

# GENERATION ACTIVE CLUB HEALTH CHECK

New research shows that 80% of those attending a gym worldwide are from our youngest generations Gen Z and Millennials. Gen Z are born between the mid-90s and 2010 and are aged 8 - 23 and Millennials who were born between early 1980s and the mid-90s are today aged 24 - 38. The fitness industry is experiencing a massive generational shift that has happened fast and will only get faster. For your club to succeed, you need to win with this new wave of fitness consumers – Generation Active.

## PLANNING AHEAD FOR CHANGING CONSUMER FORCES

The gap between generations is widening. You can no longer focus on a single target group; it's never been more vital to be able to identify and entice a range of demographics into your club. With over half of all new members now aged under 30, how does your current approach to planning for the future of consumer fitness trends shape up?

Here's a short health check on your club's approach to planning. Select your answers - either a, b or c - and at the end of the quiz find out how fit your business planning is for Generation Active.

## HOW DO YOU FEEL ABOUT YOUR CLUB'S CURRENT PERFORMANCE?

**A**

THE FUTURE LOOKS GOOD, AND I'M EXCITED FOR OUR NEXT STEPS.

**B**

WE'RE OKAY, CLOSE TO WHERE WE WERE LAST YEAR.

**C**

FRUSTRATED. WE NEED TO CHANGE IT UP.

## HOW DID YOU GET TO WHERE YOU ARE TODAY?

**A**

BY KEEPING UP WITH THE LATEST FITNESS INSIGHTS, DATA AND TRENDS.

**B**

WE'VE ALWAYS OPERATED THIS WAY.

**C**

I'M NOT SURE.

## WHERE DO YOU WANT TO GO FROM HERE?

HOW WILL YOU DEVELOP YOUR CLUB'S CUSTOMER EXPERIENCE OVER THE NEXT THREE YEARS?

**A**

WE HAVE A CLEAR PLAN IN PLACE TO IMPROVE OUR MEMBER RETENTION AND INCREASE OUR MEMBER ATTENDANCE FREQUENCY BY INCORPORATING THE LATEST FITNESS TRENDS.

**B**

WE HAVE A PLAN, BUT IT DEPENDS ON HOW WELL WE DO THIS YEAR AS TO WHETHER WE CAN IMPLEMENT IT.

**C**

WE HAVEN'T PLANNED THAT FAR AHEAD YET.

## WHAT ADDITIONAL SKILLS WILL YOU REQUIRE TO ACHIEVE THESE GOALS?

**A**

WE'RE ALREADY ON THE LOOKOUT FOR NEW TEAM MEMBERS THAT WILL BRING OUR FITNESS INNOVATIONS TO LIFE.

**B**

WE PLAN TO UPSKILL EXISTING TEAM MEMBERS AS WELL AS RECRUIT NEW ONES AS THE BUSINESS DEVELOPS.

**C**

WE'LL WORK IT OUT AS WE GO.

## HOW WELL DO YOU BELIEVE YOUR CLUB INSPIRES AND MOTIVATES YOUR MEMBERS?

**A**

WITH ALL THE NEW AND EXCITING THINGS WE'RE PLANNING TO DELIVER TO OUR MEMBERS, WE FEEL CONFIDENT WE DO THIS WELL.

**B**

WE'RE CONFIDENT WE DO THIS WELL ONSITE. WE'RE EXPLORING HOW WE IMPROVE COMMS TO KEEP OUR MEMBERS MOTIVATED OUTSIDE OUR GYM'S FOUR WALLS.

**C**

THIS ISN'T SOMETHING WE'RE CURRENTLY MONITORING. WE ASK OUR REGULAR MEMBERS FOR FEEDBACK ON AN AD HOC BASIS.

## MILLENNIALS AND GEN Z WANT A SOCIAL DIMENSION TO THEIR WORKOUT

HOW WELL DO YOU THINK YOU ARE DOING IN CREATING A SOCIAL WORKOUT ENVIRONMENT FOR YOUR MEMBERS?

**A**

I HOLD A RANGE OF GROUP CLASSES AND WORKOUT COMPETITIONS TO ENCOURAGE SOCIALISATION BETWEEN MEMBERS.

**B**

WE ENCOURAGE MEMBERS TO DO GROUP TRAINING WITH OUR TRAINERS BUT IT HASN'T BEEN AS POPULAR AS WE WOULD HAVE LIKED.

**C**

WE HAVE BEEN THINKING ABOUT CREATING A SOCIAL ENVIRONMENT, BUT WE DON'T KNOW WHERE TO START.

## WHICH BEST DESCRIBES YOUR TIMETABLE?

**A**

A MIX OF ONE HOUR AND HALF HOUR CLASSES, SERVICING BOTH PEAK AND OFF-PEAK PERIODS.

