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