

“Back to Normal” Percentage by Re-Opening Status

The club industry is connected, loyal, and resilient.

Leverage data from Club Automation to compare your club's recovery based on your re-opening status against trends from clubs across the nation.

% to Normal Compared to June 2019

June YOY	Revenue	Joins	Cancellations	Engagement
Never Closed	83.6%	97.8%	116.0%	56.3%
Re-Opened in May	78.5%	42.2%	74.2%	53.2%
Re-Opened June	41.7%	96.5%	141.8%	22.8%
Soft-Open/Staff Only Re-Open	33.2%	44.2%	97.5%	0.0%



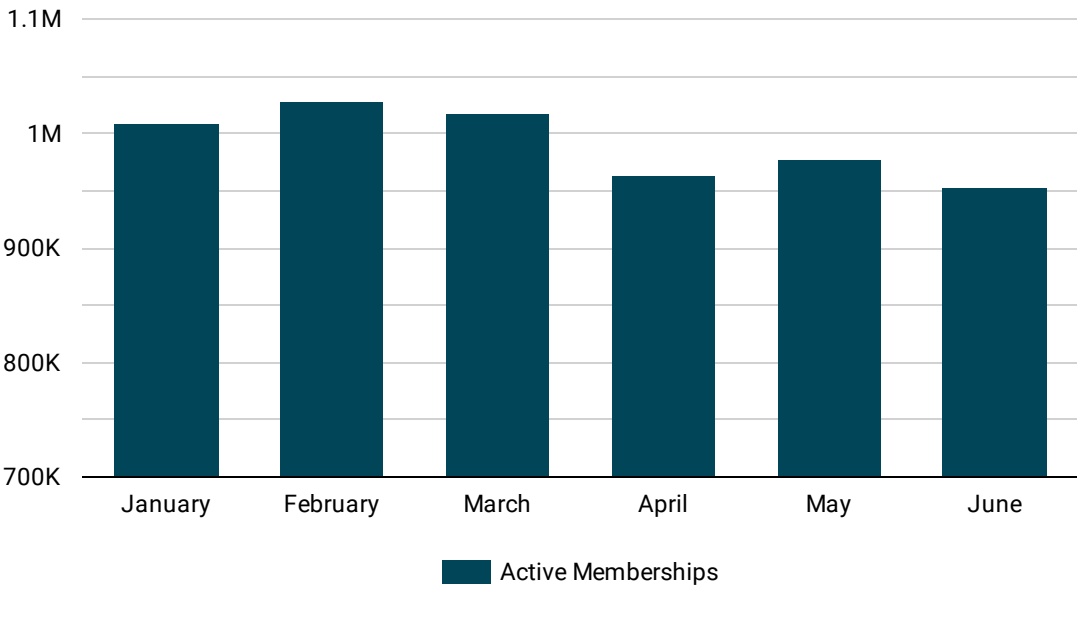
RECOMMENDATIONS

Amid uncertain times, club communities remain strong. COVID-19 undoubtedly impacted clubs throughout the United States. However, there are unique bright spots which illustrate the true power of community. Continue to engage and invest in your community. From active members and holds to full-time staff and contractors, make sure everyone is receiving regular communication and connected to your community.

Membership

June active memberships stabilized and started to rise.

Active memberships indicate business and industry health.



