

THE MILLENNIALS EQUATION

WHO ARE THEY?

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

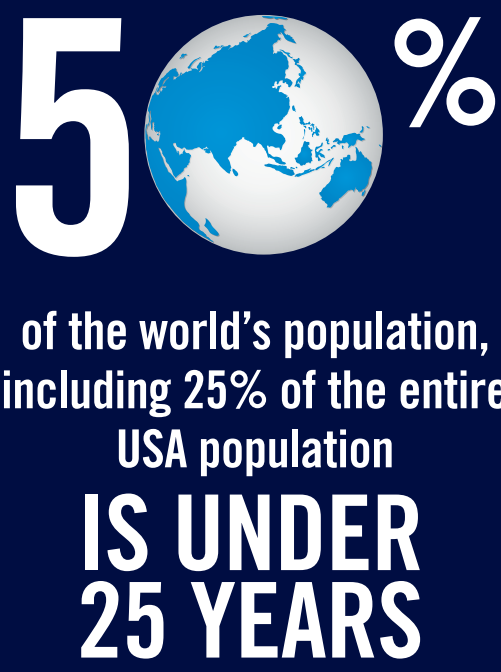


WHY YOU SHOULD CARE

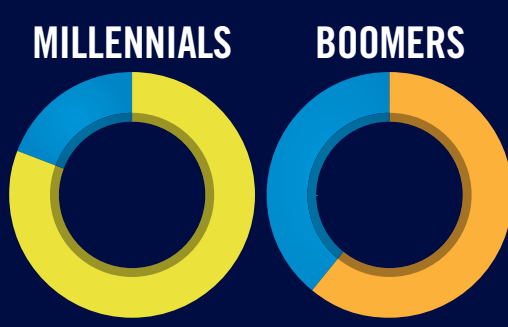
THEY REPRESENT THE BIGGEST TARGET MARKET FOR FITNESS FACILITIES, NOW AND FOR THE FORSEEABLE FUTURE



The biggest generation ever
98 MILLION.
20 million bigger than Boomers



50% of the world's population, including 25% of the entire USA population
IS UNDER 25 YEARS



81% of adults aged 18 to 34 years old exercise or would like to (vs 61% only of Boomers)
(AC NIELSEN 2013)



Half of regular exercisers doing gym-type activities are Millennials
(AC NIELSEN 2013)

MILLENNIALS DOMINATE ALL FITNESS-TYPE ACTIVITIES ACROSS GENERATIONS (AC NIELSEN 2013)

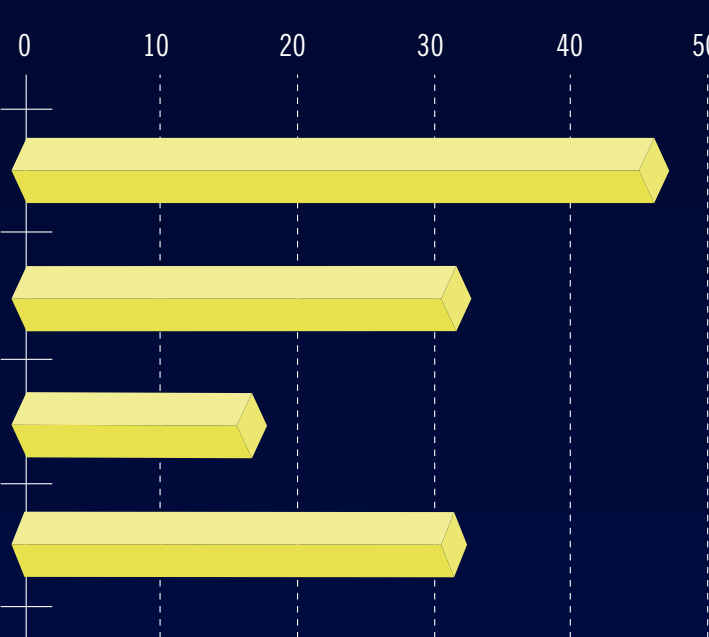
THE CHALLENGE

MILLENNIALS 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...

- Only 45% do fitness class-type activities in a multi-purpose fitness centres
- 31% (and growing) are using micro-gyms
- Only 16% of 18-29 year-old exercisers train with a personal trainer...
- ...and less than a third of them do that in a multi-purpose facility



THE STRATEGY

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

Challenge your pricing model and sales process – be flexible, customise and take it online!

Understand Millennials – Who, What, Why

Turn up **technology**

Stand for something – what's your cause?

Learn what they want and propose **activities** they like

Give them the **control** of your promotion – give them something to talk about

Be much quicker to **innovate** – position yourself as a **pioneer for fitness**

Engage them with your product through your marketing initiatives instead of self-promoting

Provide them with an **authentic experience** – run 'clubs within the club'

Go with **less conservative**, more **provocative** and **disruptive** marketing campaigns

10 TIPS REMAINING RELEVANT TO MILLENNIALS: ADAPT OR... DIE!

One more thing... hire Millennials! They are the experts!

CONTACT US FOR A FREE CONSULTATION

"We have to find new ways to make people fall in love with fitness."
LES MILLS, 1968