

SPA, HEALTH AND WELLNESS SPACE AT PALMS PLACE

A PLATFORM FOR THE NEXT GENERATION OF WELLNESS HOSPITALITY



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REIMAGINING THE FUTURE OF WELLNESS HOSPITALITY AT PALMS PLACE

- **NEARLY 26,000 SF EXISTING SPA INFRASTRUCTURE**
- **STRIP-ADJACENT LOCATION**
- **599 CONDO-HOTEL RESIDENCES**

A Platform for the Next Generation of Wellness Hospitality

Over the past decade, the wellness industry has evolved far beyond the traditional spa model. Modern wellness destinations increasingly integrate hospitality, recovery, preventative health, and performance optimization into a single ecosystem designed to serve both travelers and local communities.

Today's guests are seeking experiences that support physical wellbeing, recovery from travel, stress reduction, and long-term health. As a result, many hospitality operators and wellness brands are developing environments that combine spa services with advanced recovery technologies, movement programming, and preventative health offerings.

Within this context, Palms Place offers a rare opportunity to activate a large-scale wellness platform within a hospitality environment located just minutes from the Las Vegas Strip.

The property already features a substantial spa infrastructure including treatment rooms, hydrotherapy areas, sauna and hammam facilities, and supporting wellness spaces. This foundational investment allows operators to focus primarily on concept development, brand identity, and the integration of modern wellness modalities rather than constructing spa infrastructure from the ground up.

Today's wellness operators are increasingly blending traditional services with modern experiences such as contrast therapy circuits, IV infusion services, recovery technologies, movement training, and community wellness programming. Facilities that successfully integrate these offerings often operate as destination wellness environments rather than single-service spas.

The scale and layout of the Palms Place wellness space creates the potential to support this next-generation hospitality model while serving multiple audiences including residents, resort guests, visiting tourists, and the local Las Vegas wellness community.

For operators seeking to establish a flagship presence in one of the most visited tourism markets in the world, Palms Place represents an opportunity to introduce a modern wellness concept within a building that already possesses many of the core structural elements required for spa and hydrotherapy operations.

EXISTING INFRASTRUCTURE ADVANTAGE



Developing a full-service spa or wellness facility within a hospitality environment typically requires significant capital investment due to the specialized infrastructure necessary for treatment rooms, wet areas, hydrotherapy systems, and supporting mechanical systems. At Palms Place, much of this foundational infrastructure is already in place.

The space was originally constructed as a fully operational spa and wellness facility and includes specialized plumbing, water circulation systems, treatment room configurations, and dedicated wellness environments such as hammam and sauna facilities.

Recreating a facility of this nature in today's construction environment would require substantial time, permitting, and capital investment.

Because these structural elements already exist within the property, operators may have the ability to focus on aesthetic improvements, brand design, and the installation of modern wellness equipment rather than undertaking a full ground-up development of spa infrastructure.

Key structural advantages include:

- Extensive spa treatment room layout
- Existing hammam and hydrotherapy infrastructure
- Sauna and wet-room facilities
- Dedicated recovery and wellness rooms
- Movement and training studio space
- Reception and guest arrival areas designed for spa operations

These existing improvements create a strong foundation for a wide range of potential wellness concepts, from traditional luxury spa operations to modern recovery-focused wellness clubs or medical spa environments.

The combination of scale, infrastructure, and location provides operators with a platform that may significantly accelerate the timeline required to launch a new wellness destination within the Las Vegas market.

A MULTI-AUDIENCE WELLNESS DESTINATION

One of the unique characteristics of the Palms Place wellness platform is its ability to serve several different customer segments simultaneously.

Located beneath 599 condo-hotel residences, the space sits within an active hospitality environment that already accommodates both visitors and long-term residents.

This positioning creates the potential for operators to build a concept that serves a diversified customer base including:

Resort Guests

Visitors staying within the tower or nearby resort properties often seek spa, recovery, and wellness services during their stay. Wellness amenities can enhance the overall guest experience and provide additional value to the hospitality environment.

Residents

Condo-hotel residents frequently look for convenient wellness and fitness amenities within their building or immediate neighborhood. Access to high-quality wellness services can contribute positively to resident lifestyle and community engagement.

Local Wellness Community

Las Vegas continues to experience growth in health and fitness culture among residents seeking recovery services, preventative wellness, and movement-based training.

