



TRENDS FOR 2019

www.scwfit.com/Club19

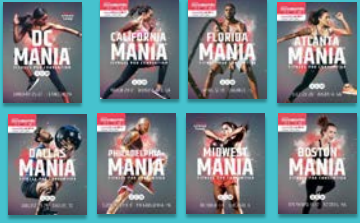
Sara Kooperman, JD
www.scwfit.com
www.sarakooperman.com



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8 MANIA® Fitness Conventions



DC	California	Florida	Atlanta	Dallas	Philadelphia	Midwest	Boston
Jan	March	May	July	Aug	Sept	Oct	Dec

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CLUB INDUSTRY BUSINESS SUMMIT

Powered By: SCW

- Fitness Trends
- Programming
- Technology
- Finance
- Social Media
- Sales/Retention



scwfit.com/CLUB

New York • San Francisco • Orlando • Atlanta
 Dallas • Philadelphia • Boston

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SCW CERTIFICATIONS ONLINE + LIVE

FREE Live Course Included
 With Every Online Cert Within 1 Year!
scwfit.com/certs




GROUP EX • PERSONAL TRAINING • AQUATIC EXERCISE
 ACTIVE AGING • YOGA • NUTRITION • PILATES • BARRE
 KETTLEBELL • HIIT • LEADERSHIP • MEDITATION • BOXING

FUNCTIONAL FLEXIBILITY • FOAM ROLLING • SMALL GROUP TRAINING • AQUA BARRE • POPS IN MOTION • LIFESTYLE BEHAVIORAL COACHING
 CORE TRAINING • FUNCTIONAL PILATES • NUTRITION & HYDRATION • PERFORMANCE DRUGS TRAINING • PILATES SMALL APPARATUS
 RECOVERY • KIDS IN MOTION • WEIGHT MANAGEMENT • FLOWING YOGA • ACTIVE AGING NUTRITION • YIN CH

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water motion Platinum

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SCW OnDemand

- 500 Educational Videos
- Available 24/7
- Top Industry Presenters



Any Device.
 Anytime. Anywhere.
scwfit.com/OnDemand

At MANIA® Special!
 Only \$6.58 Month
 Use Code: MANIA20
 \$20 OFF (Was \$99. Now \$79 per year)

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NEW: Online CEC Videos

Earn CECs in the comfort of your own home!
scwfit.com/CECs

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Women in Fitness Association

JOIN WIFA TODAY!

The Women in Fitness Association (WIFA) is a non-profit that exists to support women of all ages and races to succeed both professionally and personally within the fitness industry. Membership benefits include quarterly virtual meetings, annual live meeting, mentorship pairing, networking, speaking & presenting opportunities, blog contribution, monthly webinars, & more!

WIFA
 WomenInFitness.org

Use DISCOUNT CODE: SCW
 For a 15% discount off membership

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2018 TRENDS IN FITNESS PROGRAMMING & TRAINING

EXERCISE & AGING BEST PRACTICE PROGRAMMING

SUCCESSFUL BUSINESS STRATEGIES FOR OWNERS & MANAGERS

BELIEVE IN YOURSELF

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Mature industry

- Mature = Inability to raise prices
- Stable to declining profitability
- Consolidation among brands
- Low Cost Competitors

planet fitness
 ANYTIME FITNESS
 CHARTER FITNESS
 24 FITNESS
 Orangetheory FITNESS
 EXPRESS
 SNAP FITNESS
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The year of the Studio

corepower YOGA
 the bar method
 FLY WHEEL
 9ROUND 30 MIN KICKBOX FITNESS
 THE DAILEY METHOD
 blink
 SOULCYCLE
 pure barre
 CLUB PILATES
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Give them what they want

- Clients know what they want
- And they want it now
- Give them what they expect and deserve

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Programs



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NEW YORK CITY MANIA SCHEDULE

SHOPPING HOURS

CLUB INDUSTRY

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
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Top 10 Programs & Services offered

