

In This Issue

Gather data for the year ahead from the 2009 IDEA Fitness Programs & Equipment Trends survey; learn the benefits of offering mind-body-related ancillary programs in your facility.

FITNESS Manager

Best Practices for Facility Management

Survey Highlights | By Jan Schroeder, PhD, and Karlie Friesen, MS



2009 IDEA Fitness Programs & Equipment Trends

Facility managers and program directors maintain a conservative, but upbeat, outlook in the face of a difficult economy.

This year our 14th annual survey went to club owners, fitness directors and other fitness professionals in the midst of a financially unstable economy. While the fitness market may not be booming, it seems to be at least stable, which is great news when businesses all around the globe are faltering. The really encouraging aspect of this year's results is that the diversity of classes, equipment and programs offered has continued to increase.

This is critical, as the wide range of services our industry offers needs to keep pace with the growing diversity of the populations we serve—including apparently healthy adults, clients with injuries and chronic disease, amateur and professional athletes, seniors and children. Overall, respondents have a positive attitude; the survey found that the percent-



age of respondents expecting growth was generally higher than the percentage expecting declines. Stability seems to be the norm for most programs and equipment on the survey.

The 130 IDEA business and program director members who responded to the survey can help us broaden our perspectives on how we can continue delivering high value and retain business in these financially unstable times. These associates report that an average of 75% of their members/clients stay with the business for 1 year or longer. How do they accomplish this loyalty?

New Cardio Equipment Options Surveyed

We added two new categories to the cardio machines portion of the survey this year: arm ergometers and indoor rowing machines. Almost a quarter of the facilities surveyed (24%) offer arm ergometers, while 42% have indoor rowing machines. Treadmills, offered by 71% of facilities, are still the most common piece of cardio equipment, with recumbent cycles (68%) and elliptical trainers (67%) close behind. Survey data shows that cardiorespiratory equipment has seen some of the largest declines in usage over the past 9 years,

5 trends data

14th annual 2009 IDEA fitness programs & equipment trends

15 mind-body

offering holistic health programming



Who Is in Your Facility?

% of respondents describing the type of people their company currently serves.

Apparently healthy people	98%
Those with chronic or temporary injuries	82
Those with special medical needs (e.g., diabetes or coronary artery disease)	82
Seniors (65 and over)	75
Amateur athletes	68
Children and teens	60
Those with physical disabilities	66
Professional athletes	24
Women only	20

ranging from -10 (recumbent cycles) to -28 (stair climbers) percentage points.

Exploring New Ground in Personal Training

Personal training, adult, one-on-one, again leads this category, with 89% of respondents offering it. Increases over the past 9 years have occurred in all personal training categories, with the greatest improvements reflected in personal training, 2 clients share, which rose from 56% in 2001 to 79% in 2009, and in personal training, 3–5 clients share, which rose from 34% in 2001 to 60% in 2009.

Small-group boot camps and small-group circuit training were added to this year's personal training category. Weighing in at 47% and 55%, respectively, they are offered by a good half of all managers surveyed—and with reason. Sherri McMillan, MSc, co-owner of Northwest Personal Training in Vancouver, Washington, and Northwest Women's Fitness Club in Portland, Oregon, has found that when a client gets laid off or if finances

are tight, one of the first expenses a client will look at eliminating is personal training. "Savvy managers prepare their business for these types of conversations and situations," she said. "Many have found that incorporating small-group training, such as boot camps or circuits, into programming provides a more cost-effective option for clients. Clients don't have to give up training altogether, and at the same time, training departments can generate more revenues during the same amount of time. It's a win-win!"

Technology: Are We Behind the Times?

While technology in our world is growing at an astonishing rate, it seems as though the fitness industry is lagging. Biray Alsac, MS, fitness technologist and owner of FITmaxx Institute in Chandler, Arizona, believes that when it comes to adopting new technologies, fitness professionals are not alone in their hesitation. "New technologies require additional time to learn and can often be a costly investment," she points out. "And in the state of our global economy, time and money are two resources most people cannot afford to waste without guaranteeing some return on their investments."

The survey shows that a little more than half of the respondents use online client reminders and information for their clientele (51%). Software programs for computer workout tracking (17%), nutritional analysis (16%) and online training programs (15%) are offered by less than a quarter of the facilities surveyed. Just 10% offer interactive computer training programs (exergaming).

Alsac further observes that "besides corresponding with clients and colleagues via technology (such as e-mail or text messaging), fitness professionals have successfully made their face-to-face efforts and hands-on approach to training a priority—it is in their kinesthetic DNA. However, the technologies in today's digital age are quickly enhancing multiple fitness initiatives and expanding the industry's professional and global reach. The technological developments in the coming decade will be less about 'this new software' or 'that piece of hardware' and more about how these tools will effectively impact the cultural and social norms of our anthropology. In essence,

ignoring or resisting technological trends may keep business static in a dynamic market and fitness professionals less relevant to their digitally savvy audience."

Pilates Still Tops in Mind-Body Programming

Pilates has steadily increased as a mind-body offering over the past 9 years, going from 47% to 70%. On average, facilities offer 14 Pilates and yoga classes per week, with an average of 13 members attending each class. Pilates equipment has also enjoyed an increase in usage, from 29% to 44%, over the 8 years in which it has been surveyed, although the growth in equipment use has not been as robust as that seen in programming. This difference can be explained by facilities offering only mat-based programs as opposed to equipment-based sessions.

Yoga programs and equipment have both shown a slight decline over the years, from 69% to 62% and 73% to 70%, respectively. Interestingly, mind-body fusion programs have declined from 27% to 16% over the past 2 years, but the majority of facilities that offer these options believe the format is growing (81%).