**B**

MOSTLY ONE-HOUR CLASSES THAT ARE ON WHEN AN INSTRUCTOR IS AVAILABLE.

**C**

WE DON'T OFFER GROUP FITNESS CLASSES.

## IF YOU DO OFFER GROUP FITNESS CLASSES, WHAT IS ATTENDANCE LIKE?

**A**

FULL 85% OF THE TIME.

**B**

OUR CLASSES ARE MOSTLY HALF FULL

**C**

OFTEN ONLY A FEW IN ATTENDANCE.

## WHAT TYPES OF GROUP FITNESS CLASSES DO YOU OFFER?

**A**

A MIX OF THE POPULAR CATEGORIES: STRENGTH, CARDIO, HIIT, MARTIAL ARTS, CYCLE, DANCE AND YOGA.

**B**

WE HAVE A WEIGHTS AND A CARDIO CLASS.

**C**

WE DON'T OFFER GROUP FITNESS CLASSES.

## MILLENNIALS AND GEN Z LOOK FOR MANY DIFFERENT WAYS OF WORKING OUT. HOW DO YOU SUPPORT THIS?

**A**

WE OFTEN OFFER NEW KINDS OF WORKOUTS AND HAVE VIRTUAL CLASSES AVAILABLE AT OFF-PEAK TIMES SO THEY HAVE MORE OPTIONS.

**B**

WE TRIAL NEW KINDS OF WORKOUTS FROM TIME TO TIME TO SEE IF THEY ATTRACT ATTENDANCE.

**C**

WE JUST RUN OUR STANDARD TIMETABLE. IT IS TOO HARD TO CHANGE IT REGULARLY.

## WHICH BEST DESCRIBES HOW YOU CATER TO THE MOBILE-FIRST HABITS OF MILLENNIALS AND GEN Z?

**A**

WE HAVE AN APP FOR BOOKING CLASSES SPACES ONLINE AND VIEWING THEIR PERSONAL SCHEDULE.

**B**

WE HAVE OUR TIMETABLE ON OUR WEBSITE, AND A FORM FOR CONTACTING US.

**C**

WE HAVE A WEBSITE WITH A DESCRIPTION OF OUR OPENING HOURS.

ALL DONE? TALLY UP YOUR ANSWERS  
AND FIND YOUR RESULTS BELOW

MOSTLY A

MOSTLY B

MOSTLY C

LES MILLS



**MOSTLY A**

# **PERFECTLY BALANCED**

Learning from the past whilst staying relevant and inspiring members with new experiences, demonstrates a foundation for success. With a shared purpose, working in partnership with your fitness suppliers will improve outcomes as well as strengthening skills through learning and development.

If you're serious about targeting Generation Active (Millennials and Gen Z), many of our club partners have had great success with that demographic by running LES MILLS GRIT™, our HIIT program. We would love to talk to you about what it can do for you.

LES MILLS workouts account for 45% of all group fitness workouts to music globally and these attendees like to refer your club more often, to more people. In fact, 95% of LES MILLS attendees refer vs 85% of gym only attendees. Combine this with the fact that 86% of all LES MILLS attendees say they're extremely satisfied or satisfied with their workouts, and we're confident we can help our club partners improve on their success. Get in contact to talk about LES MILLS GRIT™.

**LesMILLS**



**MOSTLY B**

# **FOCUSED** **ON THE NOW**

Your style is indicating that you're focusing on the now and only looking as far forward as tomorrow. Although having the ability to be agile and flexible with your club's day-to-day operation has benefits, it's highly likely you're missing out on big opportunities.

With 80% of all people paying for exercise being Millennials and Gen Z (Generation Active), this group deserves a sufficient piece of the planning pie and should have a specifically targeted approach across retention, referrals, acquisition and attendance planning.

With 50 years of experience in the fitness industry, LES MILLS offers more than just workout programs. We can help you fine tune your timetabling, instructor training, marketing and more. Get in contact and we can arrange a consultation with you.

**LES MILLS**



**MOSTLY C**

# **TIME TO** **TRANSFORM**

Running a fitness business means juggling a whole lot of different pressures. We know how hard it can be to stay on top of every new trend and development in the industry, while trying to keep your members and instructors happy. But the hard reality is that demographics are shifting and real business success means adapting to meet the new wave of members.

It can feel overwhelming, but change doesn't need to happen all at once. It's a matter of setting your goals and planning the steps you need to take to achieve them. It's just like one of your members setting their fitness goals. It takes work and commitment, but it's easier to do when you get expert coaching.

With 50 years of experience in the fitness industry, LES MILLS offers more than just workout programs. We can help you take a clear view of where your club is at and what it needs to succeed. We can help you transform your timetabling, instructor training, marketing and more. Get in contact and we can arrange a consultation with you.

Learn more: [lesmills.com/nordic/generationactive](https://lesmills.com/nordic/generationactive)

**LES MILLS**