



MOVING SPACES



PEOPLE COME TO YOUR FACILITY **TO BE MOTIVATED**

Your focus should be on getting more people working out, more often. Attendance is your most important metric to measure your clubs success.

1

WIDEN YOUR APPEAL THROUGH DESIGN

- Appeal to a wider demographic like Millennials.
- Fitness is hard work – make it easy and welcoming.
- Differentiate yourself to compete with boutiques.



2

BRINGING YOUR BRAND AND STORY TO LIFE

- What does your brand stand for?
- Is your story clearly defined in your brand design?
- What makes you different to your competitors?
- Who is your target market?

3

STRUCTURE

Your large studio enables you to host bigger classes. Members feel more engaged when the class is bigger. It's the group effect!

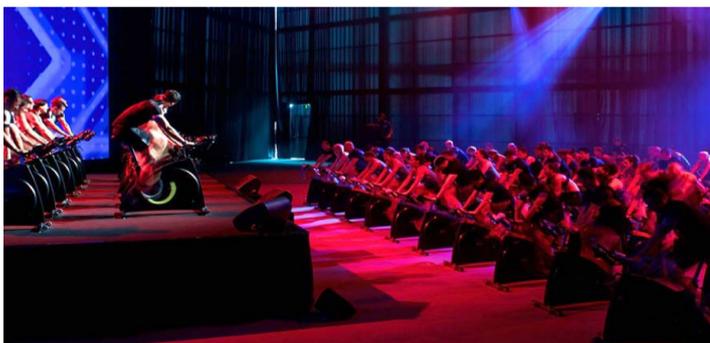
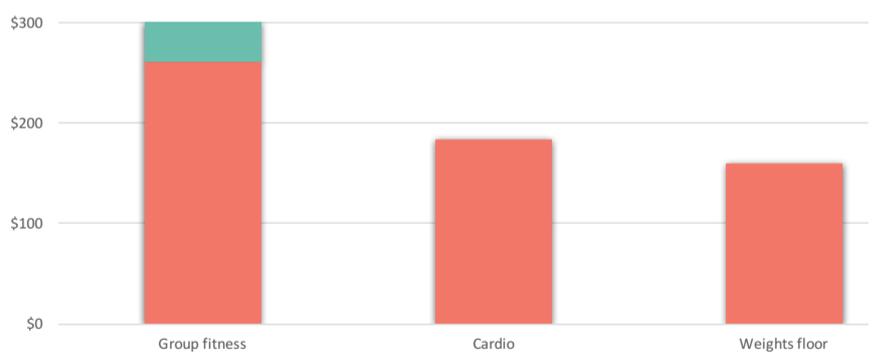


4

GROUP FITNESS IS MORE PROFITABLE PER FT²

Research shows that Group Fitness is more profitable per square foot than any other fitness activities.

Typical contribution per ft²



5

AUDIO VISUAL

Use lighting to create mood and energy. High quality sound creates a high quality class. Install easy to technology for the Instructor and microphones the Instructor can rely on.

6

CREATE AN EXPERIENCE

Your design outside the studio brings members inside the studio. Your design inside the studio needs to motivate and inspire your members. Smart floor design is an innovative way to guide behavior and positioning the stage in the corner cleverly features the Instructor in every class.