Equipment Use Generally Seen as Stable

What does the survey tell us about the future of our equipment offerings? Once again, the focus is on equipment that is small, portable and versatile. Resistance tubing or bands (94%), stability balls (92%), barbells and/or dumbbells (91%), foam rollers and small balls (81%), balance equipment (80%) and medicine balls (79%) are offered by most facilities surveyed. Overall, these results reflect a desire for portability and versatility in our equipment, a shift to more functional exercise and less emphasis on big, bulky pieces that emphasize one-dimensional movement.

This year's respondents are expecting balance equipment and suspension training apparatus to gain in popularity, with 55% and 52% anticipating growth in their usage, respectively. These are the only two categories in which more respondents expect growth than expect no growth or a decline in usage. Most equipment is thought to be stable in its usage, with very few pieces of equipment expected to decline to any large extent. The largest declines were reported for stair

climbers (25%), pneumatic machines (20%) and interactive computer training programs (20%).

Fraser Quelch, director of training and development for Fitness Anywhere (TRX) in San Francisco, explains his view on the trend toward more portable equipment: “Small, portable equipment is very popular now, due to economics and trends within the industry. Clubs are looking for cost-effective ways of increasing retention, attracting new members and augmenting non-dues revenue. They are interested in creating new, exciting programs that meet the needs of many with minimal costs and that impact multiple revenue-generating areas. For the cost of two new treadmills, you could add an entirely new line of small equipment that would support personal training, boot camps, special interest activities [such as marathon training, triathlon training, etc.], group exercise and ‘on the floor’ express programming. The increasing acceptance and integration of functional, movement-based training, where these tools truly excel, also explains why balance and suspension equipment have such significant growth expectations.”

Working as a Community

Disseminating health education and fostering family support are steps that many of our colleagues are taking as they share the responsibility of helping a vast number of unhealthy individuals get back on track. Educating local communities also provides a way to creatively increase business opportunities.

This year’s survey shows that family and community health education is clearly prevalent in the industry. Respondents are offering nutrition coaching (47%), weight management classes (38%) and clinics on special topics (64%). In addition, they’re getting the whole family—as well as the community at large—involved by conducting kids’ fitness programs (31%), teen fitness programs (30%), health fairs (44%) and social activity groups (walking or running clubs, group trips, organized group activities) (45%).

Fifty-seven percent of surveyed facilities also conduct community outreach events. Bethany Diamond, founder of Ovarian Cycle Inc., in Marietta, Georgia, started a program to reach out to her community. “Our main fundraiser is a

6-week training program on indoor bikes, culminating in a 6-hour, indoor ‘century’ ride,” she explains. “Among all participants who ride with us, we attract folks that haven’t ridden a bike in years and years. We attract women who are undergoing chemo. Some of our riders become instructors, triathletes and outdoor cyclists. Ovarian Cycle: Ride to Change the Future brings folks to fitness! Our community outreach program changes not only the lives of those who participate but also [the lives of] those we raise money for.”

Group Exercise Classes Attract Members!

Group exercise classes provide a valuable service to our clientele. The average number of group exercise classes on the schedule is 39, with approximately 14 people participating per class, which equates to 546 members per week entering the group exercise room.

Abbie Appel, group fitness programming consultant in Boca Raton, Florida, calls the group fitness department the “heart” of the club. “Classes create energy and excitement that no other department is able to replicate,” she says. “Studies show that group fitness classes drive members to fee-based programs offered by the club and that members who par-

take in group fitness are more likely to stay active participants in the club. It’s all about creating relationships in a fun atmosphere and delivering customer service that exceeds their expectations.”

While group exercise participation remains steady, class format offerings are dynamic. The past nine surveys have seen increases in abdominals classes, core-conditioning classes, indoor cycling and dance; however, aerobics classes (including high-, low- and mixed-impact), step aerobics, combination/hybrid classes, boxing-based/kickboxing sessions and martial arts-based aerobics have all declined. Sara Standerford, area group exercise manager for 24 Hour Fitness in Costa Mesa, California, suggests that managers need to be flexible but also cognizant of class metrics and staffing when making changes. “As new formats make their way into the clubs, we need to log off certain classes to make room on the schedule. The choice to remove a class is determined by class attendance and the number of instructors able to teach the format. Typically, attendance has been smaller in the traditional and step aerobics classes. Also, our new instructors have chosen to specialize in the latest formats (dance, core, etc.) instead of classes such as high-low or step aero-

10 Programs With Growth Potential

The 10 programs most predicted to grow are generally offered by less than half of the respondents. The current growth rates are lower than in previous years.

	Yes, I Offer This* and . . .	I Believe It Will Grow**
Mind-body fusion	16%	81%
Teen fitness (e.g., classes or after-school camps for 13–17 years)	30	61
Online client reminders and information	51	57
Social activity groups (walking or running clubs, group trips, organized group activities)	45	55
Seniors’ classes	55	55
Small-group classes on machines	32	55
Combination/Hybrid classes	36	54
Dance (e.g., urban street, funk, hip-hop)	39	52
Small-group boot camps	47	52
Boot camp classes, indoor	51	49
Group activities, outdoor	32	49
Small-group classes, 8 people or fewer	58	49

*% of IDEA business and program director members offering the activity.

**% of those who offer the activity.

FITNESS Manager

IDEA Fitness Manager

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IDEA's Mission Statement

IDEA and its members are passionately committed to improving the health and fitness of all people. We are focused on delivering compelling member value by imparting knowledge, credibility, inspiration, marketability, and personal and professional growth opportunities.

IDEA's Purpose

To Inspire the World to Fitness®

Core Values

- We believe that ethics come first; fairness and integrity guide all of our decisions and relationships.
- We have a passion for providing fitness information and education.
- Our decisions are guided by the professional needs of our members.

10 Types of Equipment Predicted to Grow

In this year's survey, respondents were less supportive of equipment growth than in previous years. Just two of 10 pieces of equipment garnered more than a 50% vote for growth. The 2008 survey posted seven pieces above 50%.

