

LES MILLS

# VIRTUAL PLAYBOOK

SECRETS TO SUCCESS GUIDE



# WHAT IS VIRTUAL?

Our virtual classes are exciting, cinematic-quality versions of live classes delivered in studio using your choice of AV.

The technology we use is reliable and robust and has been designed especially for clubs.

Virtual classes allow members to work out at anytime, broadening your timetable and maximising studio occupancy, even at off-peak times.

In the post-pandemic landscape, Virtual programming is a great way to blend hybrid fitness, bridging the gap between digital and live fitness.



# WHY VIRTUAL IS SUCCESSFUL?

Affordable Full Timetables	Scalable and High Quality	Gateway to Live Classes	Maximises Studio Utilisation	Hybrid Offering for Demographic Appeal
<p>Full timetables equal an attractive proposition to new members.</p>	<p>A high quality, engaging customer experience can be difficult to achieve consistently. Much of it relies on a rockstar instructor.</p>	<p>Virtual classes act as a gateway to live classes and actually grow live attendance.</p>	<p>Most traditional fitness facilities have studios sitting empty for between 50 – 80% of their opening hours.</p>	<p>By providing a Virtual option, you are perfectly placed to meet the new consumer demand of members wanting to work out where they like, when they like.</p>
<p>Virtual Fitness provides the most affordable way to capitalise on member preference.</p>	<p>LES MILLS™ Virtual provides that world class quality in a scalable format.</p>	<p>Research shows that attendance numbers for live classes increase by 12% on average when clubs also run Virtual workouts.</p>	<p>Virtual classes spread the load across your timetable and put less pressure on your studio during peak periods.</p>	<p>Millennials account for 30% of Virtual users, showing the appeal a digital offering has to attracting a younger market to your facility.</p>
	<p>Deliver consistency of programming to complement live classes.</p>	<p>This is because it helps fight ‘gymtimidation’, supports members trying new programmes in a low risk setting and ensures members don’t miss a session.</p>		

# WHAT DO MEMBERS THINK ABOUT VIRTUAL?

**60%**

Of members state the Virtual classes offered by their gym has influenced their decision to join.

**800%**

Digital Fitness grew by this during the Pandemic.

**70%**

Are drawn to the flexibility of working out whenever it suits them.

**4.6/5**

Is how members rated their Les Mills immersive studio experience.

**75%**

Of Virtual fitness users also attend live classes.