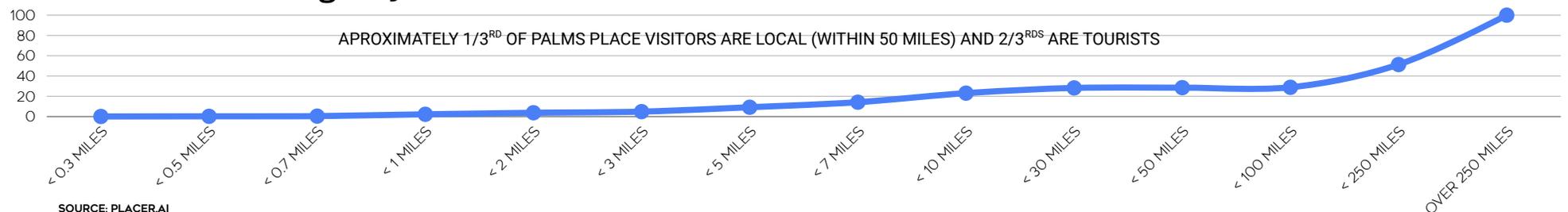
Tourism and Convention Visitors

Las Vegas attracts tens of millions of visitors each year, including convention attendees, entertainment guests, and leisure travelers who increasingly prioritize wellness and recovery as part of their travel experience.

A well-designed wellness concept at Palms Place could potentially bridge these audiences by offering a combination of hospitality services, membership programs, and destination wellness experiences.

Within this context, the sixth and seventh floor wellness platform offers operators the flexibility to develop a concept that integrates spa services, recovery technologies, movement programming, and wellness experiences in a way that complements the surrounding hospitality environment while establishing a distinct wellness destination.

Trade Area Coverage By Distance



THE LOCATION



*Average Annual Daily Traffic. Nevada DOT

THE SPACE

AN ICONIC PLATFORM FOR THE NEXT GENERATION OF WELLNESS

LOOKING FOR A FLAGSHIP WELLNESS OPERATOR THAT CAN BENEFIT FROM PROXIMITY TO THE LAS VEGAS STRIP, 599 CONDO-HOTEL UNITS AND A PRESENCE IN THE LAS VEGAS MARKET.

14,855

SQ.FT.

SPA (COULD INCLUDE MEDICAL SPA OPERATOR)

- HAS AN EXISTING SPA LAYOUT
- OPPORTUNITY TO EXPRESS A NEW VISION OF WELLNESS
- MINIMAL BUILD-OUT NEEDED TO OPEN

10,738

SQ.FT.

RECOVERY AND WELLNESS CONCEPT

- OCCUPY THE PREVIOUS TANNING FOOTPRINT
- COULD INCLUDE IV THERAPY, CRYOTHERAPY, CONTRAST THERAPY, OR SAUNA PODS
- DAILY-USE MODEL ATTRACTIVE TO RESIDENTS, TOURISTS AND PUBLIC

600

SQ.FT.