	Yes, I Offer This* and . . .	I Believe Usage Will Grow**
Balance equipment (e.g., BOSU® Balance Trainers, disks, wobble boards, balance boards)	80%	55%
Suspension training apparatus (TRX®, Inkaflexx® straps, etc.)	25	52
Foam rollers and small balls	81	48
Pilates equipment	44	43
Child-sized machines	5	40
Computer training programs, interactive	10	40
Elliptical trainers	67	39
Cycles, for indoor classes	45	38
Computer workout tracking	17	37
Medicine balls	79	36

*% of IDEA business and program director members offering the equipment.

**% of those who offer the equipment.

bics, leaving fewer instructors to teach those methods."

Rochelle Schwab, director of faculty and staff fitness at Oregon State University in Corvallis, also suggests that diversity is the key to a successful group exercise schedule. "When you leave out a format or focus on just certain types of formats, you may be missing something that the members want," she advises. "Having a variety of classes on the schedule that cover all the elements of fitness, cardiorespiratory training, strength, flexibility and balance means that there is something for everyone."

Looking to the Future

In these fiscally uncertain times, the fitness industry continues to look for ways to provide quality services to the community. We are reaching out to our clientele by offering a means to promote not only fitness but also general well-being.

The survey shows that in our quest to do this, a key ingredient for facilities is personal training. It can be structured for individuals, partners or small groups, allowing clients the freedom to tailor the cost to fit their budgets. It also offers a choice of workout practices, and sessions can be performed indoors or outdoors. Moreover, a variety of equipment is used within training sessions, with the greatest

focus being on small, easily transportable equipment.

Group exercise offers many formats to meet the needs of a diverse facility population. There are classes for beginner to advanced members; for sport-minded individuals; for members craving a connection between mind and body; and for those who want to develop cardiorespiratory endurance, strength, flexibility, balance or all of the above.

Providing educational and social opportunities for our clientele may help foster a sense of community in these difficult times. Allowing clients to be part of a group can reduce anxieties in other parts of their lives. What's more, a community atmosphere may inspire clients to continue the healthy habits they have worked so hard to develop.

In short, maintaining customer service through sound practice in personal training and group exercise and fostering creativity through community engagement will help to advance your business, despite the changing economy. ●

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2009 IDEA Fitness Programs & Equipment Trends



How to Read the Numbers

The **percentage (%)** reflects the number of survey respondents who answered yes to a given survey question. All percentages have been rounded up at 0.5 and down at 0.4. Percentages do not necessarily total 100, because of multiple or missing responses.

The **mean**, or **average**, is all of the answers added together and then divided by the number of respondents. An average can be influenced by extremely high and extremely low numbers. In some cases, the extremely high and extremely low responses were eliminated to present a more accurate number.

The **median** is the midpoint, meaning that half of the respondents answered above and half answered below. A median is useful because, unlike an average, it is not influenced by high and low extremes.

Methodology

In February 2009, four e-mails were sent to IDEA business and program director members who gave IDEA permission to contact them. Respondents linked to a Web-based survey. There were 130 completed questionnaires from the United States and Canada, for a 7% response rate. At a 95% confidence level, the margin of error is $\pm 5\%$.

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Survey Respondents

The demographics of the businesses where the respondents work.

- According to industry definitions, “multipurpose” health clubs have fitness facilities and racquet courts. “Fitness-only” health clubs have fitness (group exercise and/or a fitness center with equipment), but no racquet courts. Either type of club may have a swimming pool or a gymnasium.
- Respondents were 55% owners, 7% general managers, 27% fitness directors and 8% group fitness directors/coordinators. The rest had a variety of titles.

GEOGRAPHIC REGION

West USA	34%
North Central USA	24
South USA	19
Northeast USA	15
Canada	9

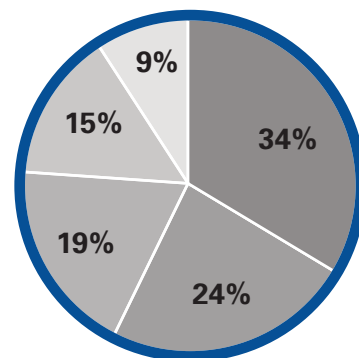
LOCATION OF BUSINESS

Large city	40%
Small city or town	37
Suburb	18
Rural area	5

TYPE OF BUSINESS

Yoga or Pilates studio	17%
Personal training gym	16
Multipurpose health club	12
Fitness-only health club	11
College/university	9
YMCA/YWCA/JCC	9
Corporate fitness center	7
Parks or recreation program	5
Personal training in trainer's home	4
Group exercise studio	4
Hospital fitness center	4
Personal training in clients' homes	2
No facility, satellite classes	2

Geographic Region



NUMBER OF MEMBERS/CLIENTS

Mean	3,394
Median	300
Under 300	47%
300–1,499	21
1,500–3,499	8
3,500 and above	23

APPROXIMATE SIZE OF FACILITY, IN SQUARE FEET

Mean	22,494
Median	2,700
Under 2,500	48%
2,500–9,999	18
10,000–31,999	16
32,000 and above	19 >>



Customer Profile

How owners and managers describe their clients.

- Percentages in this section are likely the respondents' estimates or observations. Respondents may not have had reference data.
- Owing to respondents' estimations or to rounding, the estimated percentages do not equal 100%.

AVERAGE FITNESS EXPERIENCE OF CLIENTS

Beginners	35%
Intermediate	46
Advanced	19

AVERAGE AGE OF MEMBERS/CLIENTS

Under 18 years	6%
18–34	20
35–44	24
45–54	26
55–64	18
65 or older	12

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Program Profile

How owners and managers describe their businesses and programs.

BUSINESS FACTS

- 37% have a swimming pool available for fitness classes.
- 47% sell products or have a pro shop.
- 35% charge dues plus a separate fee for some classes or programs.
- 52% ask clients to pay for individual sessions/classes or packages of sessions/classes.
- 29% ask clients to pay monthly dues.
- 19% ask clients to pay annual membership dues.