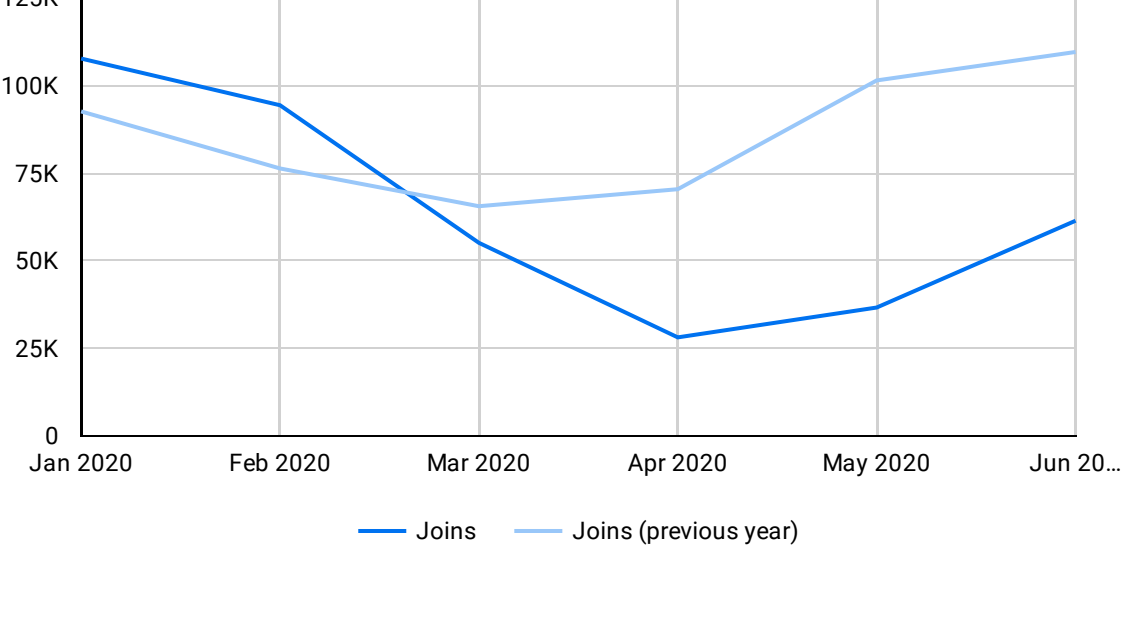
RECOMMENDATIONS

Year to date, cumulative memberships are higher in 2020 compared to 2019. Many clubs are offsetting possible member losses from COVID-19 by putting members on hold and pushing fees to a future date. Consider implementing this process coupled with a strong communication plan to active, on-hold, and canceled members in order to increase engagement. No matter where your club or members are in the re-opening process, maintaining relationships will pay dividends as you power on.

Joins

Joins steadily occurred in June despite being down YoY.

Member joins help assess industry health and forecast revenue growth.



RECOMMENDATIONS

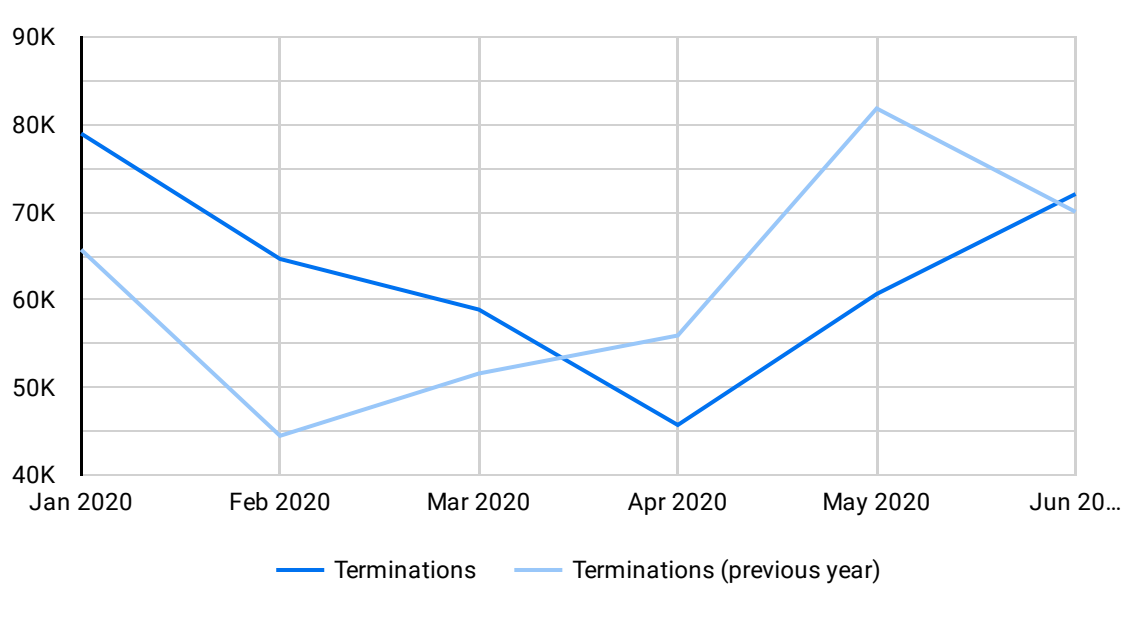
Clubs saw 61K new joins in the month of June even amidst evolving national health concerns. As some small businesses in the health and fitness industry have been forced to permanently close, consider engaging with those prospects as they look for a new fitness family. Your club could be the perfect fit.