1. Personal Training
2. Bodyweight Resistance Training
3. Free Weight Training
4. Boot Camp Classes
5. Functional Resistance Training
6. HIIT
7. Cycle
8. Senior Fitness
9. Pre-choreographed
10. Traditional Yoga



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Club Intel 2019 Disruption

1. More budget clubs but less profit
2. Binge Worthy App Required
3. Franchising Friendly Expansion
4. Mobile 24/7 Virtual Fitness (early adoption will transition to the majority)
5. Membership & the Amazon Effect – partnering with a digital business (ClassPass)
6. Mobile Wallets – Digital Payment (PayPal)
7. Price-Parity & e-commerce (accessible)



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Association of Fitness Studios

1. Franchise Growth
2. Millennial Impact
3. Studio Growth
4. Consolidation
5. Workout Specialization
6. Movement toward Medical
7. More, but Inexperienced Trainers
8. Revenue Growth, but Profitability Squeeze
9. Assessment Services
10. Nutrition



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MindBody Top 10

1. Yoga 25%
2. Strength Training 17%
3. Zumba 15%
4. Indoor Cycling 12%
5. Dance 12%
6. Aerobics 12%
7. Cardio Machines 11%
8. CrossFit 10%
9. HIIT 9%
10. Kickboxing 9%



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ACE by Pete McCall

- 1. HIIT
- 2. Fusion Workouts
- 3. Group Fitness shift towards coaching (was 6)
- 4. Movement away from pre-choreographed
- 5. Functional Training (Obstacle courses)
- 6. Unilateral Training Loads
- 7. Movement away from Technology – increase in meditation, float tanks, breathing
- 8. Smaller equipment/ Shift back to strength-training machines
- 9. Guard against a poor economy



American Council
on Exercise

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Trends from MANIA® Conferences

WHAT TOPICS INTEREST YOU MOST

1. Functional Training	57.72%
2. Strength Training	51.90%
3. Active Aging	50.36%
4. Nutrition	49.50%
5. Exercise Science	47.21%
6. Personal Training	39.02%
7. Boot Camp/HIIT	38.15%
8. Group Cardio	37.20%
9. Small Group Training	35.64%
10. Sculpting/Toning	31.37%



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Trends from MANIA® Conferences

WHAT TOPICS INTEREST YOU MOST

11. Yoga	28.41%
12. Cycling	27.85%
13. Barre	24.48%
14. Sports Conditioning	23.33%
15. Pilates	22.66%
16. Leadership/Management	21.06%
17. Aquatic Ex	19.81%
18. Kettle Weights	19.44%
19. Dance	18.22%
20. Kickboxing	16.20%



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LAST WEEK TO USE DISCOUNT CODES!
All Discount Codes Will Deactivate Monday, Sept. 2 at Midnight.

SAVE \$60 - USE DISCOUNT CODE: LIVE

LAST WEEK TO USE DISCOUNT CODES

TRENDING WORKSHOPS @ MIDWEST MANIA® FITNESS PRO CONVENTION

OCTOBER 4-6
CHICAGO, IL

TOP 10 Trending Workshops at Midwest MANIA® Fitness Pro Convention
October 4-6 | Westin O'Hare Hotel
Chicago, IL

REGISTER HERE

- 1. HOW TO THRIVE, NOT JUST SURVIVE, IN THE FITNESS INDUSTRY**
With Doris Thews
Saturday, Oct 5: 9:30am-10:45am
- 2. MANIA® REST & RECOVERY**
With Namissa & RumbleRoller & Zilla CBD
Saturday, Oct 5: 6:45pm - 7:45pm
- 3. RECOVERY THROUGH MEDITATION**
With Yury Rockit
Friday, Oct 4: 6:30pm-7:30pm