MOVEMENT & TRAINING STUDIO

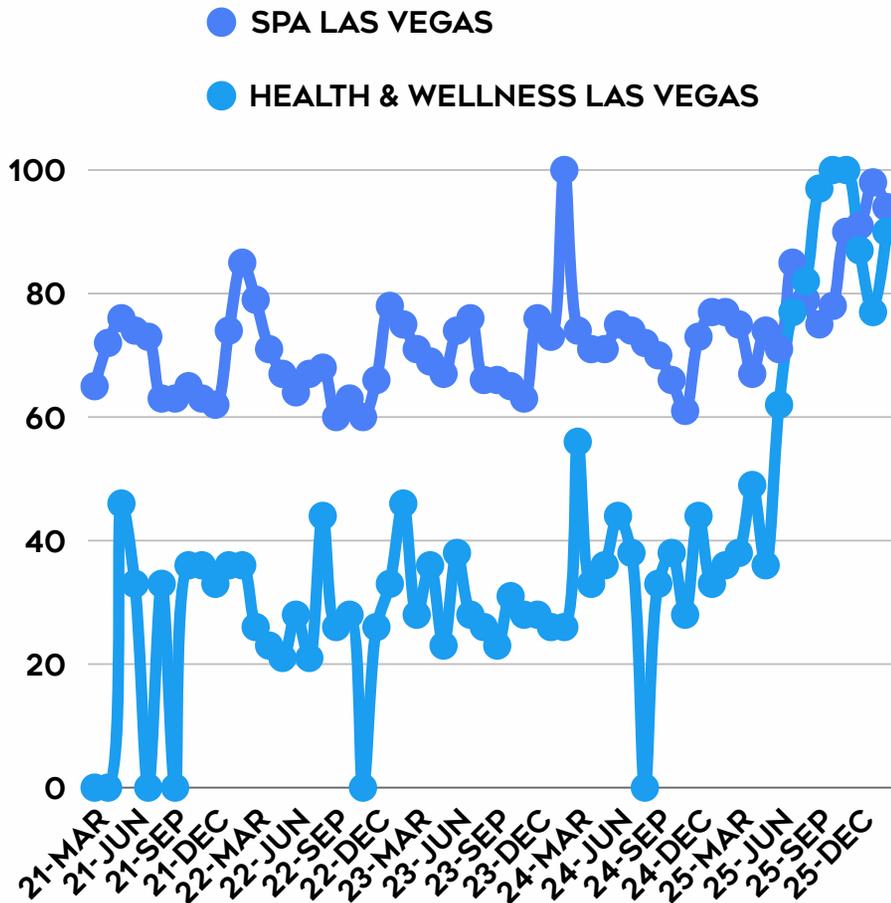
- RESIDENT FITNESS ACCESS
- REVENUE-GENERATING HOSTED EVENTS (PILATES CERTS, YOGA WORKSHOPS, WELLNESS TRAINING)
- NO MAJOR EQUIPMENT INVESTMENT NEEDED



HEALTH & WELLNESS, A GROWING LAS VEGAS MARKET SEGMENT

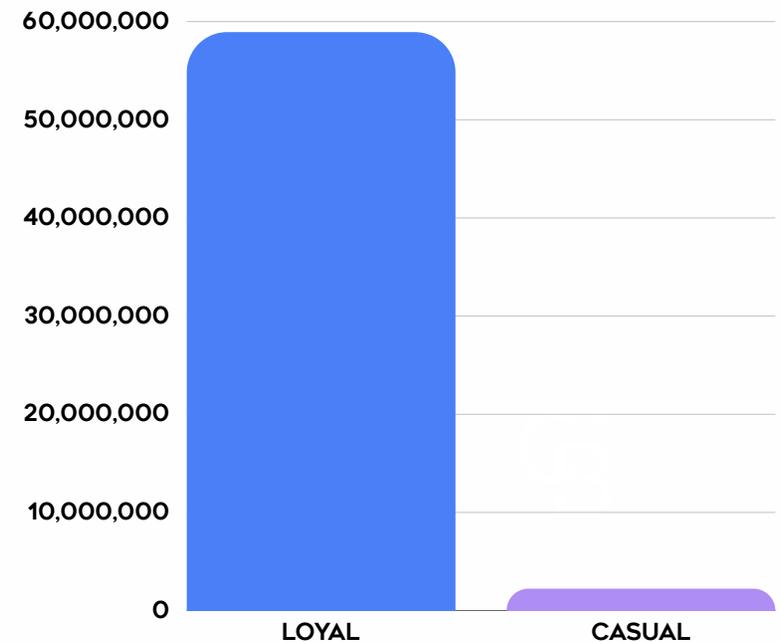
- 2024 Las Vegas Visitor Study Found that 5% of Las Vegas visitors used spa services. Extrapolating this survey data to the total visitation data yields almost 2.1 million patrons (LVCVA,2024).

GOOGLE SEARCH TRENDS: RISING INTEREST



Source: Google.

VISITORS TO THE LAS VEGAS STRIP TEND TO BE LOYAL



Source: Placer.AI

Sep 1, 2025 - Feb 28, 2026

EXISTING BUILDOUT

The Hammam



A hammam (also known as a Turkish bath) is a traditional steam bath originating from the Islamic world and popularized during the Ottoman Empire, blending ancient Roman thermae with Middle Eastern and North African cleansing rituals. It features high-humidity steam rooms (around 40–50°C/104–122°F, often nearing 100% humidity) rather than dry sauna heat, where you sweat to open pores, followed by vigorous exfoliation with a rough mitt (kese), soapy foam massage, rinsing with warm water, and a cool-down phase. Historically a place for hygiene, social interaction, and ritual purification (with separate gender sections), modern hammams emphasize deep relaxation, detoxification, skin rejuvenation, and stress relief

