



GUARANTEED GROWTH

5 PROVEN GROUP FITNESS STRATEGIES

5 STRATEGIES DRIVING REAL RESULTS FOR SUCCESSFUL CLUBS AROUND THE WORLD

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New program
launches

2

Smart start and
induction

3

Advanced
training for
instructors

4

Investing in
quality
equipment

5

Studio
optimization
and design

1

GROWTH THROUGH NEW PROGRAM LAUNCHES

CLUB: Genki, Sweden

PROBLEM:

This club, already achieving GX attendance >50%, wanted to explore how launching one new program would impact attendance.

HOW DID THEY ENSURE THEIR INCREASED GX INVESTMENT DELIVERED R.O.I. FROM DAY ONE?

1

GROWTH THROUGH NEW PROGRAM LAUNCHES

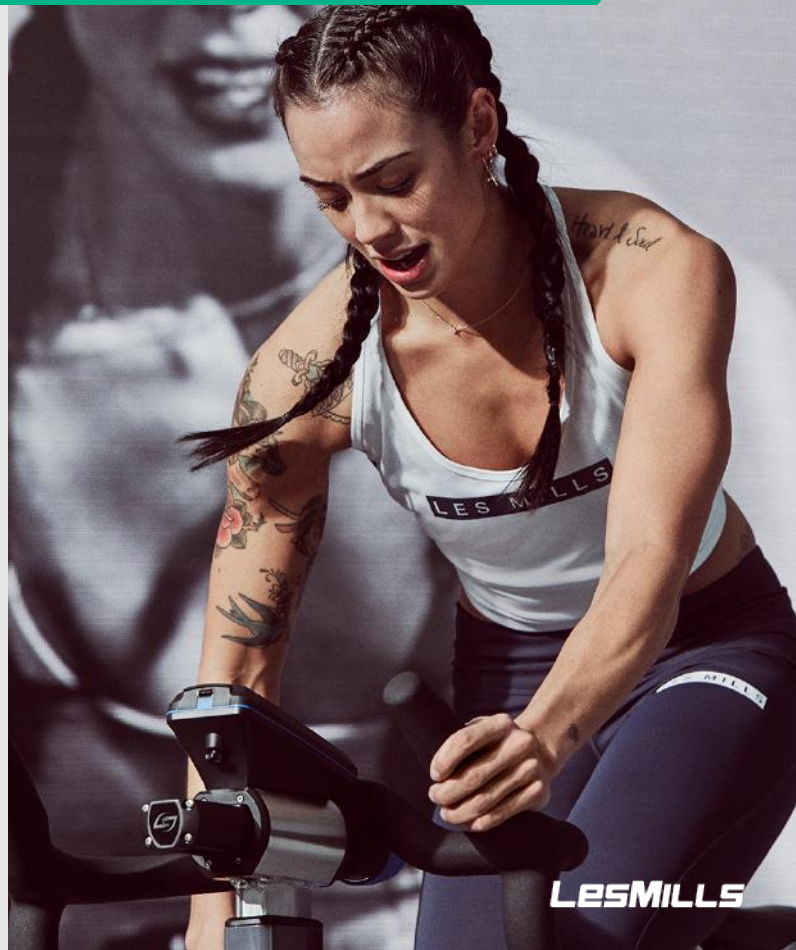
STRATEGY:

A marketing campaign to launch LES MILLS SPRINT

A single site club, in a small town outside of Gothenburg in Sweden, effectively planned a new program launch marketing campaign culminating in a launch event.

- Launched LES MILLS SPRINT™ on January 1st 2019 – adding seven additional classes to the timetable
- Utilized a six-week marketing campaign, featuring the collateral provided in the LES MILLS SPRINT Launch Toolkit – including a single launch event
- Les Mills provided a trainer three weeks before launch to upskill all staff in product knowledge

The results were clear...



1

GROWTH THROUGH NEW PROGRAM LAUNCHES

RESULTS:

- The club added another two classes, totaling only nine additional classes per week of the new program
- Achieved a 52% increase in GX visits in five months, compared to the same period in 2018 (18,920 versus 12,447)
- Achieved an overall increase in GX% of total attendance from 53.8% to 65%, compared to the same period in 2018

52%

**increase in GX visits in the
five months post launch**

2

GROWTH THROUGH SMART START AND INDUCTION

CLUB: SC Fitness, Portugal

PROBLEM:

After analyzing data from across their 30 clubs and 87,000 members, SC Fitness identified members who attend GX retain their membership three times longer.

SO HOW DID THEY GET MORE MEMBERS INTO GX FROM THE START?

