



What's Trending?

Private Club Fitness and Wellness

The demand for fitness centers by club members and the expectation of them by prospects isn't going away. However, many private clubs just don't have the real estate and/or financial resources to provide this critical amenity. For many PCMA member clubs, creativity has been the key to identifying opportunities for meeting demand even with barriers in place.

One question that has helped pinpoint opportunities for fitness programming is... *When do most people want to exercise and what parts of our club are quiet during these times?* Banquet rooms, tennis courts, seasonal spaces such as the pool restaurant, etc. have all been put to good use for regular group exercise, boot camp and circuit style offerings. We are also seeing clubs explore partnership with neighboring athletic clubs.

Another interesting alternative that has been successful at the Balboa Bay Club in Newport Beach, CA, is the [ISAWALL](#). The club's general manager, Malcolm Smith, shares that the benefits are similar to that of TRX and a variety of attachments create diversity in workout options without taking up floor space.

A second example of success with limited space comes from Minnehaha Country Club in Souix Falls, SD. They have purchased [Peloton](#) bikes. The club manager there, Ted Thie, reports rave reviews from members regarding the space saving interactive bikes.

Additionally, focusing more on the concept of *wellness* vs. fitness has also helped many clubs create programs focused on member health without brick and mortar fitness facilities. People view wellness as a luxury and strong programming around this is very attractive. Wellness is about having a healthy body, mind and spirit, and catering to these three things has resulted in some fun new member experiences. Clubs are bringing wellness to fruition through organizing hikes and bike rides, hosting cooking classes, offering meditation and yoga, and growing fruits and veggies just to name a few. None of which require a specific fitness facility.

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