EXISTING BUILDOUT

Sauna



EXISTING BUILDOUT

Welcoming Area



EXISTING BUILDOUT

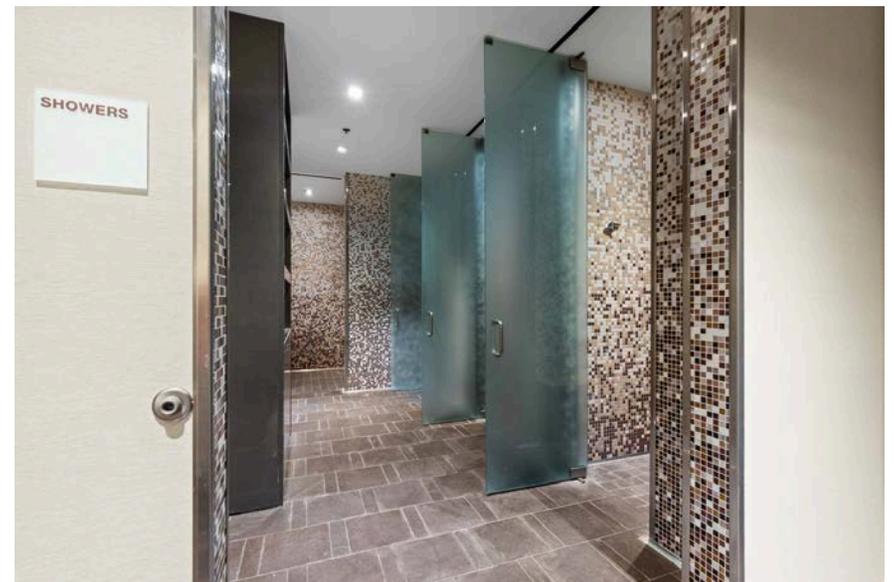
Pool Room



NOTE: WATER IN THIS PICTURE IS DIGITALLY ADDED. AT PRESENT THE WATER IS DRAINED FOR CLEANLINESS.

