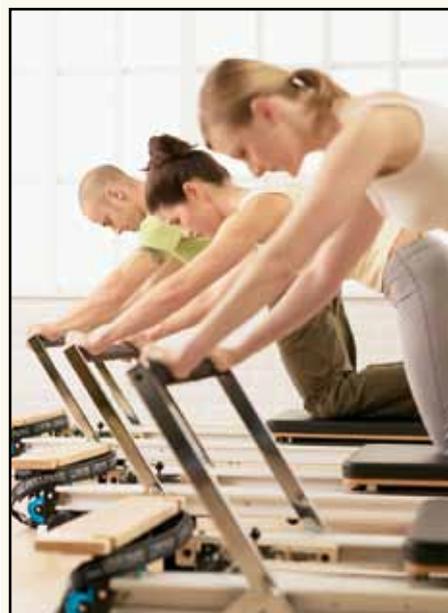


Starting a Profitable Pilates Facility Just Got Easier

Pilates Reformer Group Training can generate incremental revenue ranging from \$75,000 to \$215,000 per year so it's not surprising that as the demand for Pilates programming and equipment continues to grow each year, many club owners are struggling with the challenge of how and where to incorporate Pilates in their existing (or new) facilities. STOTT PILATES® new Studio Planner can help. Powered by Icovia, a leader in interactive room planning, the STOTT PILATES Studio Planner allows fitness facilities to create their

FINANCIAL SOLUTIONS

How Pilates Programs Can Help Clubs With Financial Struggles



STOTT PILATES® photography
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The International Health, Racquet & Sports Club Association (IHRSA) reported this year that 47 states are currently facing budget deficits and have started taxing services such as health clubs, so it comes as no surprise that club operators challenged with financial struggle are looking for new ways to make up for lost revenue. Pilates could be the answer. With over 10,000,000 people in North America actively involved in Pilates, demand for affordable sessions continues to grow. One solution is for clubs to add more group sessions to their programming to meet the demand for lower prices and more convenient time schedules. This serves the dual purpose of retaining members requiring budget-conscious options, and of concurrently increasing the club's bottom line.

"The Studio Planner is the perfect complement to STOTT PILATES Full Solutions™ offering. The STOTT PILATES Full Solutions Team are seasoned fitness industry individuals who assist and consult with facilities on complete Pilates implementation; staffing, education, studio equipment needs, timeline proposals, studio operations, marketing and ongoing support."

- Lindsay G. Merrithew, President and CEO, STOTT PILATES®

own floor plans or choose from three pre-set plans. The tool includes every piece of Pilates equipment available through STOTT PILATES as well as a large number of props and accessories frequently used in fitness and sports facilities. The dimensions for each piece of equipment include an outline of how much space is needed around it to ensure unrestricted movement and to help avoid over-crowding. Additional features include the ability to change equipment color and to incorporate other types of fitness equipment such as treadmills, elliptical trainers, machine weights, free weights, etc, into floor plans. This allows for optimum use of space for facilities which may not be able to create a designated Pilates area due to space constraints.

FOR MORE INFORMATION OR TO TRY OUT THE STOTT PILATES STUDIO PLANNER VISIT THEM ONLINE AT WWW.STOTTPILATES.COM OR CALL 1-800-910-0001 EXT. 203.