Leverage digital marketing techniques such as Facebook ads, PPC campaigns, blog writing, and automated lead management to drive interest in your club and reach more prospective

Cancellations

Cancellations continue to steadily rise after a sharp drop at the beginning of COVID-19

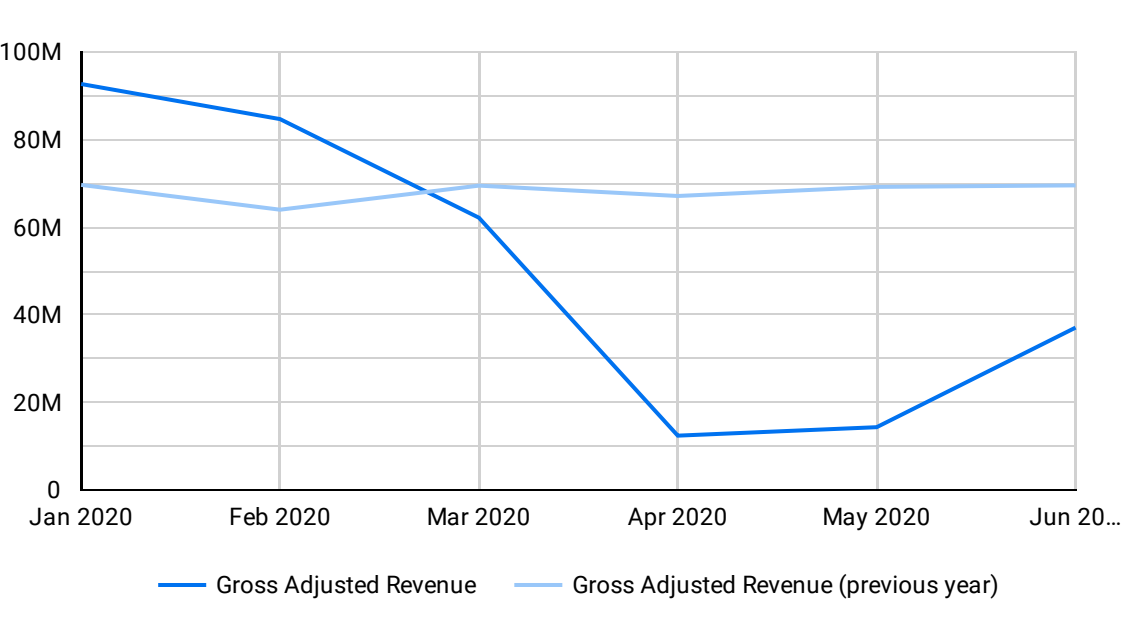
Cancellation data helps forecast financial health and map the road to recovery.



RECOMMENDATIONS

The COVID-19 shutdowns have resulted in economic hardship for many members. To combat potential cancellations, many clubs offered membership credits for future months. Now that clubs have begun charging again, cancellations are on the rise as many members are still struggling financially. Consider continuing to offer membership holds when you receive a cancellation request, and continue to educate community members on services and programs you offer so they quickly return when they are able.

Revenue



RECOMMENDATIONS

Revenue in June shows signs of recovery as clubs re-open in May and June. This is a great indicator of the return of some normalcy and recovery coming our way. If you are already open, engage your active and cancelled members. Create ways for your members to not only engage with your club in person, but virtually! Boost your engagement with email updates, provide safety procedures, and create a virtual presence with virtual classes.

Chargebacks

Chargeback percentages are moving in the right direction.

A chargeback is any transaction that has been disputed by your customer for being unauthorized or incorrect. Chargebacks largely indicate whether or not members are accepting their membership fees.



RECOMMENDATIONS

The June chargeback percentage for clubs was 0.28%, significantly higher than the 0.03-0.05% baseline. This number has decreased from the the shutdown average of 0.7%. However, the fact that this percentage is high shows that the nation is still recovering from the economic impact from the pandemic, and many members are still struggling.