



For property developers and holiday rental/hotel owners, integrating spas into your projects is a **game-changing investment**.

From enhancing the **luxury appeal** of new developments to attracting more bookings for hotels, spas offer year-round enjoyment for clients and customers, while delivering a competitive edge in the market. Let's explore how adding this sought-after feature can transform your business and **unlock greater financial rewards**.



CRYSTEC SPAS[®]
CRYSTAL CLEAR WATER TECHNOLOGY

SPAS FOR PROPERTY DEVELOPMENTS, HOLIDAY LETS AND HOTELS

BOOST YOUR PROPERTY'S APPEAL AND PROFITS WITH CRYSTEC SPAS



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www.crystecspas.com



At **Crystec Spas**, we understand the importance of creating exceptional experiences, whether you're developing properties for sale or managing holiday rentals. That's why we offer a unique partnership opportunity designed to elevate your offerings and maximise the potential of your properties.

For property developers, integrating a spa adds significant value, making homes more appealing to potential buyers and setting your developments apart from the competition.

For holiday rental and hotel owners, a spa provides guests with the ultimate luxury experience, increasing booking rates and guest satisfaction.

Partner with **Crystec Spas** to create truly remarkable spaces that offer the perfect blend of luxury, style, and comfort.

EXCELLENCE IN QUALITY

At Crystec Spas, we take immense pride in crafting exceptional spas. Each spa is expertly designed and manufactured by our in-house team in Cyprus. With three state-of-the-art factories on the island, we oversee every aspect of the production process, ensuring that each spa meets our exceptional standards of quality.

Years of experience and continuous evolution in the industry have allowed us to refine and innovate our spas, resulting in superior performance, longevity, and energy efficiency. We incorporate the latest technologies and techniques into our manufacturing process to create spas of the highest quality, providing our customers with countless years of enjoyment.

CONFIDENCE IN OUR CRAFTSMANSHIP

To showcase our unwavering confidence in the build quality of our spas, we offer an industry-leading 10-year warranty* that covers all components. When you choose Crystec Spas, you can trust that you are investing in a spa that will deliver exceptional relaxation and enjoyment for years to come.

* 10-year warranty is subject to annual services carried out by a Crystec Spas approved engineer

SPAS ARE THE PERFECT ADDITION FOR ANY HOLIDAY RENTAL PROPERTY!

Catering to a wide range of guests and providing numerous benefits, whether you own a hotel with balconies, an apartment with a balcony, or a holiday let designed for larger occupancies. Hot tubs offer an irresistible allure that will set your property apart and attract more bookings that delight your guests. Discover why spas are a must-have amenity for any holiday rental company looking to stand out from the competition and maximize revenue.

Key Benefits at a Glance:

- Ideal for **hotels, apartments with balconies, and holiday lets** designed for larger occupancies.
- Stand out from the competition and **increase bookings**.
- **Delight guests and boost revenue** through exceptional experiences.
- Partnering with **Crystec Spas** is simple with **hassle-free installation**, premium support, and flexible ways to pay.



A SPA WILL BOOST YOUR HOLIDAY RENTAL'S PROFIT POTENTIAL IN MULTIPLE WAYS:



Increased Daily Rates:

According to a survey conducted by HomeAway, a leading holiday rental marketplace, properties with spas tend to generate higher rental incomes compared to those without.

In fact, the same survey reported **an average of 40% higher rental rates for properties featuring a spa**. Further data from AirDNA, suggests that properties equipped with spas experience a 34% increase in revenue per available room compared to those without.



All Year-Round Bookings:

Spas not only attract bookings throughout the year but also **hold special appeal during the winter months**. As people seek ways to relax and de-stress, having a spa in your holiday let becomes a compelling draw for potential guests, ensuring consistent bookings.



Higher Occupancy Rates:

AirDNA, a leading data analytics provider, found that **holiday homes with spas experience a 30% higher occupancy rate** compared to those without, making spas a significant factor in boosting occupancy rates.



Delighted Guests, Stellar Reviews:

TripAdvisor, a trusted worldwide platform for guest reviews, conducted a study that revealed **properties with spas receive an average rating of 4.7 out of 5 stars**, compared to 4.5 stars for properties without.



