



Inspire the World to Fitness®

**Contact:**

Bernie Schroeder  
IDEA Health & Fitness Association  
858.535.8979, ext.275  
[schroederb@ideafit.com](mailto:schroederb@ideafit.com)

Sue Hetzel  
HetzelMeade Communications  
760.434.9927  
[sue@hetzelmeade.com](mailto:sue@hetzelmeade.com)

**IDEA Health & Fitness Association Announces Top 10 Ways to Stay Fit in the New Year**

*Fitness Trends and Industry Research Reveal Growth of Innovative Programs and New Types of Equipment for Energizing Exercise Regimes While Supporting Different Fitness Levels and Needs*

**San Diego – November 14, 2005** – IDEA Health & Fitness Association, the leading membership organization of health and fitness professionals worldwide with nearly 20,000 members in more than 80 countries, has compiled the top 10 fitness tips, including innovative programs and equipment that are attracting exercisers of all levels while keeping them motivated and committed to healthier lifestyles.

IDEA has identified the following ways to stay fit, based on the latest fitness trends and research:

- **Get Tested**—Fitness and nutrition assessments are on the rise. For new exercisers, simply counting calories daily can be a good start. For more advanced exercisers, understanding the role nutrition plays in achieving fitness goals can be very important. More than half of IDEA’s survey respondents are expanding into fitness and nutrition assessment and coaching while many personal trainers are learning new lifestyle coaching skills to help their clients make lasting behavior changes.
- **Go with the “buddy system”**—More personal trainers now offer affordable options where two clients or three-to-five clients share a training session. This approach typically offers additional support and motivation. According to IDEA’s survey, 71 percent of trainers hold two-client sessions while 43 percent provide small-group fitness training.
- **Try a mind-body workout**—Industry research shows that people are more committed and consistent with mind-body programs, such as Yoga and Pilates, than any other programs. As a result, more facilities are merging mind-body concepts into personal training and group exercise sessions.
- **Enlist in “Boot Camp”**—Indoor or outdoor boot camps that mix basic calisthenics with sports drills are catching on with people who thrive on diversity.
- **All in the Family**—Kids’ fitness programs are becoming more prevalent at the local YMCA as well as more traditional health-club settings, with 66 percent of the survey respondents listing this as one of the fastest growing fitness program areas.
- **Have a Ball**—Balance training is a crucial part of health and fitness for middle-aged and older-adult populations. New stability balls are easy to use at home and produce fast results, which is why 87 percent of IDEA’s survey respondents use them regularly.
- **Take a Dip**—Water fitness is an appealing, low-stress form of exercise that continues to grow. Nearly half of those surveyed by IDEA now offer water fitness classes.
- **Go for a walk**—Walking is a great form of outdoor exercise; indoor treadmills and elliptical trainers kick it up a notch and are among the top three essential pieces of exercise equipment, according to those polled by IDEA.
- **Get Funky**—Urban street, funk or hip-hop dance classes have taken over where ballroom dancing left off, offering a fast-paced and contemporary exercise alternative.
- **Consider special needs**—Tailored programs for people with chronic conditions, such as diabetes or coronary heart disease, are growing rapidly. These programs take special

needs into consideration and are growing in popularity, according to 62 percent of the survey's respondents.

According to Kathie Davis, executive director and co-founder of IDEA Health & Fitness Association, the fitness industry continues to grow and change in response to reports on obesity and sedentary lifestyles. "Our continuing research into the latest trends in the fitness industry demonstrates a strong commitment to inspiring exercisers of all levels," she says. "As we head into the holiday season and start contemplating ways to become more fit in the year ahead, it's highly encouraging to know that there is a wealth of new ideas and highly creative programs to help people of all ages achieve and maintain healthier lifestyles."

In developing its list of fitness tips, IDEA polled nearly 300 of its business members and program directors across North America, representing a cross-section of large and small health clubs, personal training gyms, specialty studios, college campuses, corporate and hospital fitness centers as well as park and recreation programs. The 10th annual programs and equipment survey includes valuable data on more than 64 fitness programs and activities as well as 26 categories of equipment.

This latest survey showed a continuing upward trend in a variety of programs tailored for beginner, intermediate and advanced clientele. Regardless of location, 85 percent of respondents offer programs designed to attract the inactive person or new exerciser. On average, managers estimate that 40 percent of their participants are beginners. With 71 percent reporting that their clients stay with the business for one year or longer, it's clear that IDEA business members are coming up with and maintaining creative ways to keep exercisers motivated and dedicated to their fitness regimes.

#### **About IDEA Health & Fitness Association**

IDEA Health & Fitness Association is the world's leading membership organization of health and fitness professionals, with nearly 20,000 members in more than 80 countries. Since 1982, IDEA has provided health and fitness professionals with pertinent information, educational opportunities, career development programs and industry leadership while helping them enhance the quality of life worldwide through safe, effective fitness and lifestyle programs. For more information on IDEA events, publications, educational products, member services or other activities, visit [www.ideafit.com](http://www.ideafit.com).

###