In an industry, boutique fitness has been agile through shutdowns. With total payment volume rising by 27% back to normal, 2020 compared to 2019, April and May payments are 76% and May payments are 80%, suggesting that payments are recovering. As a state and business is ready to reopen, invite your community members. A common thread throughout every data point and recommendation exists here as well; that is, leverage digital tools to engage your community no matter where they are. Furthermore, be nimble and flexible with your revenue model by continuing to offer virtual services and products.

By looking at check-ins and payments in reopened states, we have a sound assessment of industry health and recovery speeds. In states who paused the reopening of gyms slowed the recovery of fitness businesses nationwide, across all kinds of state mandates.

Ensure your plan is flexible and nimble to react to cases rising and possible re-closures.

The appropriate cases studies to your current status for insights and recommendations.