

**ACI-NA 2018 Excellence in Airport Concessions Awards
Profile Form**



Category Name: Best Innovative Consumer Experience Concept

Name of Concept/Airport: ROAM Fitness

Company that Operates Concept: ROAM Fitness

(If the airport/concept wins an award, the information provided above will be used in the media release)

Use of Concept/Program and Branding

Provide a general description of the concept/program and branding:

ROAM puts gym and shower facilities into airports, behind security, but there is more to it than giving travelers a healthy outlet. Our unique service offerings, including complimentary rental workout gear, premium shower amenities, and toiletries give guests a high-level of personal exposure to new retail products, which they can then purchase from ROAM before heading to their flight. This try-before-you-buy approach has positioned ROAM as a high-touch, personalized retail experience unlike any other concessionaire in airports. In a sense, ROAM is a living showroom for its premium brand partners. Guests and members have the opportunity to sweat in top-of-the-line lululemon apparel and feel for themselves what makes it different than other products, which is why ROAM is currently the only authorized lululemon retailer in airports. The luxurious Malin+Goetz shower amenities stay with guests long after they exit their shower room, both as a rich fragrance and in the form of the mini travel kit they purchased on their way out the door. With purchasing power now squarely in the hands of Millennial and Gen-X business travelers it is crucial that brand experiences resonate in authentic environments; what better place to take new fitness and travel gear for a test-run than in an airport?

Concessions Goals

Provide a general description of the goals for your concession concept/program and how you met them:

As a living showroom for premium brands, we knew that guest education would be paramount to a superior retail experience. All ROAM employees have undergone that same trainings as lululemon and Malin+Goetz employees, they are well prepared to educate guests on the different products available for use in our gym and for purchase. Knowing that travelers are not always ready to make impulse purchases before a flight, ROAM employees are adept at following up with guests that have expressed interest in wanting to consider the purchase but are not ready to make it happen in the moment, this results in follow-up phone sales after the guests have arrived at their destination. Our innovative retail program is meant to meet the needs of everyone in the airport, including airport and airline employees. Corporate members have access to the same complimentary services as travelers and have additional, revenue generating programs to foster community and engagement. ROAM is currently developing a personal training program as well as a healthy, affordable, subscription meal option designed specifically to support flight crews and port authority employees' wellness goals.

Design/Layout

Describe how the concession concept/program makes the best use of the space allocated, including concessions' placement in relation to passenger flows throughout the terminal or concourse:

Taking the lessons learned from a prototype facility and working with the best in the fitness and spa industry, Fabiano Designs, we designed a gym with every aspect of travel in mind and created a floor plan that focuses on the things people want most in an airport gym experience—cardio equipment and showers. Frosted glass walls, quiet music, secure Wi-Fi, and luxurious private shower rooms each with rainshower faucets, Italian tile, and an Amazon Alexa encourage travelers to relax before their next flight. Located in the new D/E Connector at BWI, which opened in the Fall of 2016, ROAM is a draw for travelers, airport staff, and flight crews alike, increasing foot traffic for our concession neighbors. The gym itself is a refuge from the busy terminal and is optimized for guest flow and capacity without compromising the quality of our brand experience. Most people think to use an airport gym during a layover but it is great to use before a first flight or after arriving at the destination (especially after a red-eye). Take a look at two different customer journeys here. https://youtu.be/wr2G_Pyn9CA

Revenue Performance (if applicable)

(If the program/concept is less than one year, please enter performance numbers to date and make a note below)

Concept/Program Square Feet	1,175 sq. ft.
Annual Gross Sales	Confidential
Annual Sales per Square Feet	Confidential