Index

Note: Page numbers followed by "n" indicate notes.

Absolute gyms, 38	practices used to building member
Advertising, 19	loyalty, 97–98
ALTERFILE case, 37–38	private business models in fitness
Anytime Fitness, 18, 113–114	centres, 94–96
Associação Brasileira de Academias	Smart Fit, 98
(ACAD), 94	Brazilian chain Smart Fit, 88
Association of Southeast Asian	Brazilian Council of Physical
Nations (ASEAN), 127	Education, 93–94
Audio/video/lighting (AVL), 125	Brooklyn Fitboxing, 18
Australian fitness industry, 111	Bundling sales strategies, 133
Australian fitness chain, 115–116	Business models, 1–2, 8, 17, 23, 26, 35
managerial applications, 116–117	centres, 18
practices used to attracting	commercial, 28
consumers, 114	of fitness centres in China, 132
practices used to building customer	of fitness clubs, 43
loyalty, 115	for fitness clubs in Japan, 120–123
private business models in fitness	in Mexico, 78
centres, 112–114	price segment, 27
socio-economic and social analysis,	regions, 1
112	Busy clients, efficient time
112	management for, 61
B-Fit fitness companies, 56, 142	management 101, 01
BeOne Fitness & Sport, 17, 21–22	Chain fitness centre of US, 73–74
Bio Ritmo, 96–97	Chile, fitness industry in, 85
Black Plan, 88, 98	managerial applications, 90–91
Body fitness, 165–166	marketing strategies, 88–89
•	
Body Shapers, 154	practices used to build customer
Bodytech, 96–97	loyalty, 89–90
Boutique fitness centres, 38	Sportlife, 90
Boutique gyms, 36, 141	Chilean fitness centres, 86–88
Box crossfit, 27	China, sports fitness industry in,
Brand images, 134	129–131
Brazil, fitness in, 93	applications, 135
practices employed to attracting	countermeasures for building
members, 96–97	customer loyalty, 133–134

PHYSICAL fitness centres,	Contact Centre, 31
134–135	Content marketing, 19
private business models in fitness	Country clubs, 148
centres, 132–133	Coupons, 19
strategies for attracting consumers,	CrossFit, 18
133	CrossFit-type training facilities, 36
City Club, 141, 143	program, 114–115
Compound annual growth rate	Cure. fit, 108–109
(CAGR), 5	Curves for Women International, 71
Concession centres, 17	Customer
Consumer loyalty, practices used to	catchment process, 19
building, 28–29	churn, 115
Australian fitness industry, 115	Customer relationship management
Chile fitness industry, 89–90	software, 19
Egypt fitness industry, 156	
fitness in Portugal, 27–28	Differentiation, 16
Greece fitness sector, 37	Digital intermediaries, arrival of, 10
India fitness industry, 107–108	Direct marketing, 19
Iran fitness industry, 168–169	Discount(s), 19
Kenya fitness industry, 162	for membership renewal, 133
Lithuanian fitness centres, 47	•
Mexico fitness industry, 80–81	E-mailing, 19
Morocco fitness industry,	Egypt, fitness industry in, 153
141–143	applications, 157–158
Saudi Arabia's fitness centre	practices used to attracting
industry, 150–151	consumers, 155–156
Spanish fitness industry, 20–21	practices used to building customer
Turkey fitness industry, 55–56	loyalty, 156
USA fitness industry, 72–73	private business models in fitness
Consumers, practices used to	centres, 154–155
attracting	Eight Fitness Gym, 154
Australian fitness industry, 114	Electrical muscle stimulation (EMS),
Egypt fitness industry, 155–156	36
fitness in Portugal, 27–28	Energy Fitness Club, 87
Greece fitness sector, 36–37	Erosion of membership model, 11
India fitness industry, 107	European Union (EU), 5
Iran fitness industry, 167–168	leaving, 6
Lithuanian fitness centres, 43	Event marketing, 20
Mexico fitness industry, 79–80	
Saudi Arabia's fitness centre	F45 program, 114–116
industry, 148–150	Facebook, 10–11, 28, 30
Spanish fitness industry, 18–20	Fast pass, 21
Turkey fitness industry, 54–55	'FAST-GYM24' club, 125
USA fitness industry, 71–72	FEEL FITNESS LIMITED, 163

