

classpass

Partner Case Study

St. Gregory at PARKROYAL on Beach Road

Location

Singapore

Joined ClassPass

November 2019

Since joining ClassPass
in 2019

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9k

total number of
ClassPass reservations

\$\$257k

total incremental revenue
from ClassPass

5k

total number of unique
ClassPass users

Background

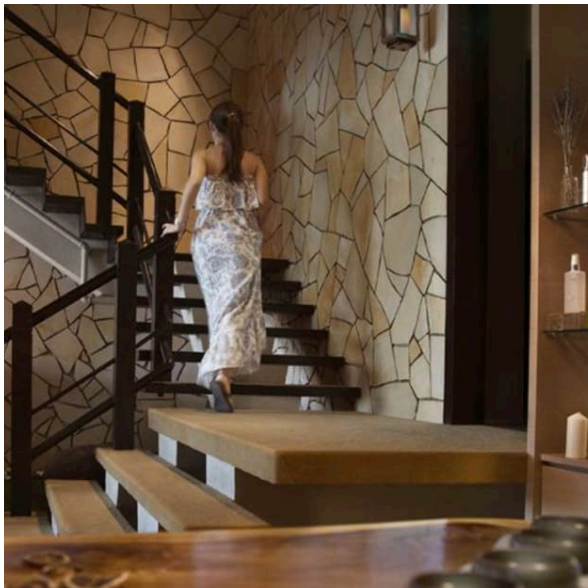
An integrated lifestyle management concept established under Pan Pacific Hotels Group since 1997, St. Gregory has redefined wellness experiences amongst luxury spa hotels, guided by the four pillars of Therapy, Fitness, Aesthetics and Active-Ageing.

St. Gregory at PARKROYAL on Beach Road offers the finest Asian treatments with the greater aim of promoting good health and beauty for life. They rejuvenate their guests with a wide range of spa packages that range from facials and body treatments to traditional healing therapies.

Working with ClassPass

“Our partnership with ClassPass has brought us new market leads and generated incremental revenue each month. The ClassPass booking platform is easy to navigate with live updates on bookings and therapist schedules just a few clicks away, anywhere and anytime.” said Renee Chong, Lifestyle Director of St. Gregory. With the time saved, the team has been able to focus on improving and adding to their range of services.

Given the in-depth analytics and user review functionalities, Chong added, “The data allows us to get insight of each ClassPass member’s preference and behaviour.” She regularly uses the reviews posted by ClassPass members to motivate her team and to help them improve their services based on user feedback.



Looking Ahead

Chong is seeing a positive shift towards health and wellness with her customers. “Given the current travel restrictions, in addition to the work-from-home [arrangements], we foresee greater demand for well-being services.” This increased emphasis on wellness is here to stay, whether “it’s squeezing a wellness break midday for a quick swim, a massage or a facial” or even a “staycation or workcation away from home, we look forward to partnering with ClassPass in listing [more variety of services].”

With transactions handled by ClassPass, partners like us can focus on providing exemplary service to encourage repeat visits.

– Renee Chong, Lifestyle Director

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