

WEST WOOD CLONTARF

THE CINEMATIC CYCLE STUDIO THAT NEVER SLEEPS

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The Immersive group cycle studio is one of the standout features of Dublin's West Wood Clontarf, where members are won, kept and ultimately inspired.

While the cycle studio sits empty for 80 per cent of the time in a typical health club, costing up to £140,000 in lost revenue, West Wood harnesses the full range of Les Mills cycle programmes (THE TRIP™, LES MILLS SPRINT™, RPM™ and RPM Virtual) to transform a potential cost centre into a major revenue driver.

"We now have four different offerings in one studio, which is in use 80 per cent of the time," says GFM Tine Bogsted. "So when we show potential members around the club, there's always activity in that room and it's a strong selling point."

She adds: "The Les Mills cycle package has brought more people into our cycle studio and created awareness, which was probably where we needed the most work."

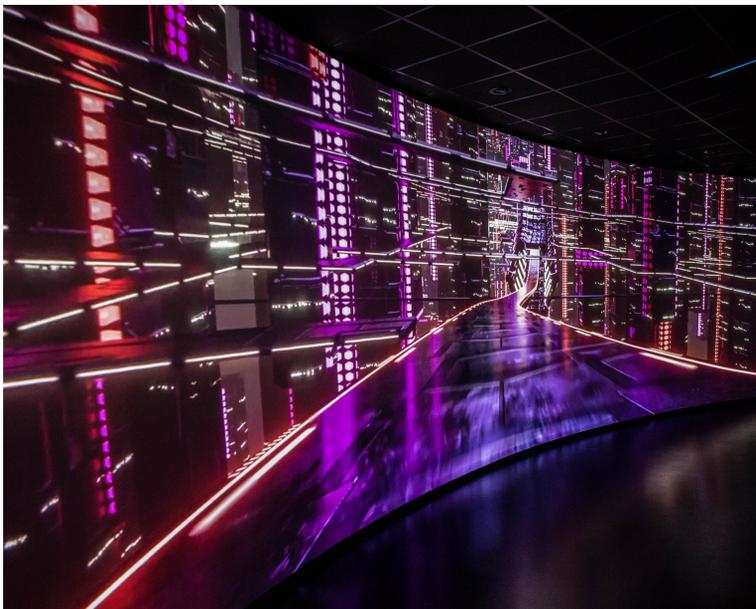
Installation of THE TRIP at Clontarf has been a "game-changer" and it has also been rolled out at four other West Wood sites, bringing added innovation to keep their cycle studios ahead of the curve and consistently excellent.

"The product is superior and it doesn't matter if it's RPM, SPRINT, THE TRIP – everything is always a step up," adds Tine. "I always feel like Les Mills is a step ahead of the other trending cycle classes."



"We've invested heavily in Les Mills and we always see the return on it."

Karen Polley, Group Operations Manager



- 11,000 total club members
- 40% of members attend GX each week
- Cycle studio in use 80% of the time
- THE TRIP installed across 5 of 6 West Wood Clubs