“Back to Normal” Percentage by Re-Opening Status

The club industry continues to fight;

A peak of COVID at 0.7% of chargebacks. This chargeback percentage shows the industry is still recovering.

Although revenue is still much lower than what we’ve seen prior to COVID, this is the best month of revenue we’ve experienced since March 2020.

Key Takeaways

While membership has dropped in August, we are amp-ing up our marketing efforts and are doing everything we can to combat COVID.

With the uncertainty and rising COVID cases in the month of August, we did see a decline in year over year joins. There have been noticeable shifts in club ownership, where some operators are temporarily closing, others are improving their virtual experience, and the industry as a whole is having to pivot.

With our data in mind, we can see that the clubs are making important changes to return.

With the data in mind, we are happy to see a decline from the previous months, these metrics are directly tied to each other; thus a decrease in membership. Keep reaching out to your community, continue or start offering virtual classes, and all classes you have to offer (virtual and/or in-person).

August memberships are fighting to maintain their numbers.

Active memberships indicate business and industry health.

Gross Adjusted Revenue

Many clubs are seeing a decrease in membership,

Revenue is decreasing at a monthly pace.

Revenue is critically declining.

A peak is predicted if the COVID curve continues to increase as we see in June.

Chargebacks percentages are nearing the yearly average.

Clubs are struggling due to COVID, but some are managing the situation better than others.