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Pilates is Much More Than a Hollywood Fitness Regime

Experts discuss the next wave of [Pilates trends](#) in fitness.

San Diego – September 9, 2010 – Pilates is the nation’s fastest-growing activity, with 8.6 million participants, up more than 450% since 2000, based on the most recent report from the Sporting Goods Manufacturers Association. The 2010 IDEA Fitness Programs & Equipment Trends report found that Pilates continues to grow while other mind-body formats are declining.

So far, Pilates has had quite a ride in the fitness industry. As programming gets ever more creative, what will we be likely to see in the future? IDEA Health & Fitness Association, the leading membership organization of health, wellness and fitness professionals worldwide, recently researched the direction Pilates leaders see the practice is likely to go in coming years in the *IDEA Fitness Journal* article: [“The Pilates Phenomenon: Where Do We Go From Here?”](#) Chances are that if you haven’t already seen one of these Pilates trends, you will in the near future.

- **More Mind-Body Focus.** Some experts believe that the true mind-body essence of Pilates is simply not suited to the noisy, distracting club environment, especially in group settings. However, many believe that the determining factor is not location, but quality of instruction. Without the mind-body connection, clients can miss the maximum benefit of Pilates.
- **More Comprehensive Education.** Most instructors agree on two ideas: inadequate instructor training is one of the scariest issues in Pilates today, and more comprehensive education is the direction of the future. Those seeking a qualified Pilates professional can go to www.ideafit.com/fitnessconnect and search by region, club or class type. [IDEA FitnessConnect](#) is the largest industry-wide directory linking 100,000 US fitness professionals with more than 16 million consumers.
- **More Group & Fusion Programming.** A wider array of programming has great potential for offering Pilates benefits to a broader range of people. Another growing trend is fusion exercise, which merges Pilates with other disciplines (Pilates and yoga or Pilates and cycling, for example).
- **Exploring New Markets.** The versatility of Pilates may be its best asset for the future. Experts believe that a number of markets have yet to be fully developed, including men, older adults and teens.
- **More Creative Equipment (Big and Small).** While some instructors prefer a simpler approach, the growing influence of equipment is clear. Apart from the rising popularity of working with large and small equipment at the same time, there is increasing interest in offering Pilates circuit training, in which groups navigate through the studio, using all equipment options available.
- **Moving Into the Medical Arena.** The blockbuster trend in Pilates is the move toward applications in rehabilitation, physical therapy and other medical areas. Pilates is being prescribed by doctors, and reformers are showing up in physical therapists’ offices.

- **Pilates as Cross-Training.** Experts believe Pilates is likely to become increasingly popular as a cross-training tool. More athletes, performers and weekend warriors are looking to Pilates as a cross-training method to complement their other fitness activities.

Check out Pilates Trends in Person at the 5th Annual Inner IDEA Conference

The 5th annual [Inner IDEA Conference](#) will be held September 23-26, 2010, at La Quinta Resort & Club in Palm Springs, California, and will feature over 100 sessions on Pilates, yoga, Nia®, GYROKINESIS® & GYROTONIC® exercise, integrative movement, mindfulness and meditation, nutrition, research, mind-body medicine, motivational coaching, and wellness. Check out all of the [Pilates offerings](#) at this year's [event](#).

About IDEA Health & Fitness Association

IDEA Health & Fitness Association is the world's leading organization of fitness and wellness professionals including personal trainers, group fitness instructors, fitness directors and fitness business owners. These professionals coach, train and influence millions of health-minded individuals. Through IDEA professionals in over 80 countries, we "Inspire the World to Fitness®".

We deliver world-class content and continuing education to fitness professionals through three vehicles:

1. *IDEA Fitness Journal*, our award-winning monthly magazine plus four additional, specialty niche e-publications
2. World class fitness conferences for health and fitness professionals, including IDEA World Fitness Convention™
3. Streaming video and DVD courses available on our website (www.ideafit.com)

With the launch of IDEA FitnessConnect, we have created the largest national industry-wide directory linking over 100,000 US fitness professionals to more than 16 million consumers. By providing verified profiles of fitness professionals, we give consumers confidence in their choice of fitness services while strengthening the credibility and professionalism of our industry.

For more information on IDEA fitness and wellness conferences, publications, professional fitness education and products, member services and other activities, visit [IDEA Health & Fitness Association](#).