

The following report excerpt is taken from an independent, third party validation of The Pavilion concept by WTS International, Inc.

---

The Pavilion

# FEASIBILITY REVIEW

---

WTS INTERNATIONAL

3200 Tower Oaks Blvd, Suite 400 Rockville, MD 20852

[www.wtsinternational.com](http://www.wtsinternational.com)

WTS International, Inc. is one of the world's foremost spa, fitness, and leisure services companies, serving clients in 30 countries around the globe, including Marriott, Ritz Carlton, and Trump.

---

## WTS Lifestyle Clients

---



### MiraBay Community

Fitness, Lifestyle, Sport

MiraBay is a beautiful Newland Communities property located in central Florida for which WTS provided community clubhouse design consulting and pre-opening services. In addition, WTS provides community clubhouse management [...]



### Club Connerton

Fitness, Lifestyle, Sport

Club Connerton is a 10,000 square foot amenity center that is the epicenter of the Connerton lifestyle. The facility is home to the Fit & Flourish fitness center, Kidz [...]



### The Spa at Southern Highlands

Fitness, Lifestyle, Spa, Sport

Southern Highlands is a world-class golf residential community. It is one of the world's premier golf real estate developments. The Spa at Southern Highlands is a beautifully [...]

## 7.1 Feasibility Study Conclusion

The unique, forward thinking Pavilion concept provides a viable and much needed approach to health, well-being, and living well -- with a triple bottom line: People. Planet. and Profit. A "whole-in-one" approach to building a community, the Pavilion is a biosphere where a full spectrum of healthy lifestyle features will be offered within one's local Pavilion -- to sustain and support people's interests, practices and daily routines. Seen in this light, the Pavilion may well be the first concept to successfully capture that illusive 70% of the market that health clubs have traditionally tried, and failed, to attract: people who are health conscious yet don't like exercise or health clubs.

Proof of concept for the Pavilion's *elements* -- fitness, spa, integrative medicine, education, great food and beverage -- already exist. *Bundled* concepts which share some similarities, such as Canyon Ranch and Thanyapura (in Thailand), have been proven, as well. Propelled by an increasingly toxic environment, "*a failing medical system*" as Price Waterhouse Coopers puts it, and a strong demand for fitness, lifelong learning, healthy foods, and more active, sustainable, and eco-friendly lifestyles, we expect to see this movement towards a more individualized, holistic approach to healthy living continue to get stronger in the foreseeable future.

Featuring a next generation integrative medical/dental Bio-Center, wellness and thermal spas, fitness, a detox clinic, a farm-to-table restaurant, a holistic vet for pets, an Internet café that doubles as a wine and juice bar (organic) in the evening, a learning and arts center, and plenty of events and activities, the Pavilion's various components work in concert -- much like a lifestyle resort -- to impact people's lives in a profound way. And the Pavilion, designed by the world renowned Egyptian architect and scientist, Dr. Ibrahim Karim, will be the first building of its kind to actively and energetically support people's health -- as soon as they step inside.

The Pavilion's non-profit Life Sciences Center (LSC) adds another competitive distinction by anchoring everything in a credible foundation of 21st century science, and awakening the public to new understandings in health and healthy living; understandings that can be practically applied and delivered by facilities such as the Pavilion. The LSC benefits the Pavilion in other ways, too, such as handling integrative medical research and education functions. The LSC also plans to develop and market an integrative medicine insurance product that works in conjunction with the Pavilion's Integrative Bio-Center.

Each area of the Pavilion will have many revenue generating opportunities, and more are expected to be developed as a result of new technologies and services the Pavilion will introduce. Member attrition is also expected to be significantly lower than in most other membership health clubs due to the broader nature of its offerings and higher level of staffing and customer service.

With a defined strategy, a strong unifying marketing component, and strong execution that's also grounded in 21st century management science, the Pavilion can become a triple bottom line success.