The Millennials Equation

Who are they?

Millennials (also called Generation Y) are adults aged 18-34.

Why you should care

They represent the biggest target market for fitness facilities, now and for the foreseeable future.

The Millennials Equation

Millenials dominate all fitness-type activities across generations (AC Nielsen 2013)

Millenials are moving away from typical multi-purpose fitness centers

The latest AC Nielsen report clearly highlights typical multi-purpose fitness facilities are losing Millennials to other forms of business and activities, micro-gyms in particular despite their high cost. Boutique fitness facilities are considered ‘cooler’ but very often also offer a better or more social experience. Millennials crave authenticity in their workout and want to be with like-minded people. They feel purpose-driven, dedicated spaces are best suited to achieve those things.

The challenge

Fitness operators will benefit by re-engineering their overall value proposition, marketing and sales messages and activities toward their younger customers. Despite all the commentary around the Baby Boomers they are tougher market to reach and less-likely to consider gym-type activities. ‘AC Nielsen 2013

The strategy

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10 Tips remaining relevant to Millennials: Adapt or... Die!

1. Engage them with your product through your marketing initiatives instead of self-promoting
2. Play it safe to the extent that you actually engage in something to talk about
3. Give them the control of your promotion - give them something to talk about
4. Be much quicker to innovate - position yourself as a pioneer for fitness
5. Provide them with an authentic experience - run ‘clubs within the club’
6. Be more unique to innovate - position yourself as a planner for fitness
7. Engage with them in a way that is more personal and relationship marketing campaigns
8. Learn what they want and propose activities they like
9. Stand for something - what’s your cause?
10. Challenge your pricing model and sales processes - the fitness, customers take-back control

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