# ROI EXAMPLE: 2 FITNESS STUDIOS

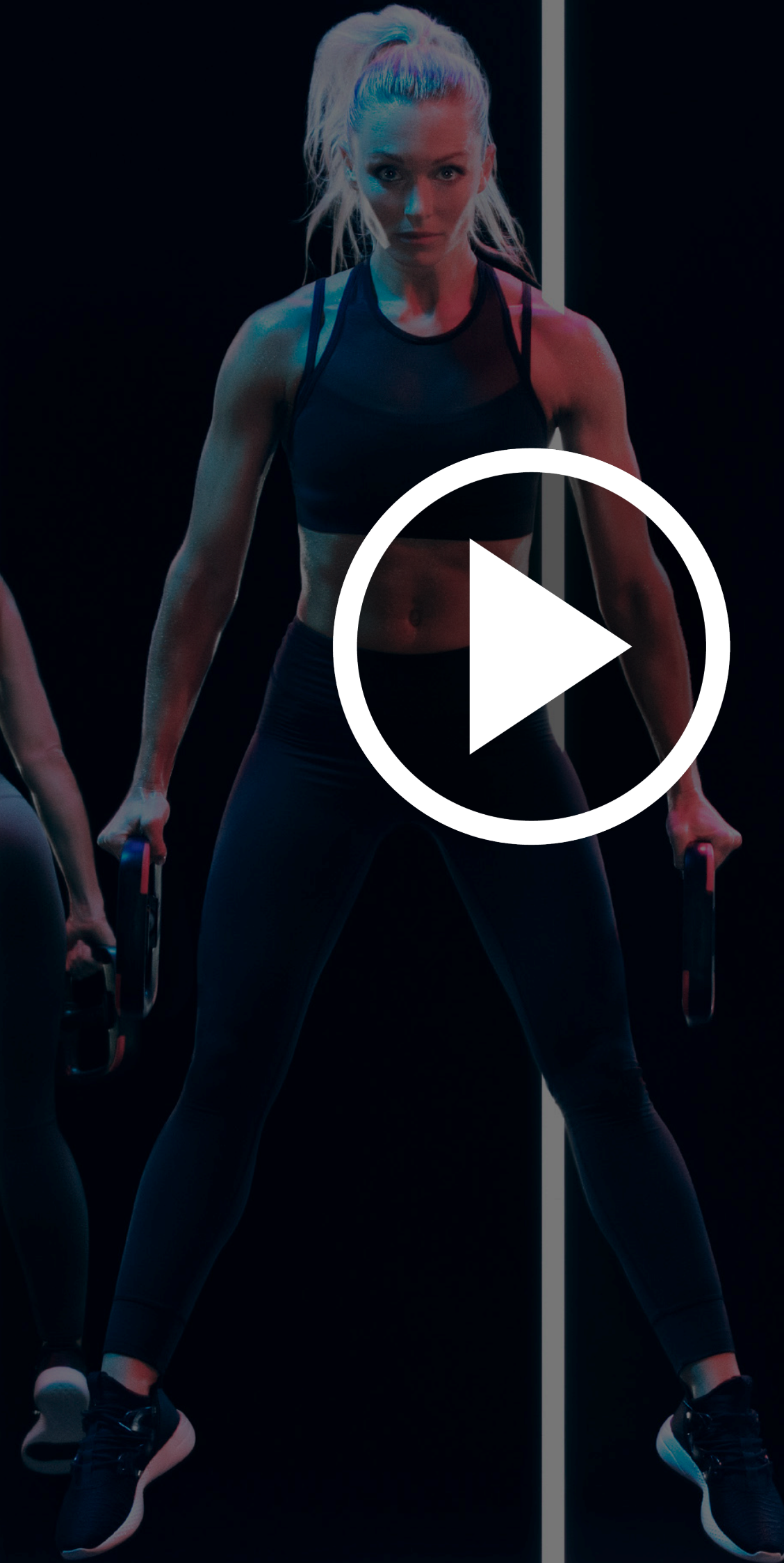
Under 2,000 members, with 1 Group Exercise Studio and 1 Cycle Studio. Likely you're running around 60 classes per week and achieving around 1,000 attendances per week from Group Exercise, average class size is 16.

[➔ Use our Virtual calculator to get a personalised report for your Club](#)

Optimisation	Attendance	Acquisition	Retention	What Else?	Annual Return
<p><b>+135</b></p> <p>You have the opportunity to add at least 135 virtual classes to your timetable per week.</p>	<p><b>+945</b></p> <p>Additional Group Exercise attendances per week from Virtual classes. Average class size = 7</p>	<p><b>+173</b></p> <p>New members to Group Exercise per week.</p>	<p><b>+99</b></p> <p>493 new referrals from increased GX members = 99 newly-acquired members @ 20% conversion rate.</p>	<ul style="list-style-type: none"> <li>• Pay for class models = direct increase in revenue</li> <li>• Increased member frequency due to more GX<sup>1</sup></li> <li>• Attracting new members due to increased timetables<sup>2</sup></li> <li>• Retaining more members for longer<sup>3</sup></li> <li>• Increased traffic = increased ancillary revenue opportunities</li> </ul>	<p>Annual return from member acquisition &amp; retention from LES MILLS™ Virtual (based on £50 pcm &amp; 9% increase in retention).</p> <p><b>= £76,611</b></p>
<p><b>70%</b></p> <p>Of operational hours your studios are typically empty.</p>	<p><b>55%</b></p> <p>Of Virtual users are new to Group Exercise.</p>	<p><b>3x</b></p> <p>95% of LES MILLS™ GX members refer 3 people on average.</p>			

1. GX users attend their gym 3 times on average vs non-GX 1.9 times per week.  
 2. 60% of members state that the number of group exercise classes their gym offers has influenced their decision to join the gym.  
 3. GX users are 26% less likely to cancel their memberships.

