

“Back to Normal” Percentage by Re-Opening Status

The club industry continues the fight.

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

Segment	Cancellations	Engagement	Revenue
Never Closed	162.7%	64.0%	101.3%
Re-Opened in May	87.1%	52.6%	93.8%
Re-Opened June	136.3%	39.6%	87.2%
Re-Opened July	87.7%	16.6%	37.8%
Re-Opened August	218.8%	18.9%	44.8%
Soft-Open/Staff Only Re-Open	49.6%	0.1%	36.3%



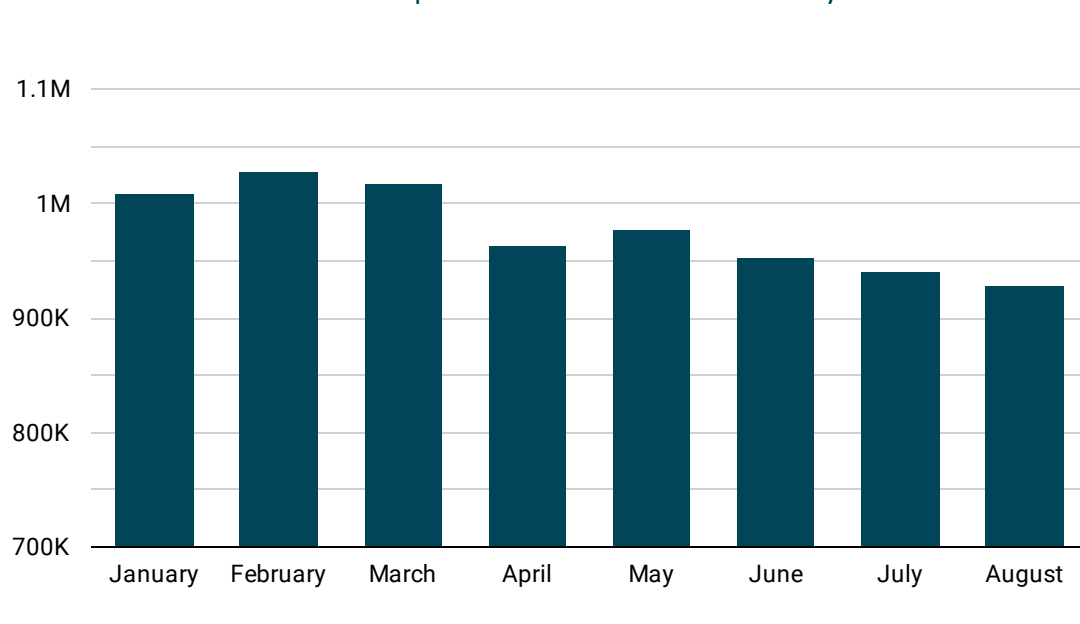
Club Insights

In analyzing the month of August and previous months clubs opened, we're seeing trends relevant to what's going on in the world. Revenue is still down compared to the August of 2019, but it is steadily increasing at 44.8% of normal. As you're looking at your join behavior, make sure to separate those that renewed from joining, even if they're on a new contract. Engagement increased just a bit from July, with more members engaging with their clubs via in-person check-ins, purchasing of equipment/apparel, childcare check-in, virtual classes and more.

Membership

August memberships are fighting to maintain their numbers

Active memberships indicate business and industry health.