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A CASE STUDY OF PANORAMIC HOLIDAYS: HOW HOT TUBS CAN ENHANCE YOUR HOLIDAY APARTMENT RENTALS



Panoramic holidays, a holiday rental property company, has experienced notable improvements in their business after incorporating spas into a portion of their apartments. This case study explores Christian's observations regarding the positive impact of spas on daily rates, occupancy rates, customer reviews, and referrals.

BACKGROUND

Christian has a portfolio of 50 apartments, with 21 of them as holiday lets. 9 of them feature spas whilst the remaining 12 do not. Initially, the ground floor layout of the latter prevented the installation of spas due to limited outdoor space, primarily allocated for parking. However, Christian is actively seeking renovation options to enable the inclusion of spas in these apartments as well.

PANORAMIC HOLIDAYS RESULTS

INCREASED DAILY RATES: By equipping their holiday-let apartments with spas, Christian has been able to charge a higher daily rate compared to those without this feature. On average, they **charge approximately €40 more per day** for the apartments with spas. This pricing strategy has resulted in increased revenue and improved profitability.

HIGHER OCCUPANCY RATES: The availability of spas in Christian's apartments has led to a notable increase in occupancy rates. Guests are attracted to the unique and luxurious experience of having a spa during their stay. As a result, the apartments with spas consistently achieve a higher booking rate, with an average of around **40% more bookings than the apartments without spas..**

POSITIVE CUSTOMER REVIEWS: Christian has observed a significant improvement in customer reviews for the apartments featuring spas. Guests appreciate the added amenity and often highlight it as a memorable and enjoyable aspect of their stay. The presence of spas has enhanced the overall guest experience, leading to **positive feedback and higher satisfaction levels.**

INCREASED REFERRALS: Satisfied guests who have experienced the pleasure of using the spas in Christian's apartments have become valuable advocates for their business. The **availability of spas has generated more referrals**, with guests recommending Christian's apartments specifically for this unique feature. This word-of-mouth promotion has contributed to a higher number of bookings and increased brand visibility.



OCCUPATION IN APARTMENTS **WITHOUT A HOT TUB**



OCCUPATION IN APARTMENTS **WITH A HOT TUB**



RENTAL INCOME IN APARTMENTS **WITHOUT A HOT TUB**



RENTAL INCOME IN APARTMENTS **WITH A HOT TUB**

CONCLUSION

Christian's experience demonstrates the significant impact of incorporating spas into holiday let apartments. The presence of spas has allowed them to charge higher daily rates, achieve higher occupancy rates, receive better customer reviews, and benefit from increased referrals. As Christian explores options to include spas in all of their apartments, they anticipate even greater success and continued growth in their holiday rental business.



Christian's experience with Crystec Spas:

"I've had the pleasure of experiencing the exceptional customer service provided by the team at Crystec Spas. From the moment I reached out to inquire about their products, to the installation and maintenance process, every team member I interacted with demonstrated a high level of professionalism, expertise, and customer service.

During the initial inquiry stage, the CEO Iain took the time to understand my needs and preferences, providing me with several options that fit within my budget and space requirements. The installation team arrived promptly and worked diligently to ensure that the tubs were installed correctly and to my satisfaction. They went above and beyond to answer any questions I had and provide me with helpful tips and information on how to properly care for my new tubs.

Even after the installation was completed, the company continues to provide exceptional support and customer service. I received detailed instructions on how to maintain my tubs as well as quick and helpful assistance when I reach out with any questions or concerns.

Overall, I can confidently say that Crystec Spas provides top-notch customer service, in my opinion the best on the Island. Their team truly cares about their customers and takes the time to ensure that they are satisfied with their product and overall experience. I would highly recommend this company to anyone in the market for a quality spa and exceptional customer service."

Christian David-Griffiths

Managing Director

Panoramic Holidays / Panoramic Rentals / Panoramic Solutions
A Division of AAGI Investments Ltd

www.panoramicholidays.eu

A CASE STUDY OF CYPRUS VILLA RETREATS: ENHANCING REVENUE AND GUEST EXPERIENCE THROUGH HOT TUB INTEGRATION



Cyprus Villa Retreats (CVR) is a prominent villa holiday rental company owned by Guy Bullerwell. With an impressive portfolio of over 80 properties, CVR has established itself as a leading provider of luxury villa accommodations in Cyprus. In an effort to enhance guest experiences and extend bookings during the winter months, Guy Bullerwell implemented a strategic addition of spas to 35 of his villas. This case study explores how the integration of spas has positively impacted CVR's revenue, customer satisfaction, and overall business success.