WEEKLY PROGRAM SCHEDULE

Number of sessions conducted and number of classes scheduled per week.

	Mean	Median
Personal training sessions	68	40
Group exercise classes	39	30
Pilates or yoga classes	14	10

WEEKLY NUMBER OF PERSONAL TRAINING SESSIONS

Counting all the trainers, how many personal training sessions do you conduct in an average week?

1–9 sessions	11%
10–19	13
20–29	17
30–49	15
50 or more	45

AVERAGE CLASS PARTICIPATION

How many people attend an average group fitness class or an average yoga or Pilates class?

	Group Exercise	Yoga or Pilates
Mean	14	13
Median	12	10
1–9 participants	36%	46%
10–19	40	33
20–29	16	14
30–49	8	7

AVERAGE LENGTH OF CLASSES AND SESSIONS

How much time do you schedule for these activities?

	30 minutes	45 minutes	60 minutes	90 minutes
Personal training sessions	32%	17%	63%	3%
Group exercise classes	14	23	59	5
Pilates or yoga classes	6	14	59	7

Programs and Activities

- Personal training is once again the top-ranked program offered, with 91% of respondents providing individualized instruction for their clientele.
- Boot camp classes, both indoor and outdoor, have experienced a significant growth over the past 9 years.
- In the group exercise room, combination/hybrid classes have experienced the largest decline, while dance has demonstrated the largest growth.
- The numbers of fitness professionals using online client reminders and online training programs have increased over the years.
- The term *combined* means that sub-categories have been added together. “Personal training, combined” adds together one-on-one, 2 clients share and small-group. “Strength training, group, combined” includes no music, background music and choreographed to music. “Aerobics, combined” adds together high-, low- and mixed-impact.



MOST FREQUENTLY OFFERED PROGRAMS AND ACTIVITIES

Do you offer the program?	% of all respondents
Personal training, combined	91%
Personal training, adult, one-on-one	89
Strength training in group, combined	83
Strength training, individual, nongroup	81
Fitness assessment	81
Stretching and/or flexibility	81
Personal training, 2 clients share	79
Abdominals	71
Strength training, group, background music	71
Pilates	70
Core-conditioning classes	66
Circuit classes	66
Personal training, youth, aged 18 or younger, one-on-one	64
Clinics on special topics	64
Yoga	62
Personal training, 3–5 clients share	60
Stability ball-based programs	59
Small-group classes, 8 people or fewer	58
Community outreach	57
Aerobics, combined	57
Pilates or yoga training, one-on-one	56
Seniors' classes	55
Small-group circuit training	55
Step aerobics	53
Sport-specific training	52
Boot camp classes, indoor	51
Online client reminders and information	51
Body weight-only training	49
Nutrition assessment	48
Small-group boot camps	47
Nutrition counseling or coaching	47
Strength training, group, no music	47
Exercise for chronic medical conditions (e.g., diabetes, coronary heart disease)	46

Do you offer the program?	% of all respondents
Back pain prevention	46%
Social activity groups (walking or running clubs, group trips, organized group activities)	45
Cycling-based classes, indoor	45
Postrehab following injury	44
Health fairs	44
Pilates and yoga fusion	43
Strength training, group, choreographed to music	40
Dance (e.g., urban street, funk, hip-hop)	39
Lifestyle coaching	38
Weight management classes	38
Combination/Hybrid classes	36
Water fitness	35
Walking	34
Boxing-based/Kickboxing sessions	33
Small-group classes on machines	32
Boot camp classes, outdoor	32
Group activities, outdoor	32
Personal training sessions, outdoor	31
Kids' fitness (e.g., classes or after-school camps for 10 years and younger)	31
Teen fitness (e.g., classes or after-school camps for 13–17 years)	30
Sports clinics	26
Tai chi	25
Meditation	23
Branded choreography	22
Martial arts-based aerobics	20
Very slow strength training	19
Parent-and-baby classes	18
Prenatal classes	17
Mind-body fusion	16
Online training programs	15
Gyrotonic® or Gyrokinesis® exercise	1 >>

PROGRAM TRENDS

Based on your experience, are these programs or activities growing, remaining stable or declining?

	Offer	Yes, my company offers this program or activity, and I think it is:		
		Growing	Stable	Declining
Going Outdoors				
Boot camp classes, outdoor	32%	45%	42%	11%
Group activities, outdoor	32	49	46	3
Personal training sessions, outdoor	31	31	60	3
Walking	34	27	60	5
Water fitness	35	32	55	8
Group Classes				
Abdominals	71%	34%	58%	3%
Aerobics, combined	57	22	61	10
Boot camp classes, indoor	51	49	42	7
Branded choreography	22	48	35	9
Circuit classes	66	36	53	3
Combination/Hybrid classes	36	54	39	3
Core-conditioning classes	66	43	54	3
Cycling-based classes, indoor	45	38	53	6
Dance (e.g., urban street, funk, hip-hop)	39	52	43	2
Small-group classes, 8 people or fewer	58	49	44	3
Small-group classes on machines	32	55	46	0
Stability ball-based programs	59	34	61	0
Step aerobics	53	11	66	20
Martial Arts				
Boxing-based/Kickboxing sessions	33%	31%	59%	5%
Martial arts-based aerobics	20	18	73	9
Mind-Body				
Gyrotonic or Gyrokinesis exercise	1%	0%	100%	0%
Mind-body fusion	16	81	19	0
Pilates	70	43	51	5
Pilates and yoga fusion	43	40	51	2
Tai chi	25	26	63	7
Yoga	62	47	49	4
Personal Training				
Online client reminders and information	51%	57%	33%	4%
Online training programs	15	40	47	13
Personal training, adult, one-on-one	89	42	44	10
Personal training, 2 clients share	79	36	52	3
Personal training, 3-5 clients share	60	47	41	8
Personal training, youth, aged 18 or younger, one-on-one	64	36	38	14
Pilates or yoga training, one-on-one	56	44	42	10
Small-group boot camps	47	52	40	6
Small-group circuit training	55	45	52	3

