Program Proposal: Aqua Cycling (Hydro Spin)

# Program Summary

Aqua Cycling, also known as Hydro Spin, is a high-energy, low-impact cardiovascular workout performed on stationary bikes submerged in a pool. The natural resistance of water adds an extra challenge while supporting joints and reducing injury risk. Aqua Cycling blends the best elements of indoor cycling and aquatic fitness for a full-body conditioning experience that’s both safe and effective.

# Program Objectives

- Deliver high-calorie burning cardio in a joint-friendly environment
- Attract spin enthusiasts and rehab clients
- Diversify aquatic fitness offerings with premium programming
- Build a boutique-style fitness experience that adds value to memberships

# Target Audience

Adults (ages 16–70), especially:
- Individuals recovering from injury or seeking low-impact fitness
- Spin class regulars looking for variety
- Older adults, postpartum clients, and cross-trainers

# Class Format & Equipment

Class Length: 45 minutes
- Warm-up with mobility movements and light cycling
- Speed intervals and resistance drills
- Arm and core work using handlebars or resistance tools
- Cooldown spin and water-based stretches

Equipment:
- 6–12 Aqua Bikes (~$700–$1200 per unit)
- Waterproof sound system
- Optional: Instructor mic, waterproof heart rate monitors

# Staffing & Certification Requirements

- 1 Certified Group Cycling or Aqua Fitness Instructor
- 1 Lifeguard on duty (can be dual-certified)

# Startup Costs (Estimated)

- 10 Aqua Bikes: $7,000–$12,000
- Waterproof speaker/mic: $300
- Instructor certification: $300–$500
- Marketing & signage: $150
- Total Estimated Startup: $7,750–$12,950

# Ongoing Operating Costs (Per Class)

- Instructor Pay: $50–$65
- Lifeguard Pay: $20–$25
- Admin/Facility Overhead: $10–$15
- Total: $80–$105 per class

# Schedule Recommendations

- Early AM (before work crowd) or evening (post-work)
- 2–4 classes weekly
- Year-round if indoor pool available

# Evaluation Metrics

- Bike utilization reports
- Class size trends & waitlists
- Participant satisfaction & retention
- Injury rates or feedback for accessibility improvements