Financials and growth, 13	Gym Group, 10
Fitness boutique, 27	Gym Hall, 154
Fitness Centres, 78	Gym(s), 9, 83 (see also Wellness)
Fitness chains	chains, 89
in Egypt, 156–157	in Northern Ireland, 8n2
in Iran, 169–171	Gymnastics, 120
in Turkey, 56	
Fitness clubs, 43, 49, 119	Health clubs, 8, 26, 72, 75 (see also
curves, 36	Fitness clubs)
Iranian, 167, 169	HEALTHY COMMUNITY, THE,
in Japan, 125–127	163
in Lithuania, 42–43	Hi-Fi Gyms, 105
Fitness First, 115	High-Intensity Interval Training
Fitness Hut, 29–31	(HIIT), 98, 160
Fitness industry, 1	Holmes Place, 25–26
Fitness time, 151–152	Hotel spas, 148
'Forum', 43	
	IKEGAMI SPORT CLUB, 120
Generation Y, 18	'Impuls', 43
GetFIT, 63–64	India, fitness industry in, 103
Global Gender Gap Index (GGGI),	Cure. fit, 108–109
153	practices used to attracting
Globalisation of fitness industry, 2	consumers, 107
GoFit, 17	practices used to building customer
GOLD'S BURN TM program, 157	loyalty, 107–108
GOLD'S CYCLE program, 157	private business models in fitness
GOLD'S FIT® program, 157	centres, 104–106
Gold's Gym, 154, 156–157	Indian Council of Medical Research-
India, 106	India Diabetes (ICMR-
GOLD'S STUDIO®, 157	INDIAB), 104
Goodlife, 115	Inflation, 59
Greece, fitness sector in, 33–34	Instagram, 10–11, 28, 30
ALTERFILE case, 37–38	International Fitness Observatory
managerial applications, 39	(IFO), 59
practices used to attracting	International Health, Racquet and
consumers, 36–37	SportsClub Association
practices used to building customer	(IHRSA), 29, 33
loyalty, 37	Internet Celebrity effect, 134–135
private business models in fitness	Iran, fitness industry in, 165
centres, 35–36	applications, 171
Gross domestic product (GDP), 41,	practices used to attracting
129, 153	consumers, 167–168
Growth drivers, 8–9	practices used to building customer
Gunze Sports Co., Ltd. (2017), 127	loyalty, 168–169

private business models in fitness	practices used to attract consumers
centres, 167	43
Italian economics, 59	practices used to building customer
Italy, fitness industry in, 59	loyalty, 47
GetFIT, 63–64	private business models in fitness
marketing strategies to attracting	centres, 43
consumers, 61–62	VS-Fitness, 47–48
private business models, 60-61	'LIVE TIPNESS', 127
strategies for loyal customers,	Low-cost
62–63	centres, 17
	gyms, 78
Japan, 119	model, 15–16
business model for fitness clubs in,	Low-Price, 17
120–123	Loyal customers, strategies for, 62–63
fitness club in, 125-127	Loyalty
future directions, 127–128	experts, 63
strategies for building customer	of members, 28–29
loyalty in, 124–125	
strategies to attracting fitness club	MacFit, 53-54, 56
customers in, 124	Maintenance fees or excesses, 21
Jean Louis David chain, 142	Mankan App, 170–171
•	Marketing
Keep (popular app), 132	actions, 1
Kenya, fitness industry in, 159	department, 22
conformity to exercise adherence,	strategies to attracting consumers,
161–162	61–62
customer demographics in fitness	Medium centres, 18
centres and exercise	Member
adherence conformity, 163	acquisition, 10
practical applications, 163–164	activities, 135
practices used to building customer	retention, 10–11
loyalty, 162	Membership
private business models in fitness	activities, 134
centres, 160–161	cards, 132
KX Pilates, 113, 115	development model, 35
	Messenger, 19
Large team classes, 132	Mexican territory, 78
Leejam Sports Club Company,	Mexico fitness industry, 77
151–152	managerial applications, 82–83
'Lemon Gym', 43	practices used to attracting
Lifestyle disease, 145	consumers, 79–80
Lithuanian fitness centres	practices used to build customer
business models of, 41–42,	loyalty, 80–81
44–46	private business models in fitness
managerial applications, 49	centres, 78–79