PROGRAM TRENDS (CONTINUED)

	Offer	Yes, my company offers this program or activity, and I think it is:		
		Growing	Stable	Declining
Special Interest				
Clinics on special topics	64%	34%	52%	7%
Community outreach	57	45	48	0
Fitness assessment	81	28	55	11
Health fairs	44	20	67	8
Lifestyle coaching	38	36	48	0
Meditation	23	42	50	4
Nutrition assessment	48	30	52	13
Nutrition counseling or coaching	47	23	55	11
Social activity groups (walking or running clubs, group trips, organized group activities)	45	55	37	6
Sports clinics	26	35	52	7
Sport-specific training	52	37	49	7
Weight management classes	38	41	48	5
Special Populations				
Back pain prevention	46%	44%	46%	2%
Exercise for chronic medical conditions (e.g., diabetes, coronary heart disease)	46	35	52	2
Kids' fitness (e.g., classes or after-school camps for 10 years and younger)	31	44	47	3
Teen fitness (e.g., classes or after-school camps for 13–17 years)	30	61	27	6
Parent-and-baby classes	18	20	70	0
Postrehab following injury	44	40	50	6
Prenatal classes	17	32	47	11
Seniors' classes	55	55	39	2
Strength and Stretch				
Body weight—only training	49%	35%	53%	2%
Strength training, group, choreographed to music	40	44	52	2
Strength training, group, no music	47	44	44	7
Strength training, group, with background music	71	46	48	4
Strength training, individual, nongroup	81	38	55	3
Stretching and/or flexibility	81	36	61	1
Very slow strength training	19	20	75	0 >>

MULTIPLE-YEAR TREND COMPARISON: PROGRAMS OFFERED

% of all respondents

Program	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Point Change*
Abdominals	67%	72%	66%	57%	56%	61%	62%	74%	71%	+4
Aerobics, combined	72	85	73	60	55	49	47	49	57	-15
Back pain prevention	45	38	47	40	33	41	43	48	46	+1
Body weight—only training	—	—	—	35	31	39	36	54	49	+14
Boot camp classes, indoor	—	—	—	28	35	36	36	47	51	+23
Boot camp classes, outdoor	—	—	—	14	16	16	30	28	32	+18
Boxing-based/Kickboxing sessions	64	71	50	42	48	39	36	39	33	-31
Branded choreography	—	—	—	—	—	—	22	—	22	0
Circuit classes	69	69	66	57	56	51	48	69	66	-3
Clinics on special topics	67	68	74	63	64	60	58	66	64	-3
Combination/Hybrid classes	71	70	65	45	48	43	38	47	36	-35
Community outreach	—	—	—	—	—	54	51	61	57	+3
Core-conditioning classes	61	72	75	64	63	62	65	73	66	+5
Cycling-based classes, indoor	39	44	48	38	45	39	37	46	45	+6
Dance (e.g., urban street, funk, hip-hop)	19	30	33	24	27	31	34	40	39	+20
Exercise for chronic medical conditions (e.g., diabetes or coronary heart disease)	—	—	—	30	32	35	31	40	46	+16
Fitness assessment	66	85	85	77	82	84	77	76	81	+15
Group activities, outdoor	43	44	44	35	34	29	50	36	32	-11
Gyrotonic or Gyrokinesis exercise	-	-	-	-	-	3	4	2	1	-2
Health fairs	55	60	53	46	44	43	38	44	44	-11
Kids-specific fitness	40	44	45	40	41	—	—	—	—	-
Kids' fitness (classes or after-school programs)	—	—	—	—	—	37	33	36	—	-
Kids' fitness (classes or after-school programs for 10 years and younger)	—	—	—	—	—	—	—	—	31	-
Lifestyle coaching	—	—	—	32	27	34	27	33	38	+6
Martial arts-based aerobics	41	43	40	20	19	29	20	21	20	-21
Meditation	34	37	27	17	18	17	16	19	23	-11
Mind-body fusion	—	—	—	—	—	—	27	20	16	-11
Nutrition assessment	—	—	—	51	55	55	45	51	48	-3
Nutrition counseling or coaching	—	48	67	48	47	48	44	53	47	-1
Online client reminders and information	—	—	—	—	—	30	32	45	51	+21
Online training programs	—	—	—	8	7	5	5	9	15	+7
Parent-and-baby classes	18	32	25	17	17	18	15	19	18	0
Personal training										
All types combined	83	87	90	89	88	85	82	89	91	+8
One-on-one	80	87	87	83	87	—	—	—	—	-
Adult, one-on-one	—	—	—	—	—	84	80	87	89	+5
2 clients share	56	66	71	65	71	68	71	83	79	+23
3–5 clients share	34	43	54	42	43	44	44	58	60	+26
Youth, aged 18 or younger, one-on-one	—	—	—	—	—	60	55	63	64	+4

*Based on 9 years of data in many cases; fewer years in other instances.