BUSINESS MODEL AND HOT TUB OFFERING: CVR operates on a unique approach, offering guests the option to add a spa to their booking for an additional fee of €50 per day. This flexible option attracts customers seeking an elevated experience, CVR have found 25% of guests choose to upgrade their booking with this feature.

EXTENDING BOOKINGS IN WINTER: The spa integration has extended bookings throughout the winter season, attracting guests seeking a warm and cosy experience. This unique selling point has increased bookings and occupancy rates.

REVENUE GENERATION: The strategic implementation of spas has proven to be a lucrative investment for CVR, generating approximately €4,680 in net revenue per year. This profitable revenue stream complements CVR's existing villa rental business model, sustaining operations and funding further improvements and property upgrades.

ENHANCED GUEST EXPERIENCE AND REVIEWS: Hot tubs significantly enhance the guest experience, positioning CVR as a provider of premium accommodations. Positive reviews attract new customers and drive repeat business.

MARKETING STRATEGIES: CVR maximizes the impact of spas through online presence, social media, influencer collaborations, and targeted campaigns. By effectively communicating the added value, CVR differentiates itself and secures a loyal customer base, spas, CVR has successfully differentiated itself from competitors and secured a loyal customer base.

CYPRUS VILLA RETREAT RESULTS

PROPERTIES WITH A HOT TUB



TOTAL MONTHLY ADDITIONAL EARNINGS PER HOT TUB

MONTHLY REVENUE = €390+€400 = €790
MONTHLY COST = €223

€567
PROFIT PER PROPERTY
WITH A HOT TUB

CONCLUSION

The case study of Cyprus Villa Retreats and its integration of spas demonstrates the significant positive impact on both revenue and customer satisfaction. By offering guests the option to add a spa to their villa bookings, CVR has extended its bookings through the traditionally quieter winter months. Moreover, the spas have generated an estimated net revenue of €4,680 per year, contributing to the overall financial success of the company. The addition of this premium amenity has also enhanced the guest experience, resulting in higher customer satisfaction and positive reviews. With a combination of innovative business strategies and a commitment to delivering exceptional guest experiences, CVR has established.



Guy's experience with Crystec Spas:

I have had the pleasure of working with Crystec for the past 5 years, and their commitment to excellence has truly impressed me.

From the initial collaboration, the entire team at Crystec took the time to understand my business and its unique requirements. Their attention to detail and willingness to go above and beyond to exceed my expectations have been remarkable.

Recently, we decided to upgrade the spas in 35 of our villas, and Crystec Spas proved to be the perfect partner for this endeavour. Not only did they provide top-notch spas with advanced features, but they also introduced innovative technologies that have transformed our customer experience.

One of the stand-out features implemented was the ability for our customers to book spa sessions directly through our website. This streamlined process has significantly improved convenience and customer satisfaction. Moreover, Crystec's expertise allowed us to enable remote access to the spas, granting us the ability to switch them on and provide customers with access without having to attend the property in person. This level of convenience and control has elevated our guests' experience to new heights.

Throughout the entire process, Iain and the Crystec team have been incredibly supportive and attentive. They have consistently demonstrated their dedication to our success and have proven to be an unrivalled partner in the industry. Their knowledge, professionalism, and prompt assistance have made working with Crystec an absolute pleasure.

I cannot recommend Crystec Spas enough. If you are looking for a company that not only delivers exceptional products but also provides unparalleled support and innovative solutions, Crystec Spas should be your first choice. They have truly exceeded our expectations, and I am confident they will continue to do so for years to come.

Guy Bullerwell

CEO of Cyprus Villa Retreats

www.cyprus-villa-retreats.com

ENHANCING DEVELOPMENTS: THE VALUE OF SPAS IN MODERN PROPERTIES

Incorporating spas into property developments not only elevates the appeal of a project, but also delivers added value for potential buyers and investors. A thoughtfully integrated spa transforms ordinary outdoor spaces into luxurious retreats, creating a unique selling point that attracts attention in a competitive market. Whether it's for high-end homes or stylish apartments, spas enhance both the functionality and desirability of a development, offering a lifestyle upgrade that modern buyers are increasingly seeking.

