



# LES MILLS VIRTUAL

# KEY INSIGHTS

## CAPACITY MANAGEMENT

### Utilise the 'Spread and Churn' approach

Spread is about attracting customers more evenly throughout the day, to service them better, so they get a better experience and retention is improved, Churn is an efficient turnaround of classes, like turning tables in a restaurant

*"At busy times we can offer 'back to back' classes for sessions that are over-subscribed. - e.g. 6pm Monday night RPM (live) is full and with people waiting, you can schedule a Virtual RPM to follow it or before it so that members have a choice and can still get in on a Monday evening"*

– David Lloyd Southampton.



7+

Virtual class attendance in over 50% of classes

Wexer Global Consumer Survey 2016.

## NUMBERS MATTER

### Class numbers act as a marketing tool

Group fitness classes are a key sales point for any prospective member. Make sure you know the key stats around your timetable. Look for great soundbites you can drop into the sales conversation

*"We're promoting the fact that we're running more classes, more often."*

– LES MILLS NEWMARKET



60%

Of members consider the group fitness timetable when making a membership decision.

Wexer Global Consumer Survey 2016.

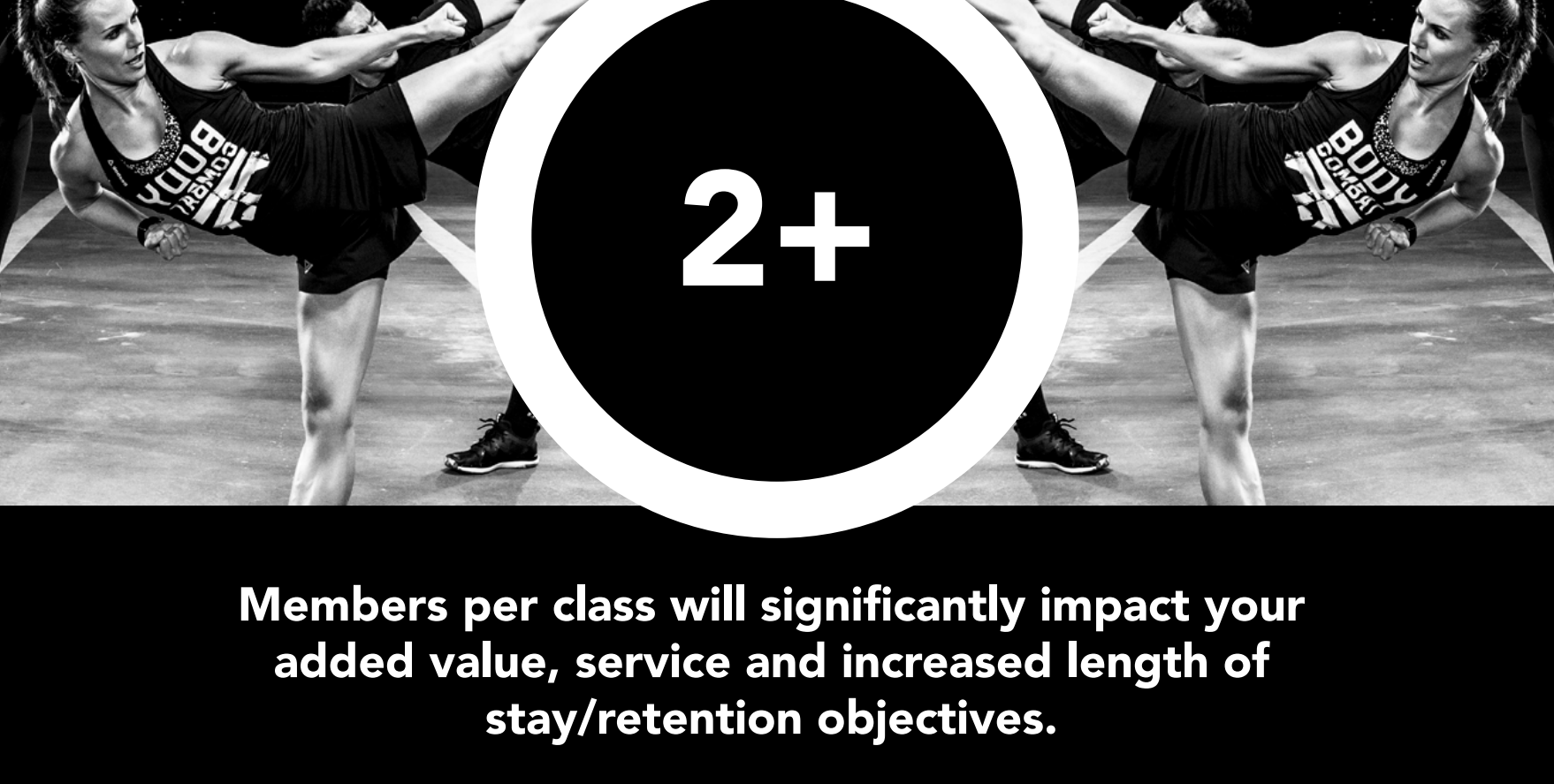
## MARGINAL GAINS

### Even small class sizes make a big difference.

Virtual attendees are doubling year on year, but class sizes can still be small. It's easy to think Virtual classes are not successful when in fact when framed against the overhead costs for running a class, each attendee delivers a much higher marginal gain than a traditional class. This is especially true of clubs who are at or near member capacity.

*"I went into the small studio at 9.40 this morning and there were 15 people doing BODYPUMP Virtual. Given there aren't many overhands for that class, it's awesome,"*

– LES MILLS NEWMARKET



2+

Members per class will significantly impact your added value, service and increased length of stay/retention objectives.

## BOOST LIVE CLASSES

### Virtual classes grow live class attendance.

It seems counter-intuitive but it's true. Research shows that attendance numbers for live classes increase 12% on average when clubs also run Virtual workouts. This is because it supports members ensuring they don't miss a session, boosting results and engagement, and letting lapsed or new users try group fitness in a low risk setting.

*"It's really helped build the confidence of members that didn't want to try group exercise previously and it has encouraged people to then go on to try the 'Live' (Instructor taught) classes. After a few weeks of trying virtual it has made some members realise that they can attend classes."*

– Blunsdon House UK



12%

Average increase in live class attendance when virtual classes are run.

Wexer Global Consumer Survey 2016.

## UNLOCK NEW AUDIENCES

### Virtual classes let you target new segments of your membership.

Reviewing your club & area demographics and segmenting them into groups lets you target them on your schedule

*"It's a lot less intimidating for people starting out with group fitness, who are too scared to go to a live class to begin with. It also has big appeal for shift workers wanting to do RPM, Body Pump and Body Combat. We've found that a lot of people just don't have the time to attend the usual live classes, but can fit in a late Saturday or Sunday afternoon class."*

– BENEFITNESS AND HEALTH CENTRE in Fairview Park, South Australia



75%

Have not tried virtual training but are considering trying

Wexer Global Consumer Survey 2016.

## BOOST YOUR ROI

### Say goodbye to empty studios.

Many traditional fitness facilities have studios sitting empty for 80% of their opening hours, meaning up to \$160,000 per year of lost revenue. Virtual classes spread the load across your timetable and put less pressure on your studio during peak periods. This creates a better experience for your members, which can make a big difference to your annual retention figures.

*"It's given our members the chance to do an RPM class at any time of the day and it has become part of their fitness routines."*

– BLUNSDON HOUSE, UK



83%

Of the time during day health and fitness clubs cycling studios are not used.

Mintel Health and Fitness Clubs UK – July 2017

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