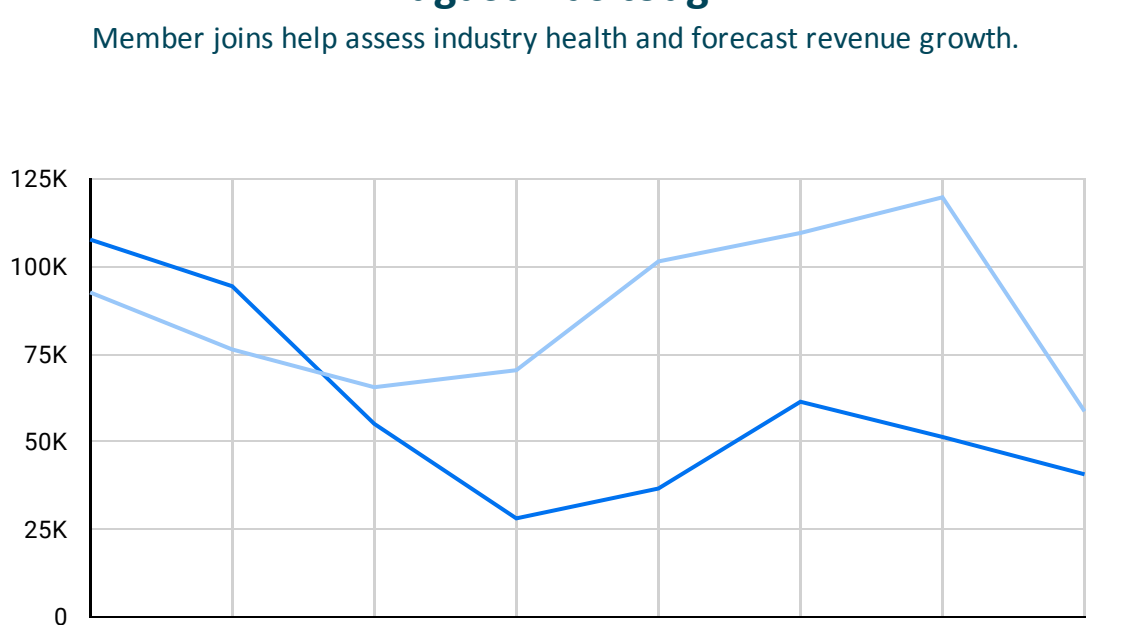
Key Takeaways

While memberships have dropped in August, we are seeing this try to level out. Clubs are doing everything in their power to open safely and be the pillar of their community. With joins decreasing from previous months, these metrics are directly tied to each other; thus a decrease in membership. Keep your lines of communication open with your members about the status of your club (whether closed or open), security and safety measures, and all classes you have to offer (virtual and/or in-person).

Joins

August was tough

Member joins help assess industry health and forecast revenue growth.



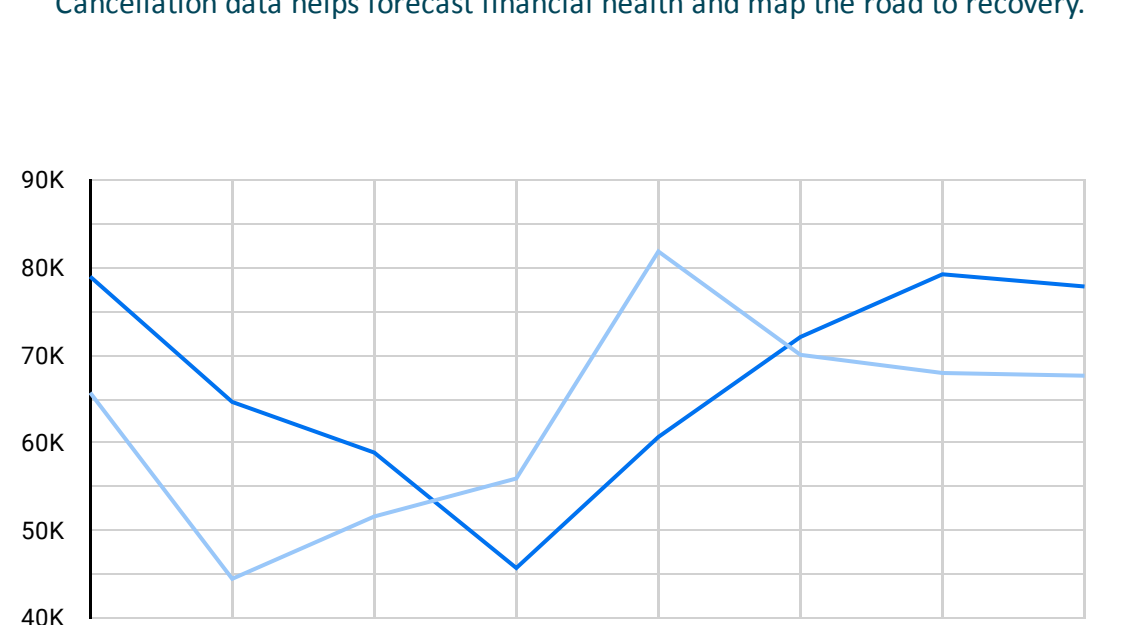
Key Takeaways

With the uncertainty and rising COVID cases in the month of August, we did see a decline in year over year joins. There hasn't been a massive reopening amongst all states, rather a wave of reopening and re-closures, causing a spike in June and a steady decline since. We encourage you keep reaching out to your community, continue or start offering virtual classes, focus on your current members as they can spread the word of your club as well.