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MULTIPLE-YEAR TREND COMPARISON: PROGRAMS OFFERED (CONTINUED)

Program	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Point Change*
Personal training, outdoor	—%	—%	—%	26%	24%	27%	60%	32%	31%	+5%
Pilates	47	63	65	63	66	64	68	68	70	+23
Pilates and traditional strength training fusion	—	—	—	34	27	29	—	—	—	—
Pilates and yoga fusion	—	—	—	31	30	32	38	40	43	+12
Pilates or yoga training, one-on-one	—	—	—	55	60	59	48	48	56	+1
Postrehab following injury	—	—	—	46	38	47	42	48	44	-2
Prenatal classes	20	28	26	21	18	17	19	20	17	-3
Seniors' classes	45	61	54	47	49	45	39	51	55	+10
Small-group boot camps	—	—	—	—	—	—	—	—	47	—
Small-group circuit training	—	—	—	—	—	—	—	—	55	—
Small-group classes, 8 people or fewer	—	—	—	41	44	45	48	55	58	+17
Small-group classes on machines	—	—	—	24	28	28	24	35	32	+8
Social activity groups (walking or running clubs, group trips, organized group activities)	—	—	—	—	—	—	—	43	45	+2
Sports clinics	33	33	38	24	24	25	16	31	26	-7
Sport-specific training	57	55	57	53	47	56	42	67	52	-5
Stability ball-based programs	60	61	71	67	58	55	54	61	59	-1
Step aerobics	66	82	67	52	59	50	44	46	53	-13
Strength training, individual	—	—	75	74	76	74	67	82	81	+6
Strength training, group										
All types combined	72	87	79	79	80	77	74	88	83	+11
Background music	59	69	61	64	60	58	58	74	71	+12
Choreographed to music	30	60	45	45	42	41	32	47	40	+10
No music	28	45	37	30	32	32	29	48	47	+19
Stretching and/or flexibility	67	82	82	72	70	73	68	81	81	+14
Tai chi	34	35	37	26	24	20	22	24	25	-9
Teen fitness (e.g., classes or after-school camps for 13-17 years)	—	—	—	—	—	—	—	—	30	—
Very slow strength training	—	—	—	17	17	22	22	30	19	+2
Walking	33	38	44	36	33	34	30	36	34	+1
Water fitness	37	56	45	35	43	34	27	38	35	-2
Weight management classes	49	56	51	33	36	35	32	31	38	-11
Yoga	69	85	73	60	66	58	56	61	62	-7
Yoga and traditional strength training fusion	—	—	—	23	21	23	—	—	—	—

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*Based on 9 years of data in many cases; fewer years in other instances.

Equipment

- Small equipment again tops the survey this year, with resistance tubing or bands (94%); stability balls (92%); barbells and /or dumbbells (91%); and foam rollers and small balls (81%) reported as being the most frequently used equipment.
- Cardiorespiratory equipment—such as cycles, both upright and recumbent, elliptical trainers, stair climbers and treadmills—has shown some of the largest declines in usage over the past 9 years.
- Large strength equipment has also declined in usage over the past 9 years, with the largest declines reported for plated-loaded machines and pulley equipment.
- Mind-body equipment has shown mixed results over the years. Pilates equipment has experienced growth, while there has been a slight decline in the use of yoga mats and equipment. Gyrotonic equipment has remained stable over the past 4 years.



MOST FREQUENTLY OFFERED EQUIPMENT

Which of the following types of equipment are provided to your clients?

	% of all respondents
Resistance tubing or bands	94%
Stability balls	92
Barbells and/or dumbbells	91
Foam rollers and small balls	81
Balance equipment (e.g., BOSU® Balance Trainers, disks, wobble boards, balance boards)	80
Medicine balls	79
Steps and platforms	74
Treadmills	71
Yoga mats and equipment	70
Cycles, recumbent	68
Elliptical trainers	67
Weighted bars	65
Pulley equipment	64
Selectorized (pin-selected) machines	64
Cycles, upright	61
Plate-loaded machines	50
Stair climbers	48
Cycles, for indoor classes	45
Pilates equipment	44
Indoor rowing machines	42
Water fitness equipment	35
Boxing equipment	32
Suspension training apparatus (TRX®, Inkaflexx® straps, etc.)	25
Arm ergometers	24
Computer workout tracking	17
Nutrition analysis software	16
Computerized strength machines	11
Pneumatic machines	10
Computer training programs, interactive (exergaming)	10
Gravity trainers	9
Child-sized machines	5
Gyrotonic equipment	2

EQUIPMENT TRENDS

Based on your experience, is the use of this equipment growing, remaining stable or declining?

	Provide	Yes, my company provides this equipment, and I think it is:			
		Growing	Stable	Declining	
Cardio Machines					
Arm ergometers	24%	4%	88%	8%	
Elliptical trainers	67	39	59	1	
Indoor rowing machines	42	13	72	15	
Cycles, recumbent	68	16	77	5	
Stair climbers	48	4	72	25	
Treadmills	71	27	71	1	
Cycles, upright	61	6	83	8	
Computer					
Computer training programs, interactive	10%	40%	40%	20%	
Computer workout tracking	17	37	58	0	
Nutrition analysis software	16	28	56	11	
Special Interest					
Balance equipment (e.g., BOSU Balance Trainers, disks, wobble boards, balance boards)	80%	55%	40%	2%	
Boxing equipment	32	26	57	9	
Cycles, for indoor classes	45	38	56	2	
Foam rollers and small balls	81	48	50	0	
Gravity trainers	9	0	78	11	
Gyrotonic equipment	2	0	50	0	
Pilates equipment	44	43	53	4	
Steps and platforms	74	12	70	13	
Water fitness equipment	35	14	77	3	
Yoga mats and equipment	70	32	59	1	
Strength and Core					
Barbells and/or dumbbells	91%	33%	62%	1%	
Child-sized machines	5	40	40	0	
Computerized strength machines	11	0	100	0	
Medicine balls	79	36	60	2	
Plate-loaded machines	50	9	82	6	
Pneumatic machines	10	10	70	20	
Pulley equipment	64	24	69	1	
Resistance tubing or bands	94	28	64	6	
Selectorized (pin-selected) machines	64	12	81	3	
Stability balls	92	31	65	2	
Suspension training apparatus (TRX, Inkaflexx straps, etc.)	25	52	32	0	
Weighted bars	65	17	78	3	>>