EXISTING BUILDOUT

Other Areas



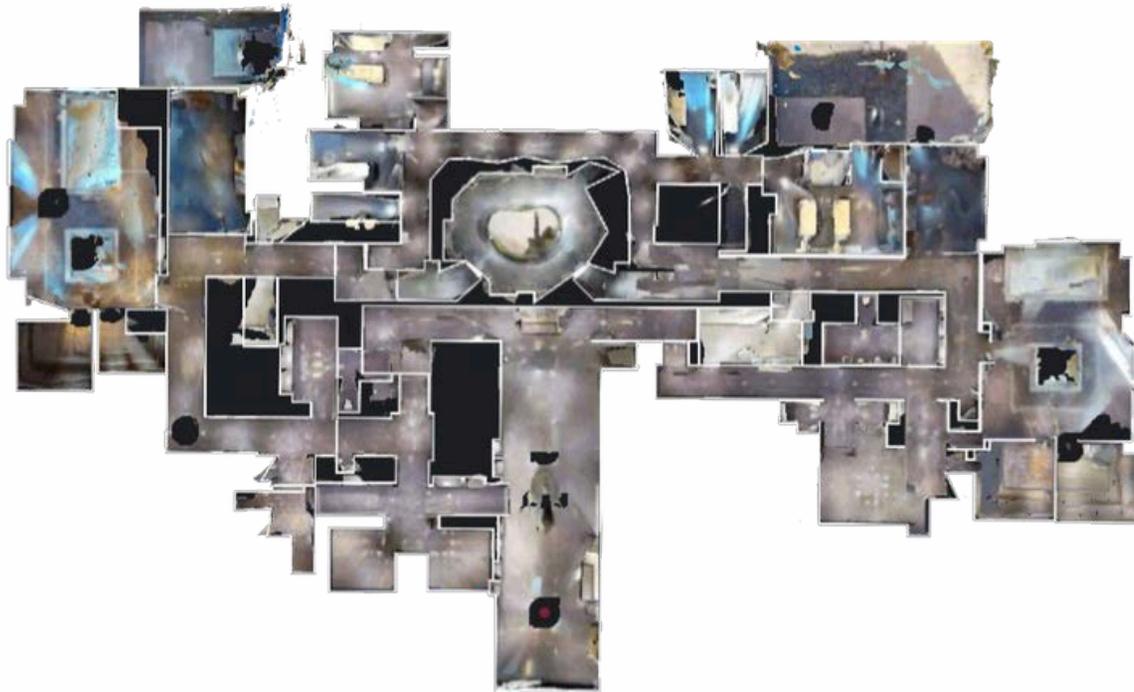
EXISTING BUILDOUT

Other Areas



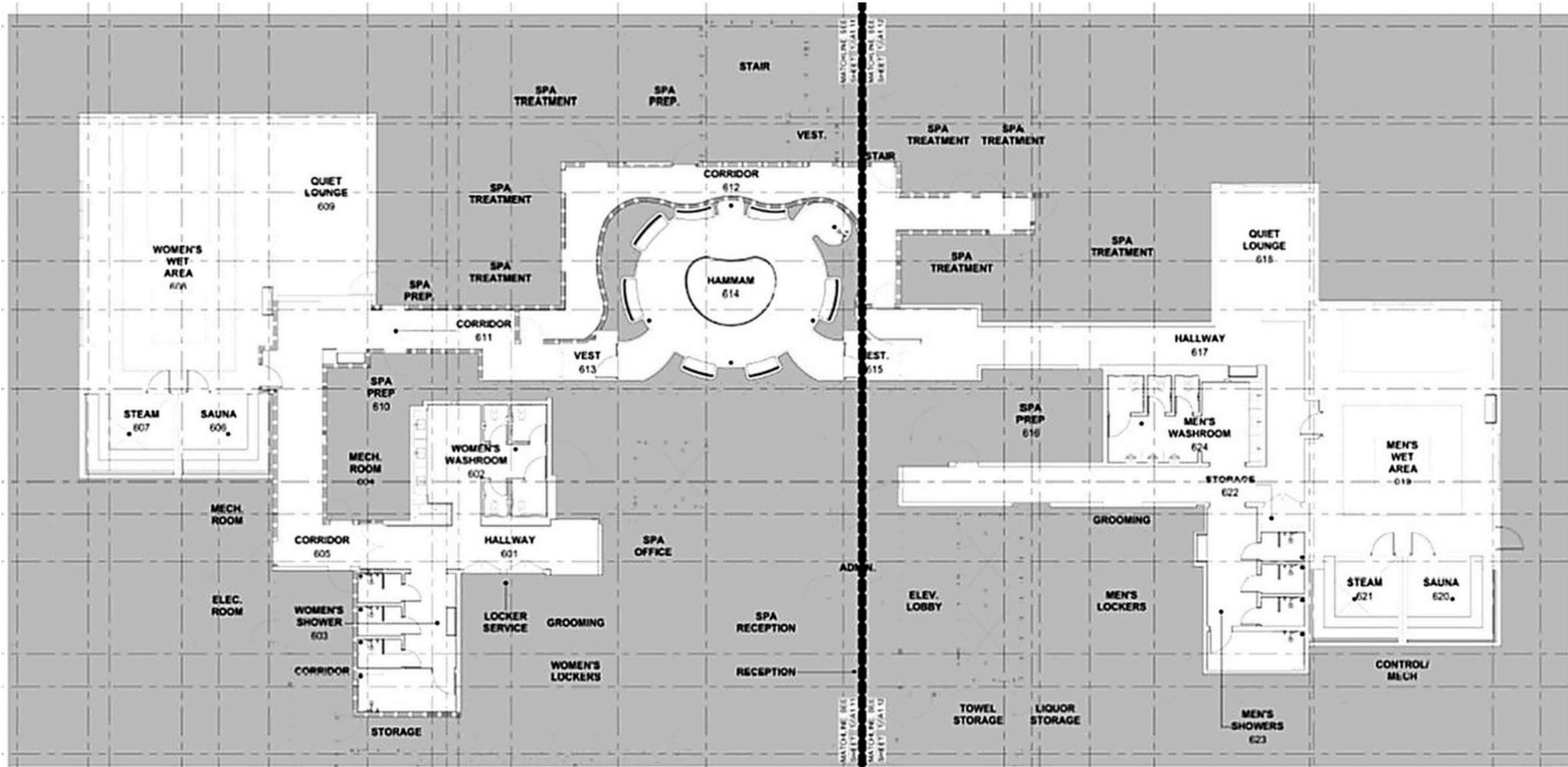
MATTERPORT IMMERSIVE 3D

Click on floorplan scan to see interactive 3d view



FLOORPLAN

LEVEL 1



Note: The level 1 we are referring to is relative to the offered space, which is on three levels. It begins on the sixth floor of the property.

