

Peloton Commercial

Hospitality Marketing Activation Toolkit





Let's kick things off

Thank you for choosing the Peloton® Bike for your hotel!

We want to help you get the most value out of your Bike, and ensure every rider is aware of the new addition to your property and can take advantage of the great Peloton experience.

So, we put together some content and tools to help you promote Peloton to your guests.

Any requests for marketing support outside of these guidelines should be sent for approval. Please reach out to commercialmarketing@onepeloton.com.



Commercial marketing guidelines

Use these marketing guidelines as a supplement for additional guidance when promoting your hotel's Peloton equipment and experience to your guests.

[Get the guidelines](#)



MARKETING GUIDELINES

Approved Peloton images

Show off the Peloton Bike(s) in your space! If taking photos or video of the Peloton Bike at your hotel, refer to [page 12 of the Commercial Marketing Guidelines](#) for current guidance on photographing the Bike. Reach out to our marketing team at commercialmarketing@onepeloton.com with any questions.

Additionally, a selection of Peloton lifestyle imagery is available for you to download at press.onepeloton.com (see "Commercial" section) and can be used across your hotel's digital channels. Please note that commercial usage rights for these images expire on June 1, 2023.



Peloton Commercial

Peloton Hotel Finder

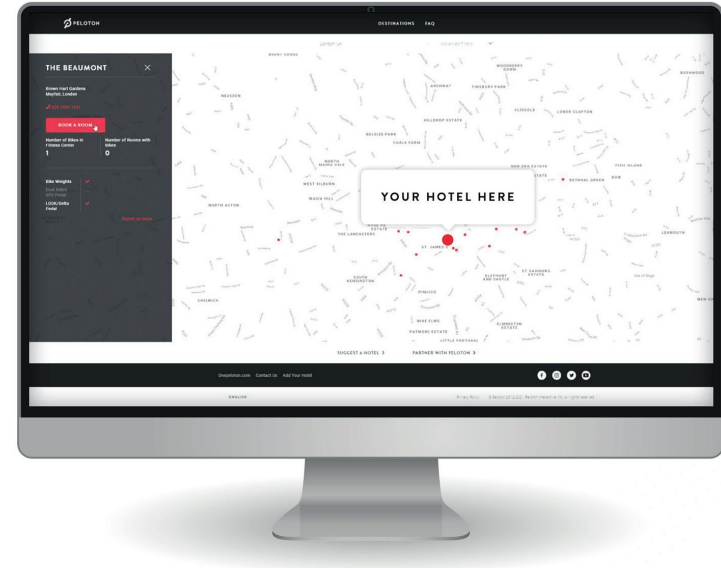


Connect your hotel to Peloton Members

[Peloton Hotel Finder](#) is a dynamic platform that connects our millions of global Peloton Members to our hotel clients. Your property profile links to your hotel website for Members to directly book their stay — an added, no-cost benefit to support your business.

When your property is listed on Hotel Finder, Peloton Members can access:

- Hotel details, including customized hotel descriptions
- Direct link to your hotel website
- Global destination search
- Global hotel loyalty program filter
- 'Report an issue' button for Bike maintenance



Put Your Hotel on the Map

HOTELFINDER.ONEPELOTON.COM >

Peloton Commercial

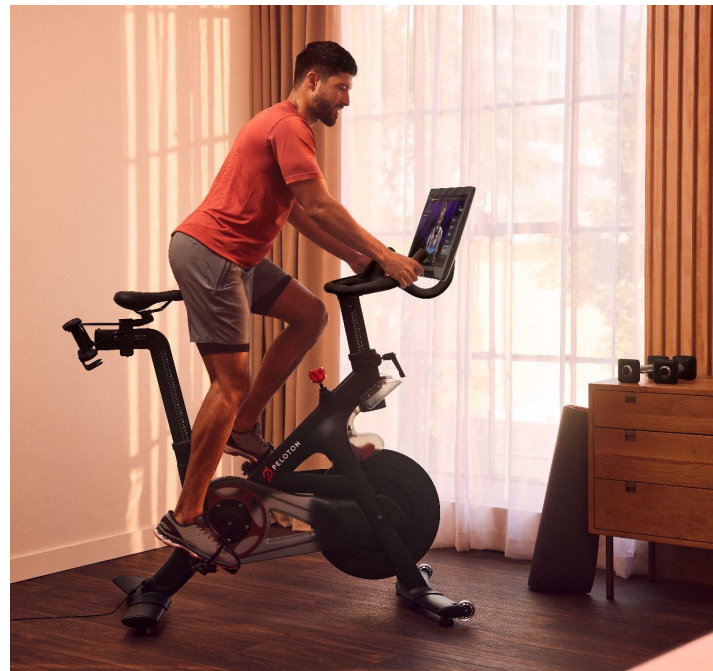
PR + external communications



Press Outreach

Here are a few guidelines to follow when calling attention to your hotel's Peloton Bike(s) via media or influencer outreach:

