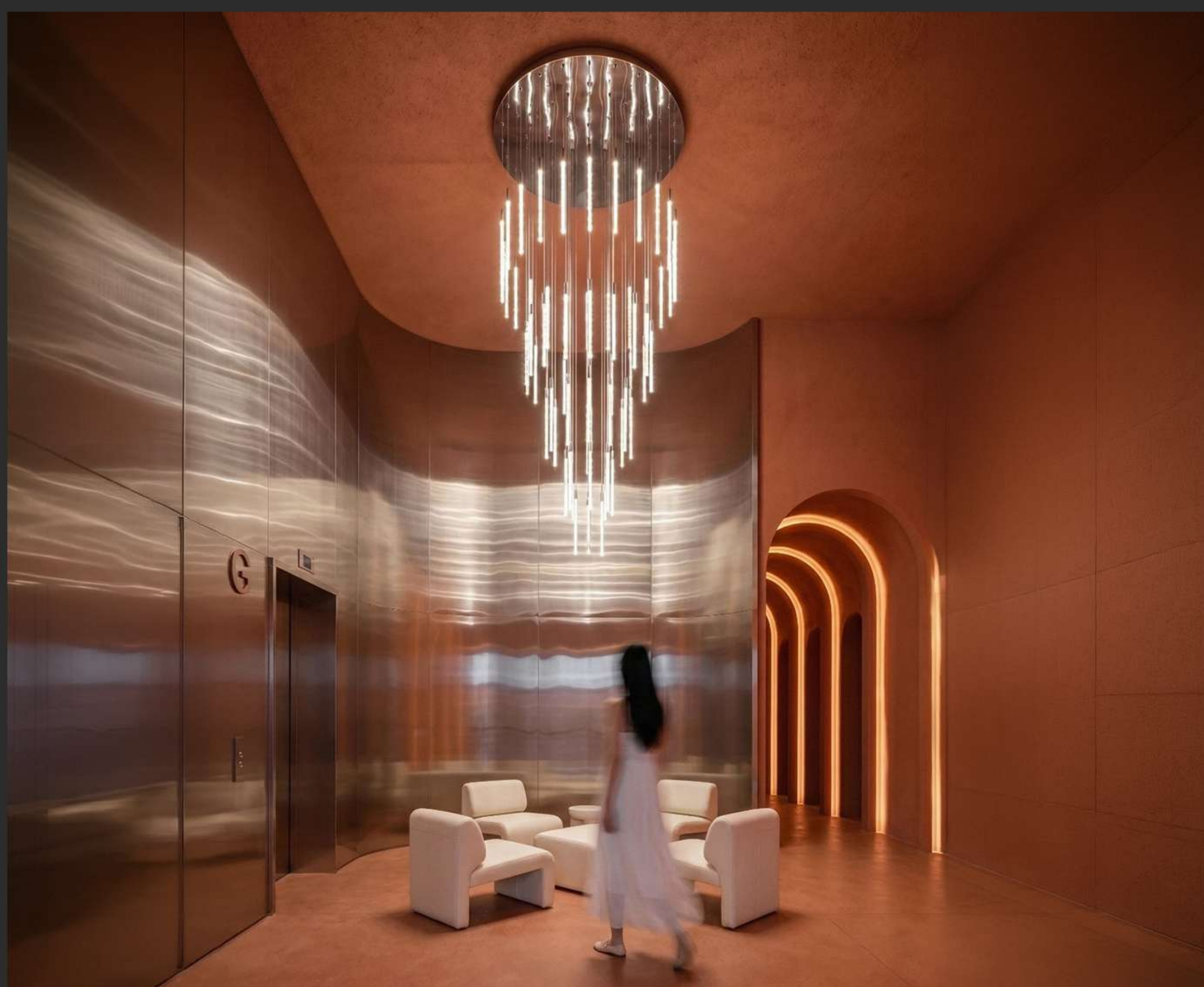
Audit of the current scheme, zoning, technical solutions for the wellness area, and a strategy note with a financial section.

For projects still in design, before decisions are locked into construction.

## CONCEPT AND DESIGN

Wellness concept, layouts, guest route, sensory strategy, equipment specification, financial model, and the wellness technical package for your architect and engineers.

For new builds and major renovations, where the wellness section needs to be finalized before site work begins.



## TURNKEY WELLNESS

Everything above, plus design supervision of the wellness area, site visits, recruitment support, training, pre-opening, launch and twelve months of monitoring.

For projects where wellness is central to the asset. One counterpart for that section. Construction stays with your contractor.

## WHY US

- **We operate our own medical wellness facility.** Assumptions are checked there first.
- **The wellness scope is written into the contract:** scope of work, technical package, equipment specification, launch and monitoring. Construction is not in that list.
- **Equipment is specified** according to the program and the operating model.
- **More than 100 projects in 15+ countries,** each adapted to local regulations, climate and market demand.

## LET'S BUILD THE FUTURE OF WELLNESS *Together*

Send us the site details, brief or floor plans. Within five business days, we provide an initial assessment of the wellness scope, the main risks, and the decisions that need to be made before design is locked. There is no charge for this.



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