2

GROWTH THROUGH SMART START AND INDUCTION

STRATEGY:

An induction program prescribing GX for six weeks

SC Fitness reviewed five years of data, detailing every reason why a customer left their club. They used 65,000 exit interviews, heat-mapped usage patterns and considered attendance patterns from 87,000 members.

- Designed a new induction program that had touchpoints prescribing GX and regular check-ins
- Implemented the Les Mills Smart Start program and created GX loyalty passport for members
- Set KPIs for all instructors for GX usage as a percentage of club visits
- Invested €200k per year in instructor training

The results were clear...

PASSAPORTE
LES MILLS

solinca

SMART FITNESS. MAIS EXERCÍCIO, NUTRIÇÃO E SPA, POR MEMBROS.

solinca

LES MILLS



2

GROWTH THROUGH SMART START AND INDUCTION

RESULTS:

- GX attendance increased 3% year-on-year, resulting in 3% more members and a 117% increase in total lifetime membership value
- GX attendance increased to 44% of total club visits
- GX Net Promoter Score (NPS) increased to 17% above average club NPS

44%

of total club visits are now for GX

3

GROWTH THROUGH ADVANCED TRAINING FOR INSTRUCTORS

CLUB: Village Health Clubs, UK

PROBLEM:

Village Health Clubs wanted to increase class capacity and GX attendance across 29 sites without adding to fixed costs.

HOW DID THEY IMPLEMENT A STRATEGY THAT DIFFERENTIATED THEM FROM THE COMPETITION?

3

GROWTH THROUGH ADVANCED TRAINING FOR INSTRUCTORS

STRATEGY:

Put all GX instructors through Les Mills Advanced Training

Already known for their quality gym equipment and GX offering, this mid-market operator was determined to find a strategy which would be harder for their competitors to replicate. Their solution: invest in their people.

- Identified the need for instructors to improve connection, so they can better engage all types of participant
- Funded 90 (both in-house and freelance) instructors to attend Les Mills Advanced Training and achieve certification
- Set a minimum criteria that all GX instructors in all clubs must achieve this certification

The results were clear...



LES MILLS

3

GROWTH THROUGH ADVANCED TRAINING FOR INSTRUCTORS

RESULTS:

- Member retention increased by an average of 5-10% per month
- The lowest performing club prior to implementing the strategy lifted its average class occupancy from 45% to 62%
- The highest performing club prior to implementing the strategy lifted its average class occupancy from 78% to 96%
- Member referrals increased

40%

Within three months, average class occupancy had increased by 40% in some clubs

4

GROWTH THROUGH INVESTING IN QUALITY EQUIPMENT

CLUB: 1LIFE, UK

PROBLEM:

With 8 clubs all in the lifestyle segment, 1LIFE had to ensure their diverse membership base could use GX equipment easily, while still getting value for money.

SO WHAT TYPE OF EQUIPMENT WOULD PROVIDE R.O.I?

4

GROWTH THROUGH INVESTING IN QUALITY EQUIPMENT

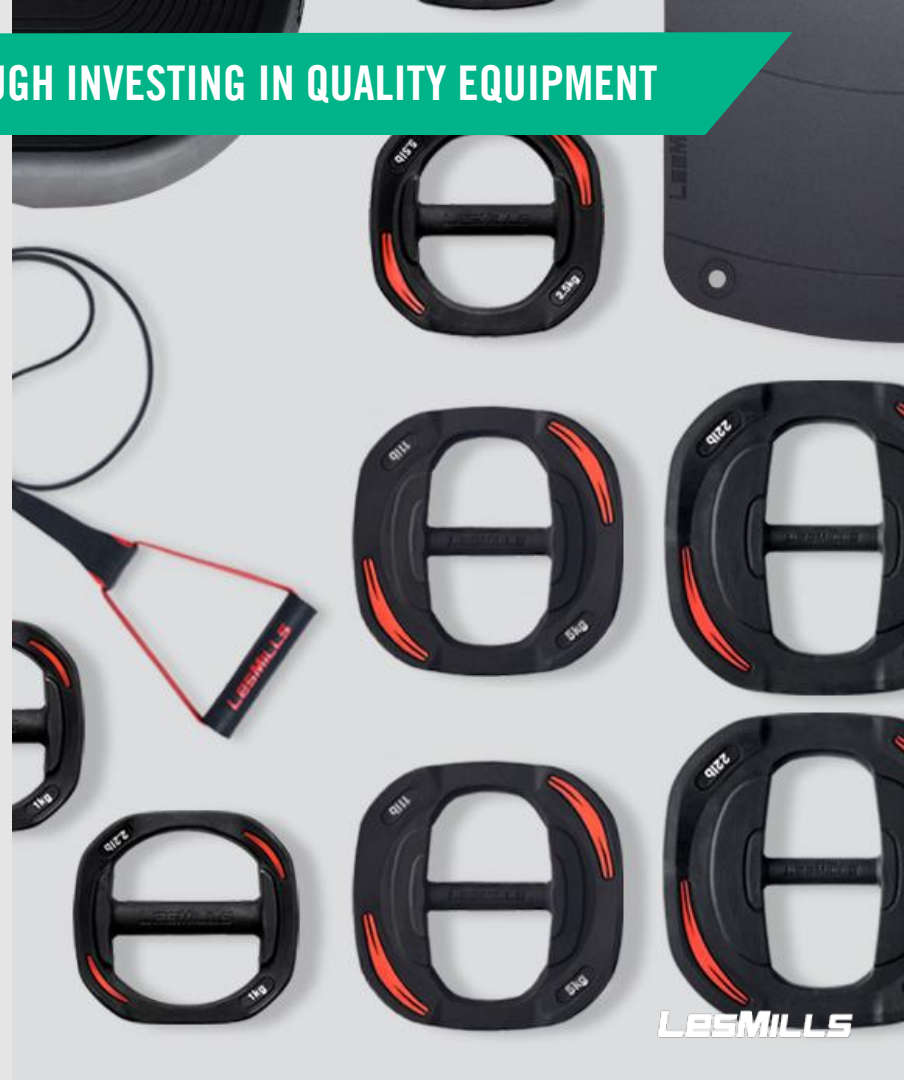
STRATEGY:

Upgrade to **SMART TECH** equipment: light, strong, innovative and versatile

1LIFE initially invested in the Les Mills **SMARTBAR™**, **SMARTSTEP™** and **SMARTBAND™** to optimize the equipment needed for GX and eliminate member complaints.

- Upgraded equipment at the end of existing lifecycle, resulting in a staged rollout across all sites
- Identified that ease of transition was key for members, as was the ability to use weights on the bar or as hand weights, negating requirements for additional equipment

The results were clear...



4

GROWTH THROUGH INVESTING IN QUALITY EQUIPMENT

RESULTS:

- Due to its versatility, the equipment installed in GX studios also began to be used by personal trainers in other areas of the club
- 72% average increase in BODYPUMP™ attendance within three months, with only minor timetable changes across all clubs
- One club achieved a 81.1% increase in BODYPUMP attendance with no timetable changes

72%

**average increase in BODYPUMP
attendance within three months**

5

GROWTH THROUGH STUDIO OPTIMIZATION AND DESIGN

CLUB: Les Mills Wellington, NZ

PROBLEM:

The club wanted to achieve increased GX% attendance goals without devoting any more floor space to GX.

HOW DID THEY LEVERAGE EXISTING SPACE WITH CLEVER DESIGN TO ENABLE INCREASED GX ATTENDANCE?

5

GROWTH THROUGH STUDIO OPTIMIZATION AND DESIGN

STRATEGY:

Rationalize existing studio footprint to create bigger GX studios

After analyzing attendances and capacity of each studio, they decided to remove studio three entirely, shrink the boxing studio and use the space created to enlarge the remaining studios. This resulted in only 3% more floor space being allocated to GX.

They also:

- Added LES MILLS™ Virtual to studio three and the cycle studio
- Significantly optimized the timetable
- Expanded the cycle studio from 20 to 60 bikes
- Installed an immersive screen and THE TRIP™ class
- Removed the \$2 cycle class booking fee

The results were clear...

| Studio Size | | | |
|-----------------------|---------------------------|--------------------------|------------|
| | Before | After | Growth |
| Studio One | 488m ² | 512m ² | +5% |
| Studio Two | 143m ² | 427m ² | +198% |
| Studio Three | 189m ² | 0m ² | -100% |
| Cycle Studio | 58m ² | 172m ² | +196% |
| Boxing Studio | 233m ² | 35m ² | -85% |
| Total GX Space | 1,111m² | 1146m² | +3% |

5

GROWTH THROUGH STUDIO OPTIMIZATION AND DESIGN

RESULTS:

- 48% increase in overall average weekly GX attendance (from 4,750 to 7,010)
- Studio one increased in floor space by 5%, but increased its weekly attendance by 12.5%
- Studio two almost doubled in size and increased its weekly attendance by 186%
- The cycle studio doubled its footprint, but almost tripled its attendance contribution

48%

**increase in average weekly GX
attendance**

IN SUMMARY

These five clubs represent different sizes, segments and regions around the world – but they all have one thing in common:

They have utilized the products and services that Les Mills provides its valued partners to achieve significant return on investment and grow their club and GX attendance metrics.

All of these strategies, and any support and guidance you need, are available to Les Mills partners now.

