

**LES MILLS**



# 3 REASONS MEMBERSHIPS DISAPPEAR

Les Mills Research



**LES MILLS**



## **A Global Research**

The Les Mills Research Lab is here to answer the age-old question: “Why do members disappear from your gym floor only a few months into their membership and how do we break this cycle?”

First, let’s get clear on why members leave their club in the first place: The Bermuda Triangle of the Fitness Industry.

No fun - No time - No connection.

But they don’t have to be lost forever. We’ve mapped a course to that will help you navigate past these 3 common obstacles that lead to high turnover and into a place of cruising retention.

# THE BERMUDA TRIANGLE OF MEMBER DROP-OUT



## No Time

Only 38% of beginners commit to an exercise plan, regardless of the conditions. The majority of them don't set out with a plan to reach their goals. Without a plan of progression for their first 6 weeks, many routines fail to last more than 3-6 months.



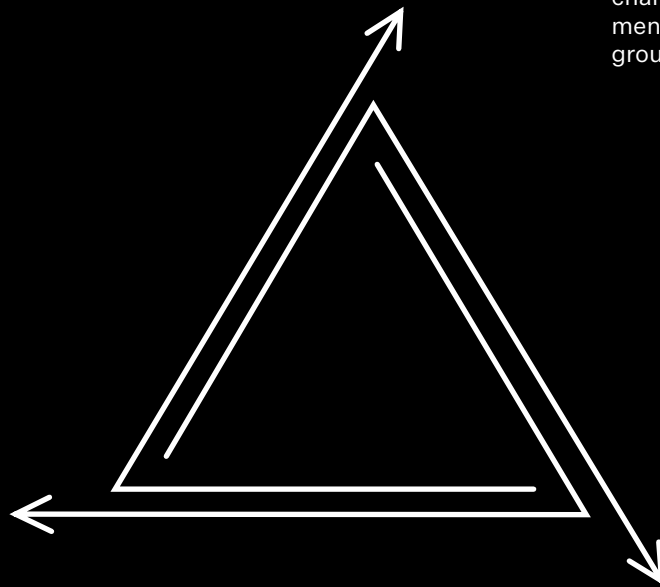
## No Fun

Only 23% of beginners see exercise as a positive experience and 70% of these members do not enjoy being challenged. The "No pain, no gain" mentality is a true detractor for this group.



## No Connection

57.5% of members that cancel do so due to lack of guidance and induction. Among these concerns, 51% of new-to-fitness members reported the lack of social support. Without social support, the only thing keeping these members coming back is willpower.



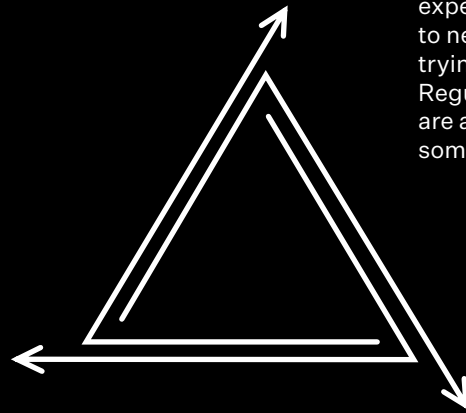
# NAVIGATE TO RETENTION



## Enjoyment

Help your new member find exercises that they enjoy by considering their specific preferences and laying out a tailored plan. This will ensure that they stay excited for their workouts rather than just another item on their to-do list.

Events are THE most motivating fitness experiences and one of the least intimidating to new members, as most members are trying the new routine for the first time. Regular launch events for your programs are a great way to help these beginners find something they love.



## Routine

It's critical to have new members start their fitness journey off slowly. Providing direction while also allowing them to choose when and how long they exercise for is key to retaining them long term.

Make use of digital fitness options both in-club and at-home so members can exercise in their own time and still feel their membership is delivering on the promise.

Use this [Smart Start plan](#) for your members.



## Accountability

Encouraging members to join with friends through a group membership campaign is a great way to provide the accountability and socialization they're craving.

Training your instructors and staff for inclusivity also offers the best member experience to ensure that they'll never want to leave. For example, calling out individual progress to members before or after class. This demonstrates to them that someone notices them showing up.

Learn more about the [new member mindset](#).

**LONGER MEMBERSHIPS & HIGHER BOTTOM LINE**

# NEXT STEPS + SUPPORT

As you navigate out of the Bermuda Triangle of the Fitness Industry and into strong member exercise habits and steady member retention, remember to:

- ☐ Host regular events to help beginners find exercise they love
- ☐ Provide guidance for a routine and make use of digital for added flexibility
- ☐ Encourage social exercise and train staff for inclusivity & support

---

For more on forming habits that will stick, increasing retention and driving up your bottom line, register for the webinar, [“The Science Behind Automaticity.”](#)

For additional support in helping your members fall in love with your facility, reach out at [business.insights@lesmills.com](mailto:business.insights@lesmills.com) or at [this page](#).