**LES MILLS**



# TIMETABLE EXAMPLE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
07:00	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>GRIT</b>			<small>LES MILLS</small> <b>GRIT</b>		
07:30	<small>LES MILLS</small> <b>BODYBALANCE</b>		<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>GRIT</b>			
08:30	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>		
09:30	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYPUMP</b>
10:45	<small>LES MILLS</small> <b>BODYCOMBAT</b>	<small>LES MILLS</small> <b>BODYCOMBAT</b>	<small>LES MILLS</small> <b>BODYCOMBAT</b>	<small>LES MILLS</small> <b>BODYATTACK</b>		<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>
11:45	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>			<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYPUMP</b>
12:30	<small>LES MILLS</small> <b>BODYPUMP</b>		<small>LES MILLS</small> <b>GRIT</b>		<small>LES MILLS</small> <b>GRIT</b>	<small>LES MILLS</small> <b>BODYCOMBAT</b>	<small>LES MILLS</small> <b>BODYCOMBAT</b>
13:00	<small>LES MILLS</small> <b>GRIT</b>	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>			<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>CORE</b>
14:00	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>			<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYPUMP</b>
15:15	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>		<small>LES MILLS</small> <b>BODYATTACK</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>
16:15	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>CORE</b>			<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYPUMP</b>
17:30		<small>LES MILLS</small> <b>BODYCOMBAT</b>	<small>LES MILLS</small> <b>GRIT</b>	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>BODYPUMP</b>	<small>LES MILLS</small> <b>BODYCOMBAT</b>	<small>LES MILLS</small> <b>BODYCOMBAT</b>
18:15	<small>LES MILLS</small> <b>BODYATTACK</b>		<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYBALANCE</b>	<small>LES MILLS</small> <b>BODYATTACK</b>	<small>LES MILLS</small> <b>CORE</b>	<small>LES MILLS</small> <b>CORE</b>
19:30			<small>LES MILLS</small> <b>BODYATTACK</b>	<small>LES MILLS</small> <b>GRIT</b>			
20:51		<small>LES MILLS</small> <b>BODYBALANCE</b>		<small>LES MILLS</small> <b>BODYCOMBAT</b>	<small>LES MILLS</small> <b>CORE</b>		

# EVIDENCE: JUBILEE HALL GYM LONDON

Being squeezed from all sides in London's highly-competitive club market, Jubilee Hall Gym needed a bold new strategy to safeguard its future. The team explain how they've combined cutting-edge technology with world-class workouts to put their club back on the map.

**99%**

Of member reviews rates the classes 5\*s.

**80%**

Class usage increase since introducing Virtual.

**30%**

Of regular THE TRIP users had never done a cycling class before.

## Attract more members & drive class usage

- The management team embarked on a transformation plan to save the club and secure a sustainable future.
- This saw a major overhaul of the historic gym's design and infrastructure and the introduction of new digital solutions, including a fully immersive cycling studio, offering THE TRIP, LES MILLS SPRINT and RPM Virtual
- The end result saw a significant uptick in members joining & class usage increasing by 80%
- This additional revenue created by new members resulted in a budget surplus to fund the charity's outreach programmes, supporting deprived communities to become more active.

"THE TRIP's been a game-changer for us," says Club Manager Oliver Deen.

"We needed to modernise to compete with the competition and this programme puts us right at the cutting edge of fitness. We've seen a big spike in class numbers since launching and it's bringing more people into the studio.

"By adding THE TRIP and the other virtual cycling programmes, we've doubled the size of our timetable by adding 30 extra classes per week, while our operating expenditure is exactly the same as it was before. Now members are getting more bang for their buck and absolutely loving it – the visuals and the programming are like nothing they've ever seen before."

