



ClubWise Publishes 2021 Fitness Club Reopening Benchmark Report



Data shows fitness club visits return to pre-pandemic levels, while also showing 130% increase in sold members in Apr 2021 vs Apr 2019

Buckinghamshire, England – 2nd June, 2021 – ClubWise Software, an all-in-one billing and club management solution for health and fitness organizations, published the 2021 Fitness Club Recovery Benchmark Report, providing the most up-to-date data pertaining to industry reopening performance and post-Lockdown recovery.

Aside from the significant increase in new joiners, another notable statistic is the most popular membership type purchased: Monthly Direct Debit (12-month contract) during April 21. This is encouraging as it shows a desire to commit to a long-term fitness journey and public confidence in gyms as safe spaces.

The report was developed through analysis of data from more than 800 clubs from the period of April 12-30, 2021, with a focus on ClubWise's core UK market. Their customer base is made up of Independent clubs, franchises and multi-site chains all operating within the private sector.

Offering real data insights during the first two weeks after re-opening, the report gives gym owners an indication on the level of demand, member activity and behaviour and most importantly, how the industry is recovering. The report also helps clubs benchmark their re-opening performance against other clubs, determine whether or not their experience is reflective of the industry as a whole and offers support to help club membership flourish.

"Our data shows that, although during the pandemic when people might have tried other ways of exercising, including online classes or running and cycling outdoors, the benefits and draw of a gym environment from a community perspective and member experience cannot be ignored," says Julian Matthews, president, ClubWise. "We're supporting club operators getting back to business in this post-pandemic era. This report gives actionable data for club owners and those who manage club businesses."

Report data shows a huge amount of positivity with clubs seeing a significant increase in sold memberships during the period April 12th to April 30th 2021 vs the same period in 2019.

ClubWise is a part of EverCommerce Fitness and Wellness portfolio that delivers tailored, integrated, and convenient experiences for guests, while providing specialized functionality for business owners. EverCommerce, a leading service commerce platform, drives streamlined day-to-day business operations, improved marketing effectiveness, and modernized engagement with customers.

Download the full report at:
<https://v5.clubwise.com/FitnessClubReport/>

About ClubWise



ClubWise is an all-in-one billing and club management solution that lets operators focus on what matters most – members. ClubWise offers an integrated suite of services to support member engagement, membership collection, new business generation, club management and access control. First launched in 2001, ClubWise currently supports more than 1,000 fitness clubs in the United Kingdom, Ireland and Australia.

Learn more at www.clubwise.com.

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