

Good for the Body, Mind... and the  
*Bottom Line!*

Power brand Pilates Wellness & Energy chain, Spain

## Club-based Pilates studios create healthy revenue stream

By Jennifer H. McInerney

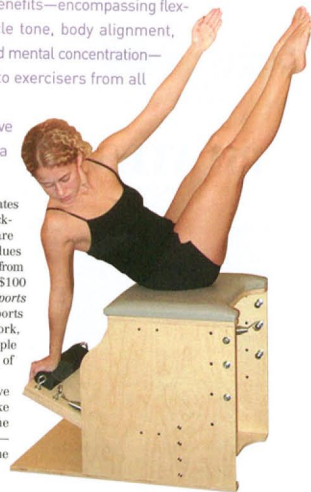
ask most operators why they decided to add a fully-equipped Pilates studio to their club's offerings, and they'll answer, almost immediately: "Because our members wanted it."

With its wide range of health benefits—encompassing flexibility, balance, strength, muscle tone, body alignment, injury prevention, energy level, and mental concentration—the practice of Pilates appeals to exercisers from all walks of life.

And... add to that the very positive effect that Pilates can have on a club's bottom line.

While many facilities offer mat-based Pilates classes as part of their membership package, those with fully equipped studios are able to tap into a whole new nondures revenue stream; class prices typically range from \$25 for a small-group session to around \$100 for a private one. The *Superstudy of Sports Participation*, published by American Sports Data, Inc., of Cortlandt, Manor, New York, estimates that more than 10 million people now participate in Pilates in the U.S., and, of those, 13% are "frequent" participants.

These reasons and rewards have prompted some 33% of U.S. clubs to take their members' Pilates experience to the next level—beyond mat-based classes—by adding a designated studio filled with the specialized equipment that makes this discipline unique: Cadillacs, reformers, barrels, trapeze, towers, and chairs. ▶



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