- Please connect with the [Peloton Communications team](#) for review and approval on all external-facing press materials, including, but not limited to:
 - Outreach strategy and media contacts
 - Pitch copy
- Press images can be pulled from press.onepeloton.com – any location-specific renderings must be approved by the Peloton team before sharing externally
- If your hotel is interested in influencer engagements that highlight the Peloton offering, please connect with commercialmarketing@onepeloton.com to align on strategy, influencer selection, positioning and key messaging
- If your hotel was interested in planning a media event to highlight the Peloton offering, please connect with the [Peloton Communications team](#) for review and approval



Peloton Commercial

Digital content



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Peloton Commercial

For your hotel website



Introducing Peloton

Peloton Members often search hotel websites to find out if they have Peloton Bikes on property when planning their travel. We recommend including the following info on your hotel website so Members and travelers know what to expect ahead of their stay:

- # of Peloton Bikes in your fitness center
- Guest rooms with Peloton Bikes (and how to book or request)
- Type of pedals on each Peloton Bike:
 - Dual-sided SPD clips with toe-cages (*most likely and recommended)
 - Delta-compatible clips (and if the hotel offers Peloton Bike compatible shoes for guest use)
- Getting started with Peloton

If your hotel wants to further promote its on-property Peloton experience, look ahead for more robust copy recommendations and guidance in this toolkit.



Some ground rules

We understand that maintaining a consistent brand style is important, so feel free to adapt our recommended copy to meet your brand voice. However, we ask that you follow our guidelines when naming Peloton products, Memberships, and other ownable terms. These are the words and how we style them, the rest is up to you.

Important call-out

In each asset, the first reference to the “Peloton” name should be accompanied by the “®” symbol; e.g. Peloton®, Peloton® Bike.

SAY THIS

Peloton equipment

Peloton Bike (1st mention) /
Bike (subsequent mentions)

Peloton App

Riding / cycling

Instructors

Peloton Members / Members

Guest Room with Peloton Bike
(ex: King Bed with Peloton Bike, 1 King with Peloton Bike)

NOT THAT

Peloton hardware

Peloton bike (with lowercase “b”), bike, spin bike,
spinning bike, Peloton, a Peloton

App (“app” on its own is not capitalized)

Spinning

Coaches / trainers

Peloton members / members

Peloton Room / Peloton Bike Room

A few other things...

We appreciate your hotel's support in sharing the Peloton experience with your guests through your on-property and digital channels, but there are a few other rules of the road that we ask you follow.

Please reach out to commercialmarketing@onepeloton.com if you have any questions about usage of the Peloton name, logo or images on your hotel's digital channels or at your property.

PLEASE DON'T

- Imply or state that your facility is an exclusive provider of Peloton Bikes
- Refer to or suggest any kind of official partnership between Peloton and your hotel or hotel brand
- Refer to your fitness center, or the space where your Peloton Bikes are placed, as a "Peloton Studio"

(We're happy to work with you to design a fitness space that meets your wellness needs and brand standards. Connect with your Peloton Commercial sales rep or commercialsales@onepeloton.com if we can help!)
- Use the following language when referring to Peloton, Peloton Bikes, or the space where the Bikes sit at your hotel:
 - "Official Peloton partner"
 - "Peloton studio"
 - "Spinning classes by Peloton"
 - "Spin studio"
 - "Spin bike"
- Use "Peloton" as a noun; e.g. calling the Peloton Bike "a Peloton" or "your Peloton"

For Peloton Bike(s) in a fitness center

The following copy is intended for use when mentioning or describing Peloton Bikes in your hotel's fitness center.

