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Premium Leisure has Success with ‘Hybrid’ Exercise Model

New AQ11 proves popular for its size and price

DOMINICK AUSTIN, business development manager at Premium Leisure, was a little nervous about the release of the company’s new AQ11.

At first, he says he was concerned about the volume it was going to do, but “it’s been out just a few months and we’ve had a lot of people buy it,” Austin says. “It satisfies the large hot tub/small splash pool for kids to play in without having this enormous thing in their backyard.”

The AQ11 falls into the hot tub/aquatic therapy spa hybrid space. It’s much larger than a normal hot tub and is designed so someone could exercise in it. But it doesn’t have swim jets and isn’t long or deep enough to swim in without whacking a knuckle or knee, so Austin is careful not to refer to it as a swim spa.

The AQ11 comes with two stand-up therapy positions. “One has a bunch of jets that you can use for creating therapy all up and down your back and your legs,” he says. “The other has whirlpool

jets. They’re not swim jets, but they’re large-volume jets.” It also has resistance bands, a rowing apparatus and is designed to accommodate underwater bicycles or treadmills.

Marco Prisco, owner of Prisco Spas & Pools with locations in Hawthorne, N.J., and Yonkers, N.Y., says the model has been popular with his customers both in size and price.

“When most hot tubbers stand up, the water line is up to their knees,” Prisco says. “This product is 54 inches deep. When you stand up you’re still chest-deep in water. When you jump out of the seat, you have two fitness jets and a grab rail where you can do some light jogging and therapy.”

Prisco says one of his favorite things about selling the Premium Leisure swim spa line is that it offers a wide variety of price points. Prisco takes the swim spa side of his business very seriously, displaying a total of five models, including the AQ11.

“[Premium Leisure] has a really good \$20,000 swim spa, and they have a swim spa for \$12,000, which is a great conversation-starter, entry-level price point,” Prisco says. To his mind, there’s nothing growing as fast as swim spas. “Hot tubs are flat,” he adds. “This is one of the fastest-growing products in our industry, bar none.” ■

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