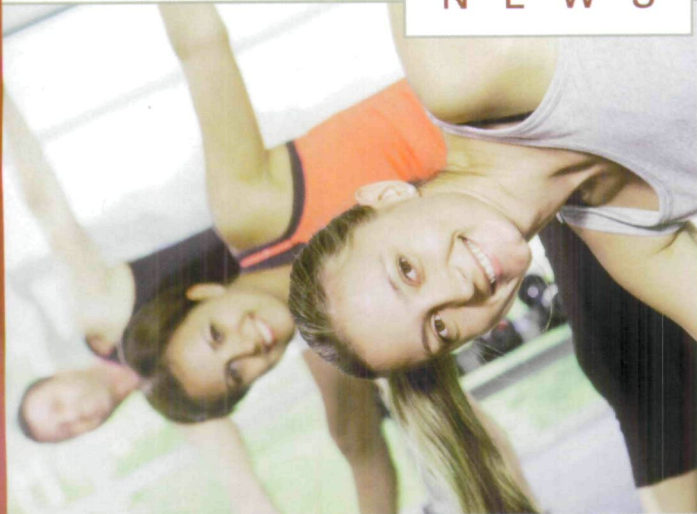




m a k i n g N E W S



Group Fitness Attendance Survey Results

Have you ever wondered how much foot traffic your group exercise programming brings into your facility? Global fitness company Les Mills has released survey data from the world's top fitness facilities, centered on measuring accurate group fitness attendance:

- Of the clubs that participated in the survey, the average club had 676 group fitness attendances per week. The top 20 clubs had an average of 3,880 attendances. The top 10 attracted on average 4,656 weekly attendances.
- On average, in the 1,200 clubs surveyed, group exercise comprised 33% of club attendance. At the top performing club, group exercise attendance accounted for 57%. Generally speaking, 30% group fitness attendance is considered a high proportion in the industry; the norm is commonly considered to be 10%–20%.
- Just five program genres accounted for 75% of group exercise attendance every week. In order of market share, these were strength and weights, cycling, mind and body, dance and martial arts.

To learn more about this survey, visit www.lesmills.com/scoreboard.

Note: The 1,200 clubs that responded to this survey are predominantly Les Mills customers, so they may have had a particular interest in group exercise.



Exercise During Pregnancy Improves Baby's Heart Health

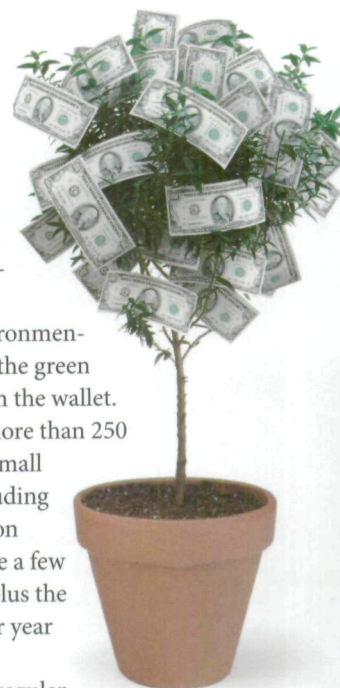
Having mom stay active while pregnant can be good for both mom and baby. A recent study suggests that a mom's fitness endeavors can have a positive impact on her baby's heart health.

The goal of the study was to determine whether a mom's physical activity during pregnancy would have lasting positive effects on her child. According to the data, a newborn whose mother was physically active during pregnancy would reap rewards from that activity for up to 1 month after birth. The researchers found that babies exposed to exercise in utero had significantly lower heart rates (HR) and greater heart rate variability (HRV) than those in the nonexercise control group. "These findings demonstrate that lower fetal HR and increased HRV persist after birth in the offspring of women who exercised during pregnancy. This study has potential impact on cardiovascular health promotion and disease prevention."

For more information, read *The Journal of the Federation of American Societies for Experimental Biology* (2011. 25; 1108.5).

Go Green and Save

More and more business owners are becoming conscious of how their operations affect the environment. According to the Green Business Bureau, investing in environmentally friendly practices is good for the green that grows outside *and* the green in the wallet. The organization has developed more than 250 initiatives geared toward helping small and medium-size businesses, including fitness facilities, reduce their carbon footprint and save money. Here are a few ways your facility can go green—plus the potential savings per employee per year that you stand to gain:



- **Do an Energy Audit.** Schedule regular professional commercial energy audits to survey consumption and determine avenues for savings. *Annual per-employee savings: \$88*
 - **Pull the Plug.** Many individual pieces of equipment include personalized televisions that are left running once the pedals have stopped turning. Place signs on the equipment to encourage users to turn off the TV after use. *Annual per-employee savings: \$68*
 - **Go Bottle-Free.** If your business purchases plastic bottles and has water-cooler jugs delivered, you're spending plenty of cash. Switch to a bottleless cooler to reduce waste and spending. *Annual per-employee savings: \$443*
 - **Ditch Old Dryers.** Enhancements in hand-drying technology are paying off. Upgraded dryers use 80% less energy than traditional dryers do. *Annual per-employee savings: \$375*
- For more tips and techniques for environment- and wallet-friendly practices, visit www.gbb.org.