

PARKROYAL + ClassPass

SINCE PARTNERING WITH CLASSPASS IN 2019:

26k

TOTAL CLASSPASS
RESERVATIONS

\$806k*

TOTAL INCREMENTAL
REVENUE

8k

TOTAL UNIQUE
CLASSPASS USERS

*Amount in USD

The opportunity

Since 1997, St.Gregory at PARKROYAL on Beach Road has redefined luxury wellness by providing premier aesthetic, active aging, fitness, and healing therapy treatments.

Recognizing that ClassPass members are typically health and wellness-focused, they turned to ClassPass to strengthen connections with local community members while boosting their revenue.

The impact

Lifestyle Director, Renee Chong, notes that the spa is now easily able to adjust its availability on ClassPass to both increase traffic during slower hours and prioritize in-house guests—saving management valuable time. Reviews left by ClassPass members have also been valuable in providing motivational feedback for the team to improve or adjust services. Looking ahead, Chong is seeing a positive shift towards health and wellness with her customers.



“Partnering ClassPass has enabled us to tap into its fitness and wellness community and share our great services.

Damian Tan, General Manager