

Health and Fitness Clubs - UK - July 2018

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“Operators need to embrace technology but remember that this is no substitute for personal interaction. Personal trainers and gym staff are a brand’s strongest asset. Affordability of personal training can be addressed, while using online channels to build rapport with customers can help overcome barriers to interaction.”
– Helen Fricker, Associate Director - Leisure

This report looks at the following areas:

- How can operators encourage members to seek advice and support in person?
- How can operators compete with online exercise sources?

The private health and fitness market is in steady growth with 15% of Brits now having a membership. Low-cost operators continue to expand at pace while a rise in use of the franchise model is also fuelling an increase in site numbers.

Technology is improving retention and acquisition. It is allowing operators to understand customers better and also offer more immersive ways of exercising. However, it is also making at-home workouts more available as online and on-demand exercise channels evolve.

Operators need to embrace technology but remember that this is no substitute for personal interaction. Personal trainers and gym staff are a brand’s strongest asset. Affordability of personal training can be addressed while using online channels to build rapport with customers can help overcome barriers to interaction.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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How can operators encourage members to seek advice and support in person?

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The facts

The implications

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 Moving away from the treadmill
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 Prama
 OCRs and Inflatables

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