Key Benefits at a Glance:

- **Enhanced Market Appeal:** Spas add a touch of luxury, helping properties stand out and attract discerning buyers.
- **Increased Property Value:** Developments with premium features like spas can command higher prices, making them a profitable investment.
- **Versatility:** Suitable for a range of property types, from single-family homes to high-rise apartments and holiday rentals.
- **Competitive Edge:** Offering spas as a standard or optional feature sets a development apart in a crowded market.



A SPA WILL BOOST YOUR DEVELOPMENT'S PROFIT POTENTIAL IN MULTIPLE WAYS:



Increased Property Value: Adding a spa to a property has the potential to significantly increase its value, according to market research reports from Grand View Research. This trend aligns with the growing demand for wellness amenities, which enhance the appeal of modern developments.



Enhanced Market Appeal: Spas provide a luxury feature that attracts discerning buyers, helping developments stand out in a competitive market and **reducing the time properties remain on the market.**



Growing Demand for Wellness Features:

The demand for wellness features in properties has been steadily rising, with the wellness real estate sector experiencing an annual growth rate of 8%. Reports from reputable sources like Statista consistently highlight this upward trajectory, emphasizing the importance of integrating wellness amenities into modern developments.



Stronger Brand Reputation:

Integrating spas signals a commitment to quality and luxury, enhancing the developer's reputation and opening doors for premium future projects or collaborations.



CRYSTEC SPAS[®]
CRYSTAL CLEAR WATER TECHNOLOGY

**DISCOUNT
AVAILABLE
FOR MULTIPLE
PURCHASES**

PERFECT FOR HOTEL & APARTMENT BALCONIES

**PAY
MONTHLY
AVAILABLE**

3 SEATER



BAY III

SIZE: 2100L x 1600W x 920H
SEATS: 3 (2 SEATS + 1 LOUNGER)
JETS: 31

ONLY €5,458 + VAT

WWW.CRYSTECSPAS.COM/FIG

3 SEATER



FIG III

SIZE: 2100L x 1600W x 920H
SEATS: 3 (2 SEATS + 1 LOUNGER)
JETS: 31

ONLY €5,878 + VAT

WWW.CRYSTECSPAS.COM/FIG

PERFECT FOR LARGER OCCUPANCY PROPERTIES

5 SEATER



LOUMA V

SIZE: 2000L x 2000W x 920H
SEATS: 5 (3 SEATS + 2 LOUNGERS)
JETS: 42

ONLY €6,718 + VAT

WWW.CRYSTECSPAS.COM/LOUMA

6 SEATER



SIRENA VI

SIZE: 2000L x 2000W x 920H
SEATS: 6 (5 SEATS + 1 LOUNGERS)
JETS: 41

ONLY €6,718 + VAT

WWW.CRYSTECSPAS.COM/SIRENA



HAVE PROPERTIES WITHOUT A POOL? ASK ABOUT OUR SWIM SPAS FROM €16,800 + VAT

**CRYSTEC SPAS MAKES THE PROCESS SIMPLE AND HASSLE-FREE WITH
OUR PREMIUM SUPPORT, EXPERT INSTALLATION,
AND FLEXIBLE PAYMENT OPTIONS**

**INCLUDED WITH
EVERY SPA:**

- HD Thermo-efficient Cover
- Spa Steps
- All-In-One Chemical Starter Kit
- Delivery
- Installation
- Chemical & Spa Training
- 10-Years Warranty*

**Heating & Cooling
Unit**

FEATURES:

- Integrates fully with any Crystec Spa
- Cools your Spa down to 5°C (and heats up to 40°C)
- Slashes heating costs by **up to 75%**

Price = **€1676 + VAT**

**SmartTec
Touch Screen**

FEATURES:

- **Wireless Remote access:** Adjust your spa temperature, control your pumps
- **Remote Configuration:** Change the operating mode, filtration time, sleep timers
- **Push Notifications:** Get updates about your spa status

Price = **€500 + VAT**

**ADDITIONAL
SERVICE OPTIONS
INCLUDING WEEKLY
MAINTENANCE
CONTRACTS
AVAILABLE**

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