



THE FUTURE OF FITNESS:

**WHAT CLUB OWNERS
MUST PREPARE FOR NOW
TO DRIVE GROWTH AND
HIGHER RETENTION IN
2026-2027**



1. Strength-based group fitness will define retention

Members now expect structured strength pathways, instructor-led circuits, and hybrid community-based strength training.



HOT TIP:

HIIT will become Longevity training. Those who adapt quickly to circuit training will win. Circuit is for all ages, genders, and fitness levels.

2. The 45–65 market becomes the most valuable demographic

This group spends more, stays longer, and wants strength, mobility, recovery, and community. Build programs specifically for them.



HOT TIP:

This demographic is seeking ways to live longer. Market their classes for 8.45am and 10.30am minimum twice a week. Collaborate with aesthetic businesses in your community.

3. Technology must integrate with human coaching

Wearables, movement tracking and smart equipment only matter when paired with highly skilled staff. Education becomes your differentiator.



HOT TIP:

Reach out to suppliers for in-house training. Your trainers gaining further education from YouTube is not kosher.

4. Longevity programming will overtake high-intensity training

Expect demand for VO2-max training, mobility, fascia release, hormone-specific training, and recovery-driven memberships.



HOT TIP:

Wellness memberships will become mainstream in all clubs. Don't have the ability to create wellness within your business - collaborate with those in your community that don't have gyms.

5. Micro-boutiques inside clubs will replace outsourced revenue loss

Reformer studios, strength zones, cycle theatres, and circuit arenas integrated into your club will keep members from leaving for specialty studios.



HOT TIP:

Mel has been telling you this for ten years - do it. Keeps members in-house. Get creative, and if you can't get help.

6. Staff specialisation is no longer optional

Women's health, older-adult strength, functional mobility, and longevity-certified coaches will become the most in-demand.



HOT TIP:

Invest in in-house education for your teams. A non-negotiable is that you'll need to include your frontline team. They sell your club before the trainer gets a hold of the member.





7. Community becomes the ultimate competitive advantage

Gyms that win in 2026–2027 don't just offer classes — they offer belonging, connection, leadership, and local roots that corporate chains can't replicate.



HOT TIP:

Reach out to your LGBTQIA+ and disabled communities. They will become your advocates, and they deserve a place in your community.

8. Community-led retention will become your most valuable retention. Shift to social impact marketing, not a generic standard social file.

9. Group fitness never died; the content was rebirthed. People want community tribal workouts. Isn't that what hyrox, spartans deka and tough mudder are? Fun runs? Marathons? Like-minded people together with the same agenda.

10. Membership pricing will become personalised, just like airlines and hotels.



WANT HELP PREPARING YOUR CLUB FOR WHAT'S COMING?

Mel Tempest

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A GUIDE FOR FITNESS BUSINESSES

// BY MEL TEMPEST //

Your Fitness Business Coach and Club Owner of Ballarat Body & Soul Health & Fitness Studio



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Sharing insights from global leaders, to help gym owners achieve even more success.

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// THE AUTOBIOGRAPHY OF MEL TEMPEST //



10 WAYS

TO ATTRACT MORE MEMBERS



- 1 High Intensity Interval Training (HIIT)
- 2 Group training & group fitness
- 3 Embracing, encouraging and integrating wearable technology
- 4 Bodyweight training
- 5 Strength training
- 6 Highly skilled staff
- 7 Personal training
- 8 Yoga
- 9 Fitness programs for older adults
- 10 Functional fitness



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UNAPOLOGETICALLY BOLD

REDEFINING WOMEN'S LEADERSHIP IN FITNESS & BUSINESS



by Mel Tempest



EVERY USP SHOULD BE ABOUT YOUR PSU

A GUIDE FOR FITNESS BUSINESSES (2025 Edition)



Mel Tempest

Visionary fitness leader, award-winning innovator, global speaker, and Founder of Ignite Fitness Business Events. Empowering businesses with cutting-edge strategies, group programs, inspiring women to lead, and transforming the fitness industry for over 25 years.



UNLEASHING THE GROUP FITNESS REVOLUTION

IGNITED BY SOCIAL MOVEMENT

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