MULTIPLE-YEAR TREND COMPARISON: EQUIPMENT

% of all respondents

Equipment Provided	2001	2002	2003	2004	2005	2006	2007	2008	2009	% Point Change*
Arm ergometers	—%	—%	—%	—%	—%	—%	—%	—%	24%	—
Balance equipment (e.g., BOSU Balance Trainers, disks, wobble boards, balance boards)	—	—	—	60	70	75	79	83	80	+20
Barbells and/or dumbbells	—	93	91	87	89	90	78	87	91	—2
Boxing equipment	—	48	42	36	36	41	29	40	32	—16
Child-sized machines	—	—	—	—	—	2	4	5	5	+3
Computer training programs, interactive	—	16	13	8	9	8	5	5	10	—6
Computer workout tracking	—	21	18	16	14	17	11	14	17	—4
Cycles, for indoor classes	43	46	51	42	48	41	38	50	45	+2
Cycles, recumbent	78	77	69	68	72	68	60	68	68	—10
Cycles, upright	76	83	77	67	70	60	56	67	61	—15
Elliptical trainers	78	77	75	70	74	71	60	70	67	—11
Foam rollers and small balls	—	—	—	62	64	72	72	82	81	+19
Gravity trainers	—	—	—	11	12	11	9	12	9	—2
Gyrotonic equipment	—	—	—	—	—	2	3	3	2	0
Indoor rowing machines	—	—	—	—	—	—	—	—	42	—
Medicine balls	—	—	—	—	—	—	71	81	79	+8
Nutrition analysis software	—	23	26	23	26	27	19	21	16	—7
Pilates equipment	—	29	34	28	35	37	44	46	44	+15
Plate-loaded machines	—	—	—	62	64	60	53	62	50	—12
Pneumatic machines	—	—	—	9	12	8	7	9	10	+1
Pulley equipment	80	72	70	66	65	68	62	73	64	—16
Resistance tubing or bands	85	91	92	90	89	90	84	94	94	+9
Stability balls	75	79	89	87	87	89	85	88	92	+17
Stair climbers	76	82	70	59	64	51	50	60	48	—28
Steps and platforms	82	91	85	75	76	76	66	73	74	—8
Strength machines, computerized	13	17	17	11	13	10	6	9	11	—2
Strength machines, selectorized	65	56	63	68	69	66	56	65	64	—1
Suspension training apparatus (TRX, Inkaflexx straps, etc.)	—	—	—	—	—	—	—	—	25	—
Treadmills	86	85	79	74	76	74	65	73	71	—15
Water fitness	—	—	—	31	40	34	28	39	35	+4
Weighted bars	59	71	72	62	61	64	64	70	65	+6
Yoga mats and equipment	—	73	73	63	65	65	70	73	70	—3

*Based on 9 years of data in many cases; fewer years in other instances. ●



Offering Holistic Health Programming

Find the missing “peace” of your business by going beyond yoga and Pilates.



Your facility has it all—cardiovascular equipment, free weights, fitness classes and experienced personal trainers. You provide everything anyone could desire for achieving an optimal physique. However, you may be missing an important opportunity with your members. Certainly, physical fitness is vital to overall health, but it is not the whole story. The mind plays a crucial role in our well-being, and mind and body work together in everything we do.

By embracing a “mind and body” approach to fitness, you can enhance members’ total health while increasing your client base and revenue. Happy, healthy members are more likely to renew their memberships and refer friends. In this piece, we’ll review the benefits of programs that embrace a whole-person wellness approach—programs like Reiki, meditation, Ayurveda, acupuncture and homeopathic medicine—and we’ll look at ways to incorporate them into your business.

Why More Mind-Body?

Facilities that adopt the whole-person wellness model enrich members’ lives. Mind-body activities improve mood, reduce feelings of stress and, in turn, lower the risk of stress-related illnesses (Brehm 2006). Did you know that a top concern in our society is the growing amount of stress and the diseases that stem from an inability to deal effectively with elevated stress levels?

The good news is that you can help clients find positive ways to handle stress by providing opportunities to integrate holistic practices into their daily lives. Facilities that offer these services attract more members because multidimensional programming draws participants across all age and fitness levels. Furthermore, holistic classes and services are typically associated with an additional fee, providing your facility with a supplementary profit center. In other words, what’s good for the customer is also good for business (Milner 2002).

REIKI

Reiki is a Japanese method of stress reduction and relaxation that also promotes healing. It involves the transfer of energy from practitioner to client to enhance the body’s natural ability to heal itself. Reiki uses specific techniques for restoring and balancing the natural life-force energy within the body. Proponents agree that Reiki brings about deep relaxation, destroys energy blockages, detoxifies the system, provides new vitality and increases the body’s vibrational frequency.

Reiki should not be confused with massage treatments. Many Reiki treatments do not involve actual touching. Some practitioners hold their hands a few inches away from the client’s body and manipulate the energy field from there. Reiki also works in conjunction with other medical or therapeutic techniques to relieve side effects and promote recovery.

To find a Reiki practitioner in your area, contact the International Association of Reiki Professionals (www.iarp.org).

MEDITATION

Meditation is a mind-body practice that originated in ancient spiritual traditions. People practice it for many reasons—to increase mental and physical relaxation, to improve psychological balance and to cope with illness, among others. Practitioners attempt to get beyond the reflexive “thinking” mind into a deeper state of relaxation and awareness. With training, they learn to develop an inner spaciousness and clarity that help them maintain equanimity regardless of external circumstances.

Generally, meditation uses certain techniques, such as a specific posture, focused attention and an open attitude toward distractions. The practice can pro-

mote a deep state of peacefulness, a tranquil mind and emotional stability. These effects don't end when the meditation session ends. Meditation has lasting effects on emotional and physical well-being (Mayo Clinic 2007). In addition to the relaxing benefits of meditation, this practice may also be useful in easing certain medical conditions, including allergies, asthma, depression and chronic pain (Mayo Clinic 2007).