Smart City 91 92	Dayyan of social masef 10
Sport City, 81–82 Morocco, fitness industry in, 139	Power of social proof, 10 Pre-marketing strategies, 141
City Club, 143	Premium centres, 18
managerial applications, 144	Price segment, 27
marketing practices used to	Private business models in fitness
attracting consumers, 141	centres
practices used to building customer	
loyalty, 141–143	Australian fitness industry, 112–114 China sports fitness industry,
private business models in fitness	132–133
centres, 140–141	Egypt fitness industry, 154–155
mWellness Group, 142–143	fitness in Brazil, 94–96
in wenness Group, 142–143	fitness in Portugal, 26–27
National Institute of Public Health	fitness in Fortugal, 20–27 fitness industry in Italy, 60–61
(INSP), 78	Greece fitness sector, 35–36
National physical activity levels, 6–7	India fitness industry, 104–106
National Wellbeing Programme, 5	Iran fitness industry, 167
Noah Indoor Stage Co., Ltd. (2020),	Kenya fitness industry, 160–161
127	Lithuanian fitness centres, 43
127	Mexico fitness industry, 78–79
Obesity-caused illness, 145	Morocco fitness industry,
Olympic Games in Barcelona, 17	140–141
'One Club Access' membership, 71	Saudi Arabia's fitness centre
Online fitness platform, 132	industry, 146–148
Operational and management	Spanish fitness industry, 16–18
efficiency, 22	Turkey fitness industry, 52–54
Orangetheory Fitness (OTF), 73–74	USA fitness industry, 70–71
Orangetheory Fitness (OTF), 75-74	Promotion(s), 19
Pacific Club Fitness, 88	strategies, 133
Pay-as-you-play model, 160	Public Health England, 6
PayasUgym, 10	Public sports centres, 16
Personal trainer business model, 132	Publicity strategies, 133
Personal training, 147	Public-private partnership (PPP),
studios, 27	16–17
Physical activity boom, 86	PureGym, 9, 11
Physical exercise, 131	marketing, 12–13
PHYSICAL fitness centres, 134–135	members, 12
Portugal, fitness in, 25	product, 12
case, 29–30	_
managerial applications, 30–31	RadioBroadcast on well-being, 62
practices used to attracting	Raffles, 19
consumers, 27–28	Recommendations, 19
practices used to building	Relational marketing, 141
consumer loyalty, 28–29	RENAISSANCE, 127
private business models in fitness	RENAISSANCE OLYMPIA Co.,
centres, 26–27	Ltd, 127

RENAISSANCE VIETNAM, INC.,	Street marketing, 20
127	Studios, 36
Riyadh Combat Club, 148	Swimming, 120
	Synergym, 18
Samia Allouba Gym, 154	
Sano Center, 18	Talwalkar's gym business model, 105
SARS-CoV-2 pandemic, 7–8	30-minute training, 78
Saudi Arabia's fitness centre industry,	'Tip. X TOKYO' club, 125
145	'TIPNESS KIDS', 125
applications, 152	TIPNESS Limited, 125
practices used to attracting	Turkey, fitness industry in, 51
consumers, 148–150	managerial applications, 57
practices used to building customer	practices used to attracting
loyalty, 150–151	consumers, 54–55
private business models in fitness	practices used to building customer
centres, 146–148	loyalty, 55–56
'Savicko sporto klubas', 43	private business models in fitness
'Seek excellence in customer service'	centres, 52–54
strategy, 89	24-hour
Segmentation, 17	fitness, 71
Small team classes, 132, 135	mini gym, 133
Smart Fit, 96n1, 98	24/7 centre, 113
Smart Gym, 154	Twitter, 10–11
Smart Plan, 88	
Snap Fitness, 18	UK Health and Fitness Industry
India, 106	Ecosystem, 9
Social media, 10, 19, 30, 48, 54, 72, 74,	United Kingdom (UK), 5
107–108, 113, 150–151, 163	arrival of digital intermediaries, 10
Soul Cycle, 71	business models, 8
Spanish fitness industry, 15	erosion of membership model, 11
BeOne Fitness & Sport, 21–22	financials and growth, 13
managerial applications, 22-23	fitness consumers, 11
practices used to attracting	fitness industry in, 5
consumers, 18–20	growth and future, 13–14
practices used to building customer	growth drivers, 8–9
loyalty, 20–21	leaving EU, 6
private business models in fitness	life expectancy, 6
centres, 16–18	measuring prosperity of country, 5
Specialised studies, 18	member acquisition, 10
Sport City, 81–82	member retention, 10–11
Sport services, 48	national physical activity levels, 6-7
Sportlife, 90	PureGym, 11–13
Sports International, 56	SARS-CoV-2 pandemic, 7–8
Sports sector, 1	web and power of social proof, 10

United States (USA), 69
applications, 74–75
chain fitness centre of US, 73–74
fitness industry in, 69
practices used to attracting
consumers, 71–72
practices used to building customer
loyalty, 72–73
private business models in fitness
centres, 70–71
Urban-associated diseases, 103

'VS-Fitness', 43, 47-48

Web, 10
Websites, 19
Welfare sessions, 133–134
Wellness
informants, 61–62
program, 62–63
WhatsApp, 28, 30
Woman gyms, 27
Women-only gyms, 78
World Health Organization
(WHO), 33

YouTube, 10