FLOORPLAN

LEVEL 2

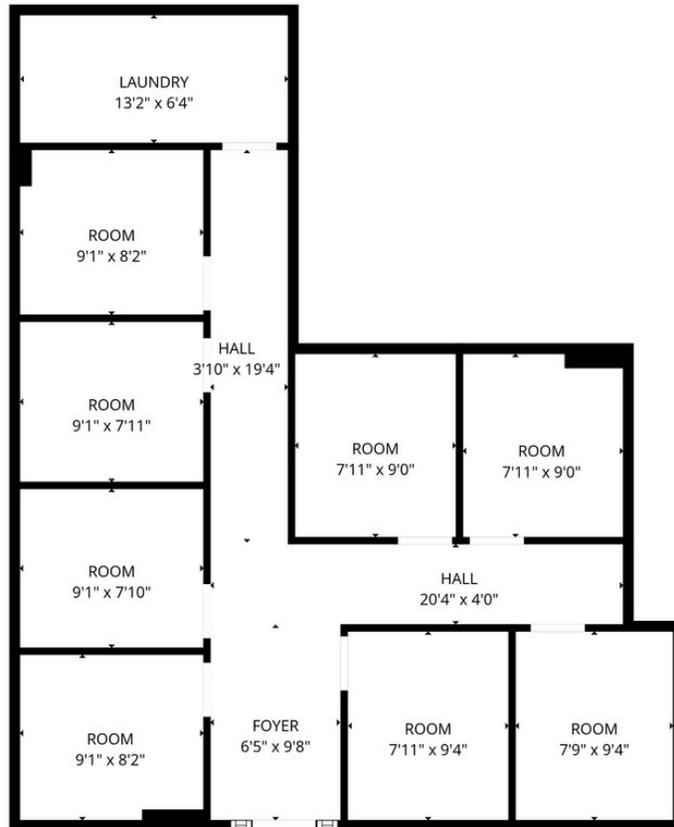
Longevity Lounge



FLOORPLAN

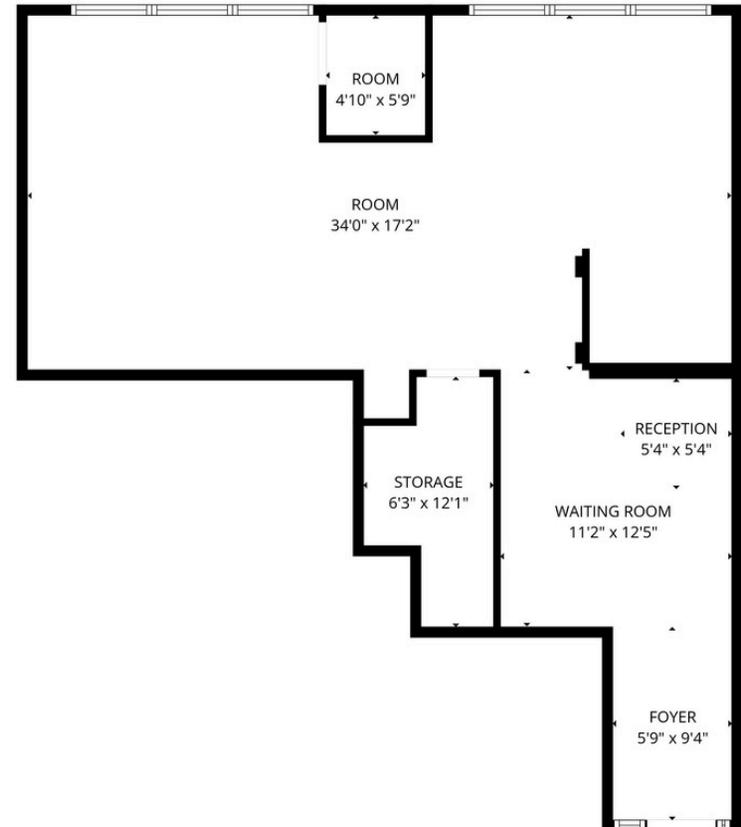
LEVEL 2

Tanning



FLOOR PLAN CREATED BY CUBICASA APP. MEASUREMENTS DEEMED HIGHLY RELIABLE BUT NOT GUARANTEED.