[!\[\]\(e9474ce1d70442456f8fe9c393ea149c\_img.jpg\) Read about Jubilee Hall Gym](#)



# EVIDENCE: GREAT SANKEY NEIGHBOURHOOD CLUB LIVEWIRE, WARRINGTON

Aiming to be among the first public fitness facilities globally to achieve dementia-friendly status, the UK's Great Sankey Neighbourhood Hub (part of LiveWire Warrington) has a remit to help members young and old stay active. The team explain how the site made group exercise (specifically Virtual investment) a central pillar of its recent £16m redevelopment.

**+40%**

Additional classes added via Virtual weekly.

**1100**

Members now attending GX classes per week.

**30%**

Of all members now attend GX, with targets in place to hit 50% with Virtual supporting that growth.

## Broaden demographic appeal to smash targets

- To appeal to the entire community, irrespective of age and ability, with an overhaul of the site.
- The investment saw the group decide to go big on group exercise, investing in 3 studios, 2 of which are set up for Virtual.
- The team describe this as a masterstroke – they are now running 6 programmes in the Virtual studios (RPM, SH'BAM, BODYPUMP, BODYCOMBAT, LES MILLS CORE & BODYBALANCE), smashing all their targets.
- Virtual now accounts for 25-27% of all class attendance.
- Marketing on social media and teaser campaigns to existing members really helped to build excitement and drive buzz.

“We're smashing our numbers and group exercise is playing a big part.” explains Commercial Manager Kev Forester.

“The LED look and immersive feel of the studios really helps give the ‘wow’ factor, while offering 100 classes per week now is a real selling point.

“Virtual has been huge for us in terms of having a strong GX proposition throughout the day, making greater use of our studios and freeing up space on the gym floor. The impact has been well beyond our expectations – we've got Virtual RPM on a Saturday morning with 29 people in the class!”

“Virtual is great for new starters who might be a bit intimidated initially – it helps them feel their way in and many then move onto live classes as well.”

[!\[\]\(b4eeff342f60cc7bcd67d869b4fedca2\_img.jpg\) \*\*Read about  
Great Sankey Neighbourhood Club\*\*](#)

# HOW VIRTUAL HAS EVOLVED

The days of faded old projectors and sterile monologues are gone. The next generation of Virtual is upon us and cinematic-quality is the new normal. Like movie-goers, gym members will no longer accept 1-star stinkers, they want 5-star Virtual experiences in a top-quality studio.

LES MILLS™ Virtual classes are exciting, blockbuster-quality versions of live classes. They enable you to deliver the industry's most popular workouts led by the world's best instructors. The price of new technology audio-visual has plummeted and we can guide you to the best buys.

## **Better Screens For Lower Cost**

Technology has improved and cost has reduced. Gone are the days of blacking out the floors and walls and significant installation time and cost. LED video walls are now an attractive investment option. Transition your empty studio walls into one of your biggest revenue contributors through Virtual Fitness.

## **Cutting-Edge Cinematic Content**

Content is king. Cinematic quality is now accessible through LES MILLS Virtual. Every quarter, new releases are available for you to schedule, delivered by the world's leading instructors. We have expanded our Virtual program offering to cover all major categories, including cutting edge IMMERSIVE FITNESS™ experience THE TRIP™, BARRE™ and SPRINT™.

## **Easy Off The Shelf Player Solution**

Hated the idea of ongoing maintenance for a black box player solution? Now there is a free of charge iPad application that allows you to play and schedule your LES MILLS Virtual programs without any ongoing technology fees.

## **Implementation Support**

A full suite of support documents are available to ensure that launching your LES MILLS Virtual solution is simple, easy and effective.

## **With Les Mills Virtual – You Get Access To:**

- A comprehensive introductory guide with full support documentation.
- A success guide outlining targets and goals bespoke to your club, team training and scheduling assistance.
- Technical onboarding and access to our commission-free AV advice and installation partners.
- A complete 6-week launch guide with all marketing collateral, and access to fresh assets quarterly to keep members engaged with Virtual in your club.

# QUESTIONS

Get in touch to discuss how Virtual Fitness can work for your facility, please contact us directly on [lmuk.clubs@lesmills.com](mailto:lmuk.clubs@lesmills.com).