"I think combining meditation with exercise is absolutely essential because the mind is the ultimate ground of our experience," explains Ryan Redman, meditation instructor at Zenergy Health Club Spa in Ketchum, Idaho. "Therefore, if we exercise our body while leaving the mind in a state of distress, then inevitably our ordinary experience of the body will also be that of distress, regardless of how much exercise we do."

AYURVEDA

Ayurveda is a healing system that treats the whole person rather than treating individual symptoms. An important goal of Ayurveda is to identify the client's ideal state of balance, determine where she is out of balance and offer lifestyle interventions using diet, herbs, aromas, massage and music to re-establish balance. Ayurveda offers practical tools and information for living without interference from illness.

Simone de Winter from Marin Ayurveda in Fairfax, California, explains that when we incorporate Ayurveda into our lives, "our physiology will function better; we will function better; [we will] have more resistance to disease, more ability to heal when we are ill, more energy; and [we will] feel more optimally alive."

In fact, the wisdom of Ayurveda is designed to help people stay vital and realize their full potential. Providing guidelines on ideal daily and seasonal routines, diet, behavior and proper use of our senses, Ayurveda reminds us that health is the dynamic integration of our environment, body, mind and spirit.

According to the Chopra Center in Carlsbad, California, "The guiding principle of Ayurveda and the other Eastern healing arts is the interconnection of all things. From this perspective, health isn't merely the absence of illness or symp-

toms—it is a higher state of consciousness that allows vitality, well-being, creativity and joy to flow into our experience."

ACUPUNCTURE

Acupuncture, which is among the oldest healing practices in the world, promotes health by reducing tension, increasing circulation and enabling the body to relax. Part of traditional Chinese medicine, acupuncture is based on the concept that disease results from disruption in the flow of "qi" in the body. Acupuncture seeks to restore this balance, leading to emotional and physical healing and strengthening resistance to disease.

Treatments aim to restore and maintain health through the stimulation of specific points on the body. The most common technique involves penetrating the skin with thin, solid, metallic needles that are manipulated by the hands or by electrical stimulation. People experience acupuncture differently, but most feel minimal or no pain as the needles are inserted.

"When energy flow is disrupted by things like poor diet, stress, injury or an unbalanced lifestyle, pain and disease result," explains Julie Hackmann, LAc, of Retreat Acupuncture in San Francisco. "Acupuncture can be used in conjunction with Western medicine to treat a variety of health conditions or used as a preventive form of medicine."

According to the 2007 National Health Interview Survey, an estimated 3.1 million U.S. adults had used acupuncture in the 12 months prior to polling (Barnes, Bloom & Nahin 2008).

HOMEOPATHIC MEDICINE

Homeopathic medicine uses natural remedies that stimulate the body's own healing processes. Homeopaths view the individual as a whole and prescribe a remedy to cure the emotional, physical and spiritual imbalances that underlie physical symptoms. Homeopathy is used to treat acute and chronic health problems, to prevent disease and to promote health.

The success of homeopathy is fueled by several factors:

- When the correct remedy is taken, results can be rapid, complete and permanent.

- Homeopathy is completely safe with few, if any, side effects.
- Homeopathic remedies can safely be taken alongside other medication.
- Homeopathic remedies are based on natural ingredients.
- Homeopathy works in harmony with your immune system, unlike some conventional medicines that suppress the immune system.
- Homeopathic remedies are not addictive.
- Homeopathy addresses the cause of the condition, not the symptoms. This often means that symptoms tackled with homeopathy do not recur.

Homeopathy is the second most widely used system of medicine in the world. In the United States its popularity has increased by about 25%–50% per year throughout the last decade (ABC Homeopathy 2003).

Incorporating Holistic Programs

Integrating holistic health offerings into your existing programs is simple. Some of these practices can be seamlessly added to your current services with little additional investment.

Approach #1: Conduct Classes. At Crunch Fitness, with locations throughout the United States, two different classes offer members the opportunity to meditate: "Naptime" is a guided meditation class, and "World Meditation Styles" introduces participants to meditation practices from all over the world.

Approach #2: Start New Services. While this strategy may require more of an investment, it can differentiate your brand in the marketplace. For example, Castle Hill Fitness in Austin, Texas, has an acupuncturist on staff. Members and nonmembers are welcome to use this service for a fee. Individuals can book single sessions or purchase a 5- or 10-session card. "Coupling acupuncture with a health club creates a wellness-centered culture, not just a gym," says Amy McNair, manager of program marketing for the facility. "We've found that when you cater to your clients in many different areas, you not only help improve their health but also boost your business with value-added services," she explains.

Approach #3: Become a Community Resource. By partnering with local holis-



tic health experts and naturopathic centers, you provide your members with the knowledge to explore these practices on their own. For example, consider hosting an educational workshop led by a homeopathic pharmacist or a Reiki practitioner. Additionally, provide references and pamphlets to members in order to spark an interest and educate them on these health practices.

Motivation for joining a health club has migrated from a desire to improve physical appearance to an interest in overall well-being for mind, body and spirit. Your facility can meet this need by expanding programming to include specific holistic options; in doing so, you will enrich people's lives and bolster your bottom line. ●

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Resources

Interested in learning more about the mind-body disciplines described in this article?

Check out the following resources:

American Academy of Medical Acupuncture, www.medicalacupuncture.org

The American Association of Homeopathic Pharmacists, www.homeopathyresource.org

The Chopra Center, www.chopra.com

The International Center for Reiki Training, www.reiki.org

Marin Ayurveda, www.marinayurveda.com

National Center for Complementary and Alternative Medicine, <http://nccam.nih.gov/>

National Center for Homeopathy, <http://homeopathic.org>

Reiki Peace Network, www.reikipeacenetwork.com

The Transcendental Meditation Program, www.tm.org