



**RELATIONSHIPS  
BEYOND MEMBERSHIPS**  
LES MILLS



# FITNESS HAS NEVER BEEN BIGGER

79%

of the population over 18 either exercise regularly or would like to

61%

of regular exercisers are currently doing gym-type activities

69%

of exercisers who aren't doing gym-type activities would consider it

**FITNESS  
IS THE  
WORLD'S  
BIGGEST  
'SPORT'**



# FITNESS IS **HARD WORK**

People drop out if their expectations of results are not met quickly or they fail to find motivation to keep coming.

Unfortunately, because members are largely left to build and sustain an exercise habit for themselves, lots will drop out in the first few weeks.

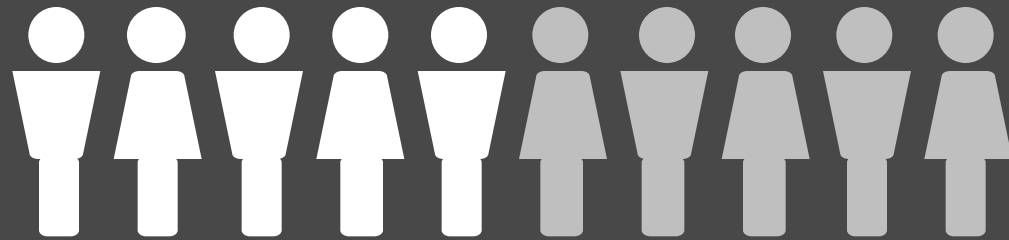


# RETENTION REMAINS THE CLUB INDUSTRY'S LARGEST CHALLENGE

Typical fitness facilities lose

# 50%

of their memberships every year



# THE STARK TRUTH

MANY GYMS ARE NOW IN THE  
BUSINESS OF **SELLING**  
**MEMBERSHIPS, NOT FITNESS.**

**Unfortunately, losing members has become the norm.**

Clubs are providing **access** to exercise, rather than supporting members in forming and sustaining a habit and positive relationship with exercise.



# WHAT'S GOING WRONG?

New members with little to no exercise experience are at the highest risk of dropping out.

57.5% of members who leave do so because of low added value, lack of guidance or poor induction.



# MOTIVATE YOUR MEMBERS, SO NOBODY ELSE CAN

If you motivate your members, they are far less likely to be swayed by the savings or added extras of a different club.



# WHAT ARE RELATIONSHIPS BEYOND MEMBERSHIPS?

These are when a member has fallen in love with fitness and fallen in love with their club.



## 6 STRATEGIES

1. GIVE MEMBERS MOTIVATION
2. ENGAGE AS MANY MEMBERS AS POSSIBLE IN ASSISTED AND SOCIAL EXERCISE
3. ENGAGE MEMBERS FROM DAY ONE
4. THINK OUTSIDE YOUR FACILITY
5. EDUCATE YOUR MEMBERS
6. USE MARKETING TO TELL YOUR STORY AND DIFFERENTIATE

WE WANT TO SHARE OUR  
**INSIGHTS** ON EACH OF  
THESE **STRATEGIES**

**CONTACT US:**

**844-LES-MILLS**

**INFO.USA@LESMILLS.COM**

**LESMILLS.COM/US/RELATIONSHIPS**



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