Cancellations

Cancellations speak to memberships coming off hold

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



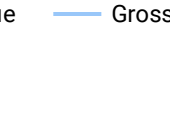
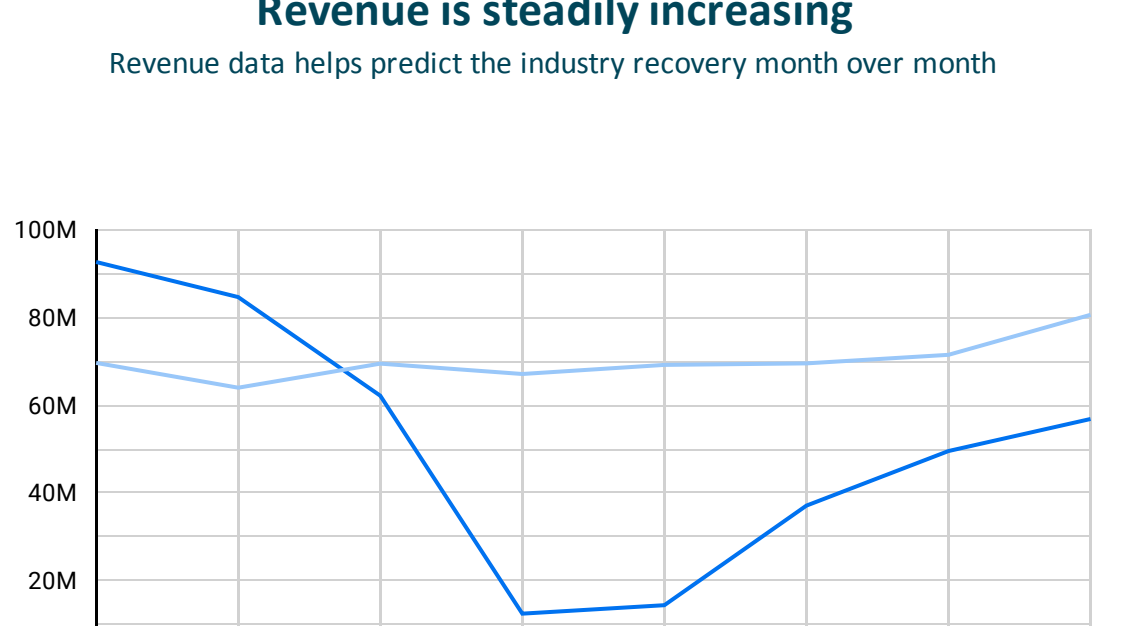
Key Takeaways

As clubs come back online, their holds are taken off member accounts. With the decrease in holds, we're seeing a steady increase of cancellations. This is unusual behavior, but what we're seeing is there is a same wave of reopening and re-closures causing this confusion and concern for members. Members are scared and cautious to return to their clubs. Use this time to convey the message of support, safety and security. Continue offering multiple forms of membership to provide your members with the peace of mind in returning, and confidence the club is doing everything they can to combat COVID.

Revenue

Revenue is steadily increasing

Revenue data helps predict the industry recovery month over month



Key Takeaways

Although revenue is still much lower than what we've seen prior to COVID, this is the best month of return we've seen yet at 66.8% of normal. We've still got a long way to go as an industry, but this is a positive sign in terms of recovery.

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.



Key Takeaways

A chargeback percentage of 0.25% in August is pretty level with what we saw in July. With states going through a lot with COVID and current change in COVID numbers, we're happy to see a decline from the peak of COVID at 0.7% of chargebacks. This chargeback percentage shows the industry is still recovering and it's going to take time. Many clubs and members are still struggling through this pandemic. The club market is rallying together to fight this storm.