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## “Back to Normal” Percentage by Re-Opening Status

### The club industry is powering through the storm.

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 2019

July YOY	Joins	Cancellations	Engagement
Never Closed	87.9%	117.0%	71.7%
Re-Opened in May	78.8%	163.9%	62.4%
Re-Opened June	96.6%	179.4%	52.2%
Re-Opened July	49.7%	159.7%	22.8%
Soft-Open/Staff Only Re-Open	5.1%	39.6%	5.9%



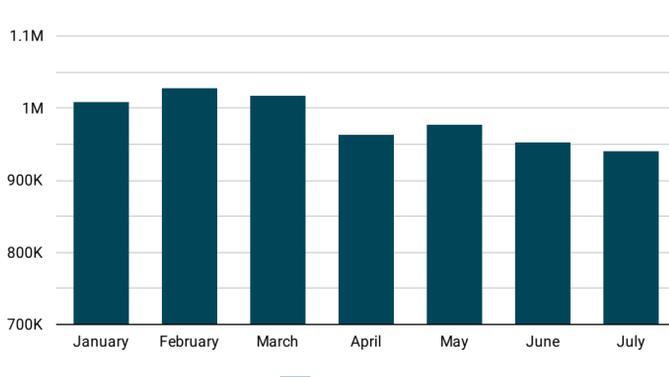
#### RECOMMENDATIONS

The month of July brought promising news. As states are opening back up, past and new members are joining clubs slowly but surely. Past months showing high engagement rates are creating a domino effect of those joining the clubs in the following months.

## Membership

### July active memberships maintained a healthy status.

Active memberships indicate business and industry health.



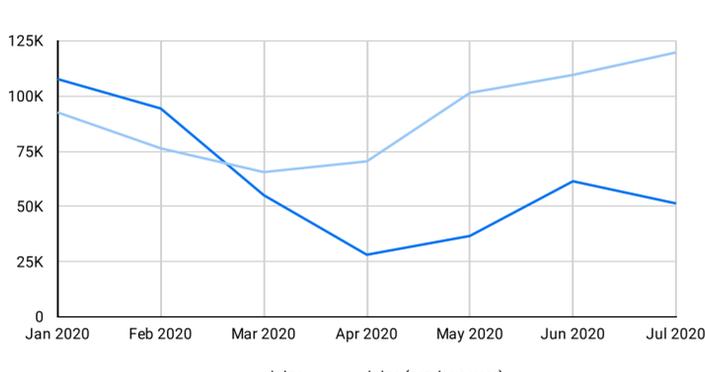
#### RECOMMENDATIONS

While active memberships have dropped a bit, many clubs are maintaining their memberships through the COVID months. Many states lifted restrictions, while others were forced to re-close their doors. Continue reaching out to your past, current and prospective members. Keeping lines of communication open about the status of your club, membership dues, and upcoming changes can only strengthen your relationship and help you maintain your memberships. Offering a member mobile app to manage their accounts can help in keeping these lines of communication option and members feeling safe.

## Joins

### July, the month of change.

Member joins help assess industry health and forecast revenue growth.



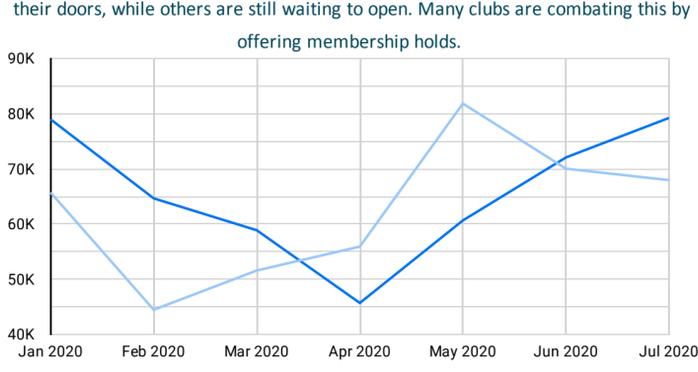
#### RECOMMENDATIONS

With the uncertainty of increased cases in many states, July was a tougher month with additional uncertainty in regard to joining a new club. Many members are looking for a place to call home, and get back to their routines, but when and where is still up in the air. Actively engaging with these potential customers through your website, PPC ads, brochures, newsletters, websites and making sure you're communicating your safety precautions and measures for your club will put new and current members' minds at ease. Also, offering additional ways to be a member, like a virtual membership, can boost your engagement and join rate.

## Cancellations

### Cancellations are consistent with changes by state for the month of July.

July was a month of fluctuation based on the state. Some states did have to re-close their doors, while others are still waiting to open. Many clubs are combating this by offering membership holds.



#### RECOMMENDATIONS

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. Actively engaging with these members, even while cancelling their membership, can maintain a great relationship that can lead members to remember your club when looking to return.

## 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

A charge back percentage of 0.25% in July is a decrease from June's 0.28%, showing a steady recovery. With states going through a lot with COVID and current change in COVID numbers, we're happy to see a decline from the previous month and are excited to continue to see a recovery of the market in months to come.