SAMPLE COPY

Short	Our fitness center features ## Peloton® Bikes, each with [dual-sided pedals with SPD clips with toe cages].
Medium	<p>Options:</p> <ul style="list-style-type: none">• Experience immersive live and on-demand Peloton® workouts that will keep you coming back for more. Our fitness center features ## Peloton Bikes, each with [dual-sided pedals with SPD clips with toe cages].• Join millions worldwide and experience immersive live and on-demand Peloton® workouts in our fitness center at no added cost to you. Our ## Peloton Bikes include [dual-sided pedals with SPD clips with toe cages].
Long	<p>Experience immersive live and on-demand Peloton® workouts that will keep you coming back for more. Our fitness center features ## Peloton Bikes, each with [dual-sided pedals with SPD clips with toe cages]. First time rider? Watch this quick tutorial on how to adjust the Bike settings.</p> <p>Current Peloton® Members can sign in with their existing account. New riders can create a free profile to use the Peloton Bike at our hotel and receive a free Peloton App trial (Terms apply) to experience Peloton while on the road or at home, and use your login on the Bike at our hotel – Get started.</p>

For guest rooms with Peloton Bikes

The following copy is intended for use to name and describe guest rooms with Peloton Bikes across your hotel website, reservation system, or in any guest-facing communications.

Guest room naming convention

Say: Guest Room with Peloton® Bike (ex: King Bed with Peloton® Bike, 1 King with Peloton® Bike)

Don't say: Peloton Room / Peloton Bike Room / King Bed with Peloton

SAMPLE COPY

Extra short

- Experience the Peloton® Bike in the comfort of your guest room
- Includes Peloton Bike® with **[dual-sided pedals]**

Short

Experience the Peloton® Bike, featuring thousands of live and on-demand classes, in the comfort of your guest room.

Medium

Experience game-changing cardio any time you want from the comfort of your guest room. The Peloton® Bike features thousands of live and on-demand cycling classes led by motivating instructors.

Long

Energize your stay with game-changing cardio from the comfort of your guest room. The Peloton® Bike offers thousands of live and on-demand studio classes led by world-class instructors that keep you motivated while on the go. Our in-room Bike features dual-sided pedals with SPD clips and toe cages so you can leave your cycling shoes at home.

Peloton Members can sign in with their existing account. New to Peloton? Sign up for a free Peloton App trial (Terms apply) to experience all of Peloton's dynamic content while on the road or at home, and use your login on the guestroom Peloton Bike – [Get started.](#)

Room packages and special offers

The following copy is intended for special offers for guest rooms with Peloton Bikes or packages featuring Peloton branded amenities.

SAMPLE COPY

Offer name	Preferred options include: <ul style="list-style-type: none">• Experience Peloton®• Peloton® Package
Offer copy	Stay on track towards your wellness goals. Reserve our [Offer Name] and enjoy: <ul style="list-style-type: none">• [Guest Room] with Peloton® Bike featuring dual-sided pedals with SPD clips and toe cages• Peloton® App trial (New Members only. Terms apply.)• [Optional additional amenities; e.g Peloton® Apparel gift card]
CTA	Let's Go / Reserve / Book Now
Booking code	PTON, BIKE

Peloton Commercial

Within guest
communications



IN GUEST COMMUNICATIONS

For hotel associates

Ensure your hotel reservations, front desk, and concierge teams know how to speak to the Peloton experience at your property.

