

Members Only: Drive More Spa Memberships with Steam

The global spa market is growing rapidly. Projections show that it is expected to more than double from the 2021 total of $95 billion to **$185.5 billion** in 2030. Adults are more willing than ever to pay for spa treatments since the pandemic, viewing it as an investment in their health and wellness rather than an occasional luxury. A commercial steamroom is a must for any spa, as it is **one of the top three most in-demand amenities.**



Benefits of Offering SteamRooms to Customers

Installing a commercial steamroom in your spa provides several business advantages, including:

NEW REVENUE OPPORTUNITIES

Steamrooms provide an opportunity to showcase and increase sales of retail items like facial serums or body care treatments when you provide samples for use before or after the steam treatment. If you offer personal training, steam showers can be an excellent perk for membership packages.

LOW COST TO MAINTAIN

Steamrooms are an ecologically conscious use of resources. They use only a fraction of the water and electricity required for a typical shower. A steam shower averages $0.05 per minute, totaling approximately $1 for a 20-minute steam session.

COMPETITIVE ADVANTAGE

Steamrooms are a luxury amenity featured in the world's best spas. Whether your spa offers physical training, holistic therapies, or aesthetic treatments, time in the steamroom is the perfect complement. A commercial steamroom is a unique differentiator that can set your business apart.



What Health Benefits Should You Share with Prospects and Members?

Steam therapy is a beneficial treatment on its own or as a way to supplement the efficacy of other wellness amenities like massages or facials. Some steamroom health and wellness benefits to share with prospective or current spa members include:

MIND

Many people who seek steam treatments are looking for ways to relieve stress. Steamrooms promote relaxation, with many reporting increased feelings of well-being. A longer-term benefit is that it may encourage deeper and more restorative sleep.

BODY

Steam can be beneficial in supporting cardiovascular health and may provide some relief for temporary joint stiffness and muscle soreness. A steam shower can also help cleanse and hydrate skin while opening pores.

SPIRIT

Steam has long been a component of many spiritual practices in several cultures. It is beneficial in breathwork, a meditation practice. The quiet, peaceful time in the steamroom is ideal for introspection, reflection, and contemplation, which can help elevate the mood.



What Types of SteamRooms Can You Install in Your Spa?

Your spa doesn’t have to be large to accommodate a commercial steamroom. Steamrooms can be customized to virtually any size with unique features that meet heavy-duty demands. Featuring CU generators, these high-performance steamrooms can stand up to around-the-clock usage with digital controls, steam heads with no moving parts, automatic blowdown, and volume control through a steam solenoid.



SteamRooms Are a Value Add for Your Spa

A Mr. Steam commercial steamroom is simple to design and install with our Commercial SteamRoom System. Offering steam therapy enables you to build even more long-lasting engagement and partnerships with current members while attracting new ones. Our steamrooms have the added benefit of relatively low maintenance costs while enabling new revenue streams. Contact a MrSteam dealer today to get started.