Salon

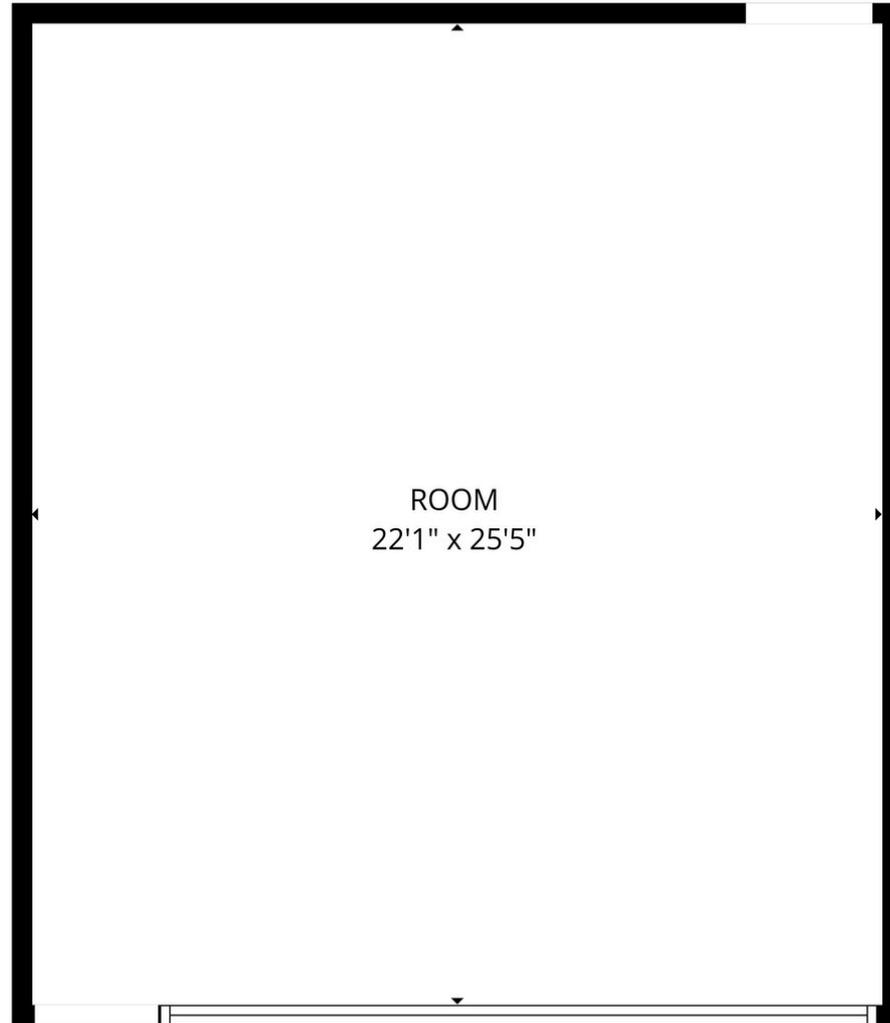


FLOOR PLAN CREATED BY CUBICASA APP. MEASUREMENTS DEEMED HIGHLY RELIABLE BUT NOT GUARANTEED.

