



A recovery room members made part of the routine.

Elev8tion Fitness opened an ARC recovery room in its Midtown Miami club in August 2026. In the first three weeks, 66 people tried it, more than 1 in 7 came back, and 12 chose a membership.

85

sessions delivered
in the first 3 weeks

66

people served

109

sign-ups since launch

100%

of bookings kept
(zero no-shows)

THE VENUE

Elev8tion Fitness is a performance gym in Midtown Miami built around serious training. Its members push hard and expect recovery to keep up. Like most clubs, recovery is where demand runs past what a staffed service can cover, and adding treatment rooms or therapists means adding payroll.

THE OPPORTUNITY

A recovery option that runs on the members' schedule, right after a workout, with no appointment and no staff to book. ARC placed and operates the machine; Elev8tion's team hands out a bodysuit and points the way to the room.

WHY IT FIT ELEV8TION'S MEMBERS

Elev8tion's members skew performance-driven and data-minded, the two groups most drawn to on-demand recovery. They wanted recovery that fits between training and the rest of the day: a session they can book in 60 seconds, taken fully clothed, with no waiting and no tipping, and a 1.1 million-point body scan that personalizes every session.

[ADD VENUE PHOTO: the ARC recovery room
at Elev8tion Fitness, Midtown Miami]

MEMBER VOICE · [TESTIMONIAL PLACEHOLDER]

A member on fitting recovery into training day, in their own words.

[NAME], [TITLE], Elev8tion Fitness Midtown · Headshot or 30-second video clip placeholder

WHAT HAPPENED

A fast start, and members are already coming back.

12 active Members already, three weeks in

1 in 7 came back for a second session, most within a week

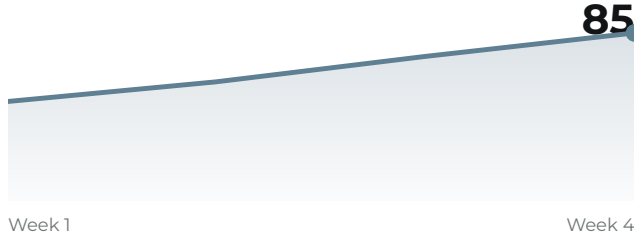
1 in 6 of the people who tried it joined as Members

1 in 3 sessions happen after 5 PM, right in the post-workout window

9 in 10 sessions run 30 minutes or less, the quick reset between workouts

5 days median time to return, so the habit forms fast

CUMULATIVE SESSIONS SINCE LAUNCH



Sessions cluster in the afternoon and evening, with more than 1 in 3 landing after 5 PM, right when members finish training. Nine in ten sessions run 30 minutes or less, the quick reset that fits between a workout and the rest of the day. About a third of bookings are made online by members themselves, so the front desk stays light.

WHAT THIS MEANS FOR A FITNESS CLUB

For the general manager

A new reason to join and stay.

85 sessions and 12 Members in three weeks, with no new hires, no scheduling load, and no capital. A recovery amenity that runs on its own.

For membership and trainers

Recovery that fills the after-workout gap.

More than 1 in 3 sessions land after 5 PM and 9 in 10 run 30 minutes or less. About a third of bookings are self-serve, so the desk isn't the bottleneck.

For your members

Recovery on their schedule.

Book in 60 seconds, lie down fully clothed, and let a 1.1 million-point body scan personalize the session. A reset between training days with no waiting and no tipping.

WHAT ELEV8TION'S TEAM DOES

- Introduces the machine to members and trainers
- Hands out a laundered bodysuit and points the way to the room
- Displays ARC signage and names an on-site champion

WHAT ARC HANDLES

- The machine, delivery, install, and configuration at no cost to the venue
- Booking, payment, memberships, and the AI receptionist that answers the phone
- Maintenance, monitoring, bodysuit inventory, launch marketing, and Member support

WHAT'S NEXT

Fill the softer mid-morning and midweek windows with off-peak programming, grow the Member base off the fast-returning repeat cohort, and pair recovery sessions with the club's training and class schedule. A full case study follows at day 90, once a longer retention curve is on the board.



PROOF POINTS

Named a TIME Best Invention of 2024. · Aescape technology is deployed at premium operators including Equinox, Life Time, Four Seasons, and Ritz-Carlton. · A 1.1 million-point 3D body scan personalizes every session. · More than 175,000 massages delivered.

Figures from ARC booking records for Elev8tion Fitness Midtown, August 19 to September 12, 2026. "Sign-ups" are people who created an ARC profile at this location. Session pricing is set by ARC. Aescape figures are company-reported.