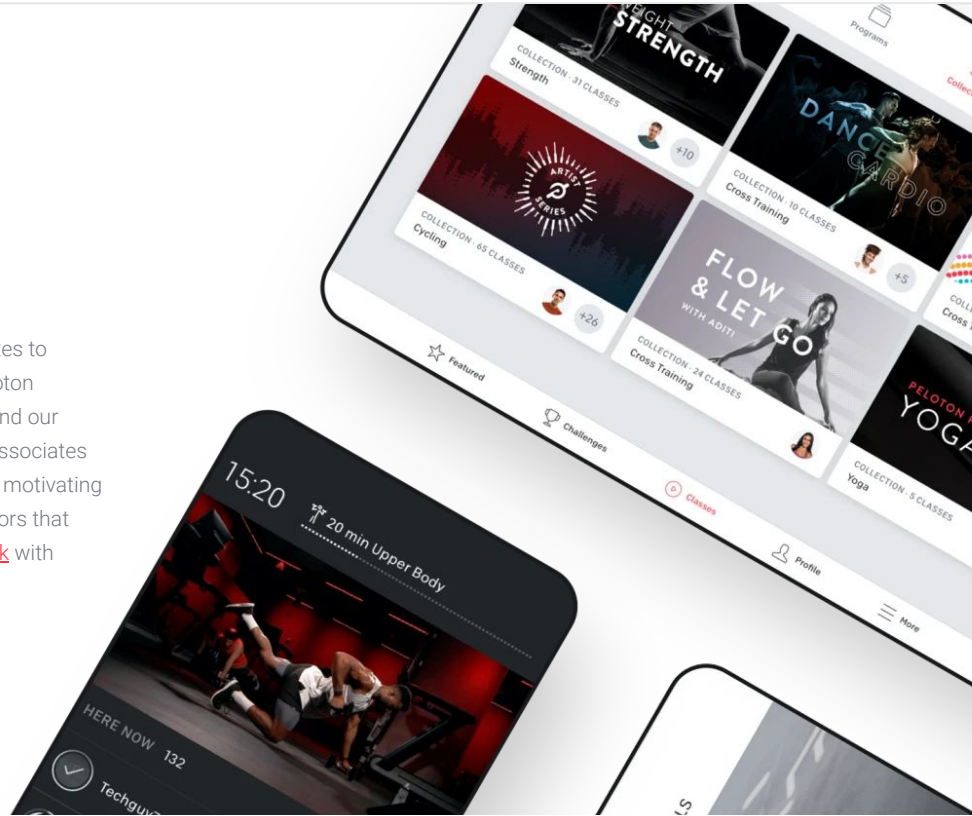
Peloton 101

A fill-in-the-blank one-sheet with everything your associates need to know to talk about your hotel's Peloton experience to inquiring guests.

[Download here](#)

Bonus

We want your property's associates to be excited about your hotel's Peloton experience. We are happy to extend our Peloton App trial to your hotel's associates so they can experience the same motivating workouts and energizing instructors that inspire your guests. Share [this link](#) with them to get started.



Pre-arrival email

Let your guests know about your hotel's Peloton Bike(s) before they arrive. Here is recommended pre-arrival email copy, whether your email allows for just a few words or detailed messaging.

SAMPLE COPY

To include in reservation confirmation or pre-stay emails that mention your Fitness Center or wellness amenities.

Short	Fitness Center with ## Peloton® Bikes
Medium	Our [24/7] fitness center features ## Peloton® Bikes, each with [dual-sided pedals with SPD clips with toe cages].
Long	<p>Check out the ## Peloton® Bikes in our [24/7] fitness center. Join live or on-demand studio classes featuring world-class Instructors at any time that works for you. Our Peloton Bikes feature [dual-sided pedals with SPD clips with toe cages for easy riding with athletic shoes].</p> <p>Peloton Members can sign in with their existing account. New to Peloton? Sign up for a free Peloton App trial (New Members only. Terms apply.) and use your login on the fitness center Bike – Get Started.</p>

Pre-arrival email

Help guests who reserved a room with a Peloton Bike prepare for their stay. Here is recommended pre-arrival email copy, whether your email allows for just a few words or detailed messaging.

SAMPLE COPY

To include in reservation confirmation or pre-stay email for a guest who books a room with a Peloton Bike (if offered).

Short	[Guest Room Type] with Peloton® Bike featuring [dual-sided pedals with SPD clips with toe cages].
Medium	Your [Guest Room Type] with Peloton® Bike features [dual-sided pedals with SPD clips with toe cages for easy riding with athletic shoes]. Peloton Members can sign into the Bike with their existing account. New to Peloton? Sign up for a free Peloton App trial (New Members only. Terms apply.) and use your login on the guestroom Bike – Get Started .
Long	<p>Leave your cycling shoes at home. The Peloton® Bike in your guest room features [dual-sided pedals with SPD clips with toe cages for easy riding with athletic shoes]. Peloton Members can sign into the Bike with their existing account.</p> <p>New to Peloton? Sign up for a free Peloton App trial (New Members only. Terms apply.) to experience Peloton's dynamic wellness content and learn how to get set up on the Bike ahead of your arrival – Get Started.</p>

Pre-arrival email

Drive incremental revenue by offering guests the opportunity to upgrade to a room with a Peloton Bike, if offered at your hotel. Here is recommended pre-arrival email copy, whether your email allows for just a few words or detailed messaging.

SAMPLE COPY

To include in pre-stay email offer to upgrade to a guest room with a Peloton Bike (if offered at your hotel).