FLOORPLAN

LEVEL 3

Movement and Training Studio

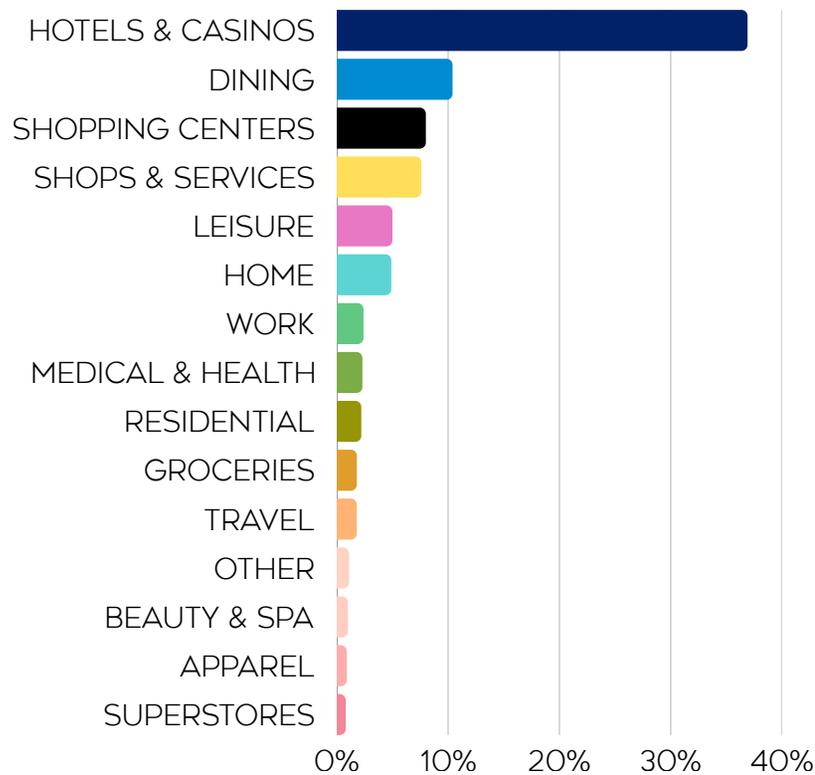


TRAFFIC AND AREA SYNERGY

TOURIST AND LOCAL MARKET SHARE CAPTURE

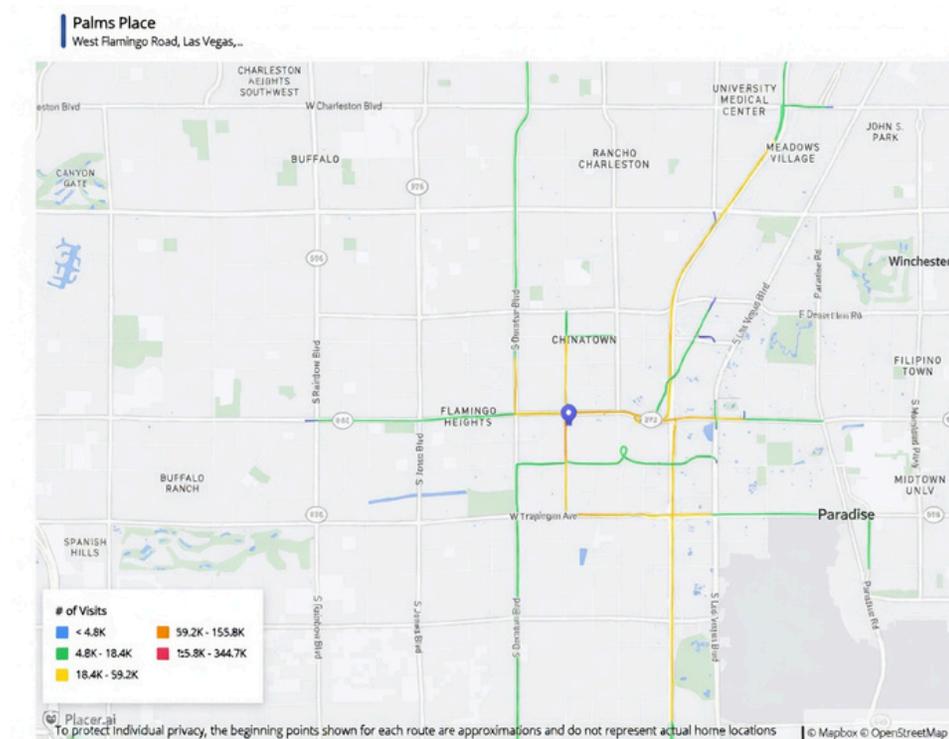
Palms Place draws from both Las Vegas Strip Casinos as well as area retail, dining and home locations. Notice that traffic arrives from both local origins and the The Strip.

PRIOR LOCATIONS BEFORE VISITING PALMS PLACE



SOURCE: PLACER.AI

VISITOR JOURNEY TO PALMS PLACE



| SUMMARY

HOSPITALITY — LONGEVITY — SCALE

MINIMAL BUILD-OUT REQUIRED

Spaces are impressively improved. Some users may desire touch up finishing while other concepts may utilize structural versus aesthetic components

PROMINENT LOCATION

Located below 599 condo-hotel units, this Strip-Adjacent property has heavy traffic volume, bringing in both tourists and locals

NEARLY 26,000 SQ.FT.

This project provides a health & wellness or hospitality group with operational scale and the potential for a flagship operation in the country's most famous tourism market

NOW SCHEDULING TOURS

CONTACT BROKER FOR PRICING AND DISCUSSION
OF PROPOSALS

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