The club industry is competitive, loyal, and resilient. Memberships have been reaching all-time highs for 6 years and show no signs of slowing down.

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

<table>
<thead>
<tr>
<th>Percent</th>
<th>Sales Rank</th>
<th>Revenue</th>
<th>Value Price</th>
<th>Engagement</th>
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</thead>
<tbody>
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Recommending

Now, we recommend clubs to focus on normalizing membership revenue and not just maintaining it over the prior year. This is a great opportunity to re-assess your membership revenue performance over the year and to improve it. We have identified clubs that have achieved this and are sharing their insights.

RECOMMENDATIONS

June membership has stabilized and started to rise.

June membership stabilization started to rise.

**In the News**

Jokes could be found in the mouths of those who have been working hard to maintain relationships.

In the current climate, it is important to maintain relationships.

**Cancellations**

Consultations continue to steadily rise after a sharp drop at the beginning of 2020.

Consultations have been increasing steadily since the beginning of the year.

**Reminders**

The COVID-19 situation has had a significant impact on the fitness industry. It is important to maintain relationships and to continue to communicate with your members.

**Check-ins**

Check-ins percentages are on the rise. Check-ins have increased by 10% since the beginning of the year. It is important to maintain relationships and to continue to communicate with your members.

**Recommendations**

Now, we recommend clubs to focus on normalizing membership revenue and not just maintaining it over the prior year. This is a great opportunity to re-assess your membership revenue performance over the year and to improve it.