Short	Upgrade your stay to a [Guest Room Type] with Peloton® Bike for an additional \$XX per night.
Medium	Upgrade to our [Guest Room Type] with Peloton® Bike and experience Peloton's immersive live and on-demand classes any time you want from the comfort of your guest room.
Long	<p>Upgrade to our [Guest Room Type] with Peloton® Bike and experience Peloton's immersive live and on-demand classes any time you want from the comfort of your guest room. The Peloton Bike in your guest room features [dual-sided pedals with SPD clips with toe cages for easy riding with athletic shoes].</p> <p>Peloton Members can sign into the Bike with their existing account. New to Peloton? Sign up for a free Peloton App trial (New Members only. Terms apply.) to experience Peloton's dynamic wellness content and learn how to get set up on the Bike ahead of your arrival – Get Started.</p>

In-stay communications

Help your guests take advantage of your hotel's Peloton Bike amenity. Here, you'll find copy and digital/printable assets that you can use to get guests excited to ride the Peloton Bike in your fitness center during their stay. For guests who aren't Peloton Members, we can offer a QR code for a free Peloton App trial at no cost to them or your hotel.

SAMPLE COPY

In-App push

It's here! Experience the immersive Peloton® Bike in our [24/7] fitness center.

Digital signage

(incl. In-room TV, in-room tablet, fitness center TV)

Drive awareness to your hotel's Peloton Bikes with Peloton-branded digital assets for use on TVs and tablets in the lobby, front desk, guest rooms, and your fitness center.

[Download here](#)

Key card insert

Give your guests the chance to experience Peloton during and after their stay. This easy-to-print key card insert includes a QR code for a free Peloton App trial.

[Download here](#)

On-property signage

Highlight the Peloton Bikes in your fitness center or help guests get started. Download creative files for Peloton wall and stand-up banners that can be printed locally. There are five creative options to choose from depending on your hotel's needs.

[Download here](#)

Post-stay email

Allow your guests to leave feeling better than when they arrived with a little surprise-and-delight from Peloton. Or, if your property offers in-room Peloton Bikes, encourage them to book with a special offer for whenever travel takes them back to your destination.

SAMPLE COPY

Free App trial

Take Peloton® home with you with a [free Peloton App trial](#) (New Members only. Terms apply.). Enjoy thousands of live and on-demand classes, from meditation to yoga to cycling.

Special offer

Experience game-changing cardio any time you want from the comfort of your guest room. Book our [\[package name\]](#) for your next visit to [\[hotel name\]](#) and enjoy: [\[package inclusions\]](#).

Peloton Commercial

To post on social media

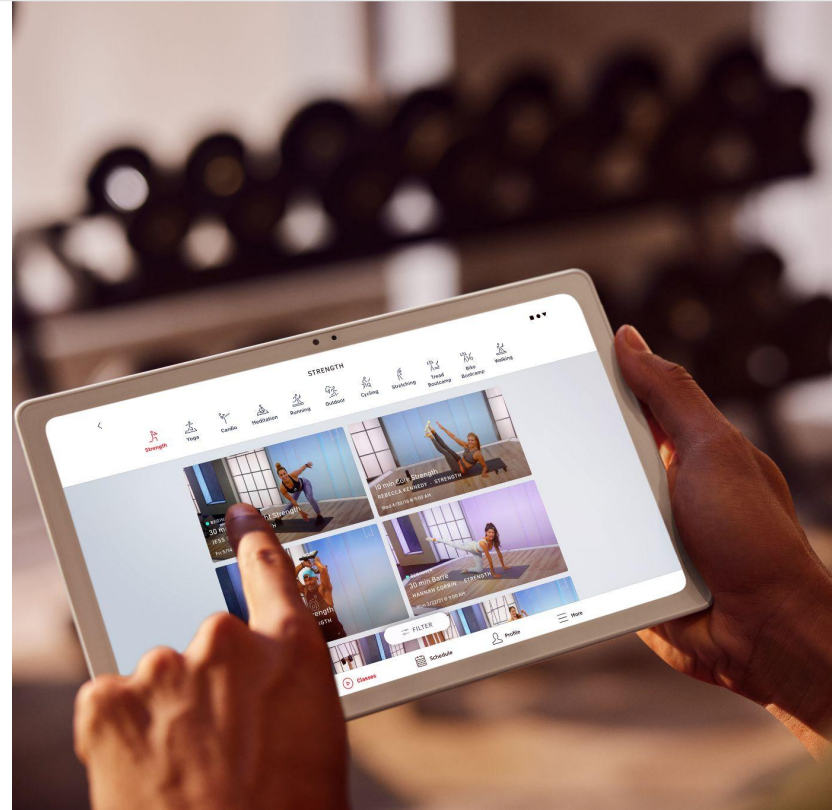


TO POST ON SOCIAL MEDIA

Let's be social

Here are a few guidelines to follow when calling attention to your hotel's Peloton Bike(s) via social media channels.

