

Analysis Report: Potential Gains from Adding a Jacuzzi or Whirlpool Spa to Airbnb or Hotel Properties

1-2-3 Most Important Findings

- **“Boost your annual revenue by up to €34,000 with a hot tub – the ultimate low-cost luxury upgrade!”** (From AirDNA data on market-dependent gains).
- **“Increase bookings by 13% and add €40 to your nightly rate – make your property irresistible!”** (From Market.us industry averages).
- **“Elevate occupancy by 10% and charge 20-25% more per night – turn your terrace into a revenue powerhouse!”** (Combined from Hot Tub Republic and Beyond Pricing insights).

Overview of Research and Analysis

Adding a quality, low-cost jacuzzi or whirlpool spa priced around €1,299, to an Airbnb apartment with a terrace or a villa without existing water features can significantly enhance its appeal, particularly for relaxation-seeking guests like couples, families, or wellness travelers. This analysis draws from industry reports, market data, and one academic study on short-term rentals (STRs). Key sources include vacation rental analytics platforms (e.g., AirDNA and Beyond Pricing), hot tub industry insights (e.g., Hot Tub Republic and Market.us), and hotel amenity studies (e.g., Dojo Business). While data is more abundant for Airbnbs and vacation rentals, hotel findings are analogous, as spas often include jacuzzi elements.

The potential gains stem from increased perceived luxury, differentiation in competitive markets, and higher guest satisfaction, leading to better reviews and repeat bookings. However, impacts vary by location (e.g., higher in rural or cold-weather areas like mountains vs. urban centers), property type (villas benefit more due to privacy), and maintenance. ROI is generally strong for a €1,299 investment,

potentially paying off in under a year in high-demand markets, but risks include maintenance hassles and seasonal relevance.

Potential Gains in Revenue

- **Airbnb/Vacation Rentals:** Adding a hot tub can increase annual revenue by €6,000 to €34,000, depending on market demand and property size (e.g., 3-bedroom units see the highest uplift). This is driven by premium pricing: properties with hot tubs charge 20–25% more per night on average, or an additional €30–€200 nightly for mid-sized rentals. For a low-cost jacuzzi, this translates to rapid ROI—e.g., at €39 extra per night (industry average), a property booked 100 nights/year yields ~€3,900 additional revenue, covering costs quickly. In U.S. markets like Atlanta or Oahu, hot tubs are a “winning amenity” boosting Revenue per Available Room (RevPAR) more than most features. Ulster County, NY, data shows listings with hot tubs generating “significantly more” revenue overall.
- **Hotels:** Installing a spa (often including jacuzzi/whirlpool elements) can boost Average Daily Rate (ADR) by 5–20%, with luxury segments seeing the upper end due to attracting high-paying guests. Annual spa revenue ranges from €100,000–€500,000 for mid-sized hotels, contributing to overall property uplift. A bundled amenities example (including spa) showed €547,500 extra annual revenue for a 100-room hotel, with 99.5% ROI on a €500,000 investment (though scaled down for a single jacuzzi, this suggests high returns for low-cost additions). Wellness-focused hotels generate 56% more revenue per room.

Potential Gains in Booking Rates (Occupancy)

- **Airbnb/Vacation Rentals:** Hot tubs can increase occupancy by up to 10% in key markets, with an average booking rate boost of 13% across platforms. This is due to search filters prioritizing such amenities, especially in competitive areas without natural water features. For terraces or villas, the private outdoor appeal amplifies this, drawing 10–15% more inquiries in rural/countryside settings.
- **Hotels:** Spa additions (with jacuzzis) correlate with 5–15% higher occupancy, similar to pools, by extending stays and attracting off-peak guests. Resort spas saw 14.2% revenue growth (tied to occupancy) post-recession, while urban ones gained 9%.

Relevant Papers and Referenced Findings

- **Academic Paper: “Factors Affecting Short-Term Rental First Price: A Revenue Management Model” (Gibbs et al., 2022, published in PLOS ONE):** This study analyzes Airbnb listings in Madrid, finding that amenities

like pools (Pearson correlation 0.094, $p=0.025$) weakly but significantly increase nightly prices, contributing 6% weight in a multivariate factor (equipment accounts for 18% of price variance overall). Hot tubs showed no significant correlation (0.053, $p=0.206$), possibly due to low prevalence in urban apartments. Spas were constant variables, limiting analysis. Conclusion: Amenities like water features have moderate impact (18% of pricing), overshadowed by size (72%), but can differentiate in non-urban settings like villas.

- **Industry Reports:** AirDNA (2024) ranks hot tubs among top RevPAR boosters. Beyond Pricing (2023) notes 20–25% premiums in U.S. markets. Market.us (2024) provides global stats on booking uplifts. CBRE (2023) and Skift (2025) highlight hotel spa revenue growth.