- You may tag @onepeloton on Instagram and Facebook posts.
 - In Australia: @onepelotonau
- You may use #Peloton at the end of your posts.
 - In Australia: #PelotonAustralia
- Avoid using more than two hashtags in posts mentioning Peloton, and do not insert new or non-approved brand hashtags (either your own or Peloton's).
- Do not mention other competitive fitness equipment or accessory brands in the same post.
- Connect with commercialmarketing@onepeloton.com if your hotel is planning influencer engagements that include or highlight the Peloton offering. We'd like to align on the strategy and approve key messaging provided to influencers.



TO POST ON SOCIAL MEDIA

Peloton Bike(s) in fitness center



Select an appropriate image for your social post from press.onepeloton.com.

SAMPLE COPY

It's here! Experience the immersive Peloton® Bike at [Property Name] today.

Big news: our fitness center now features XX Peloton® Bikes! When you stay with us, you can stay on track with your fitness goals.

Join live or on-demand studio classes featuring world-class Instructors at any time that works for you. Try the Peloton® Bike, now at [Property Name].

Stay motivated while on the go. [Property Name] is pleased to announce the arrival of Peloton® Bikes to our fitness center.

Start your day off strong with a Peloton® workout. We are proud to now offer Peloton Bikes in our fitness center – ride for free when you stay with us!

Peloton Bike In guest room



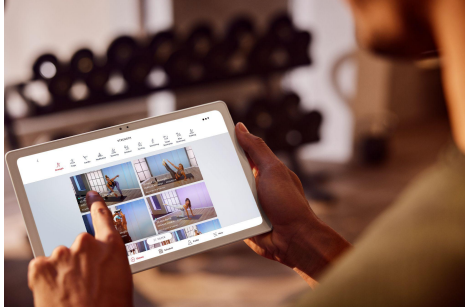
Select an appropriate image for your social post from press.onepeloton.com.

SAMPLE COPY

Get your workout in from the comfort of your hotel room! We're excited to announce that starting today, select rooms feature a Peloton® Bike. Here's to embracing your fitness journey.

Book your next stay in our [\[Guest Room with Peloton® Bike\]](#), where you can break a sweat without leaving your room.

Peloton App



Select an appropriate image for your social post from press.onepeloton.com.

SAMPLE COPY

The Peloton® App features classes that range from 5 to 90 minutes, so it's easy to find a workout for every mood! Best of all, Peloton Members and non-members can exercise for free after signing into their existing account or signing up for a [free Peloton App trial](#) (New Members only. Terms apply.). Try it at [\[Property Name\]](#) today.

Hey guests, did you know that the [Peloton® App](#) makes it easy to find your new favorite workout? With a wide variety of Instructors, music genres, and class types, you'll be on your way to achieving your fitness goals. Experience Peloton at [\[Property Name\]](#) next time you stay with us.

Peloton in multiple settings



Select an appropriate image for your social post from press.onepeloton.com.

SAMPLE COPY

Had a long day of travel? Unwind with a Peloton® yoga, stretching, or meditation class. Now available in our fitness center and select rooms.

Hitting the road doesn't have to put a halt on your fitness program. Read up on these tips from @onepeloton on how to keep training while you're traveling, and don't forget to explore our hotel's Peloton options! blog.onepeloton.com/travel-workout-tips

If you're planning on having your next vacation to [Destination] be an active one, you'll want to explore these tips from @onepeloton about how to make the most of it. blog.onepeloton.com/training-for-active-vacations

Peloton Commercial

See you on
the leaderboard!



Peloton Commercial

Additional resources



Brand resources

MARKETING GUIDELINES

PELOTON LOGOS

LIFESTYLE IMAGE GALLERY

PRODUCT IMAGE GALLERY

THE OUTPUT:
PELOTON'S BLOG

Customer (hotel) resources

Tools for services and support

WELCOME TO PELOTON
COMMERCIAL HOSPITALITY

PELOTON BIKE FAQ

GET IN TOUCH WITH
SUPPORT

Guest engagement

Tips and tools to help your guests

PELOTON APP TRIAL

BIKE SETUP INSTRUCTIONS

WELCOME TO
PELOTON COLLECTION

ASK A MEMBER BLOG POST