- 4. YOUR REAR IS THE GEAR**
With Jonathan Ross
Saturday, Oct 5: 5pm-6:30pm
- 5. HIT LIKE A GIRL**
With Irene Lewis-McCormick, MS, CSCS, Doris Thews & Abbie Appel
Saturday, Oct 5: 1:30pm-3pm
- 6. 50 UNIQUE CORE LOVERS EXERCISES**
With Minky Maynes
Saturday, Oct 5: 11am-12:30pm
- 7. THE ART OF CIRCUITS**
With Irene Lewis-McCormick, MS, CSCS
Sunday, Oct 6: 7am-8:30am
- 8. FUNCTIONAL ABS: CORE STRONG!**
With Manuel Velazquez
Saturday, Oct 5: 7am-8:30am
- 9. LOWER BODY BLASTER**
With Jeff Howard
Friday, Oct 4: 2:15pm-3:45pm
- 10. QUICK & DIRTY 30**
With Irene Lewis-McCormick
Friday, Oct 4: 7:30am-9pm

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TOP TEN TRENDS



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14. Boxing

- Boxing
- 9Round
- Private rings
- Boxmaster



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13. DANCE

• DANCE PROGRAMMING

- Hip-Hop / Street-style
- Music Videos
- Cultural / Indian Dance
BollyX / Masala Bhangra
- African Dance
- LaBlast



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12. CYCLING

• CYCLING

- Choreographed
- Virtual
- Music
Endurance/Interval/Strength
- Real Riding Experience

MOI cycle

STAGES

SCHWINN



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11. CORE

• CORE TRAINING

- Abs & Back
- Stability Ball
- BOSU / Balls / Rollers
- 30 min classes



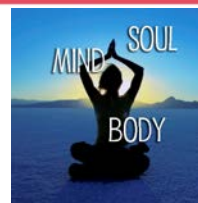
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10. MIND-BODY

• MIND BODY

- Yoga
- Pilates
- Integrated Exercises
- Breathing
- Meditation



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9. HIIT (was #1)

• HIIT / TABATA Programs

- 30 Minute High Intensity
 - BootCamp
 - Tabata
 - BODYSHRED
 - Les Mills GRIT
 - Balanced Body HIIT
 - Tab-aqua



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8. BARRE

• BARRE TRAINING

- Certifications are Countless
- SCW Barre Cert
- Barre Above
- Private Barre Studio Certs



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7. NO EQUIPMENT

- NO EQUIPMENT
- No Equipment Necessary
- No Equipment/No Problem
- Body weight BootCamp
- Interval Training



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6. Topical/Specialized Certifications

- Fewer General Certs
- More Specialized Certs
- Multiple Certs
- Shorter – 8hrs, 4 hrs
- Less Theory/More Practical
- Online Explosion
- Less Prep- More Onsite
- Fewer Clubs Requiring General Certs – Specialty Required



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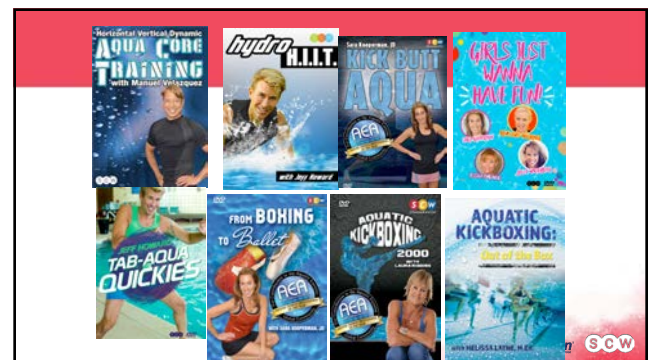
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5. WATER PROGRAMMING

- WATER PROGRAMMING
- HIIT
- Tab-Aqua
- Dance
- Yoga/Pilates
- Barre-a-cuda
- Aqua Zen (Restoration)
- WATERinMOTION®



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4. NUTRITION

- Wellness/Sports
- Protein
- Fats
- Carbs
- Menopause
- Hydration
- Organic
- Vegan Alternatives



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3. Aging & Exercise

- By the year 2030, the number of individuals 65 years and older will reach 70 million in the USA alone.
- Those 85 and older will then be the fastest growing segment of our population.



- Cardio
- Chair
- Memory
- Yoga
- Foam Rolling
- Strength

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2. FUNCTIONAL TRAINING

- FUNCTIONAL TRAINING
- #1 SCW Requested Sessions
- Activities of Daily Living
- Balance Training
- FASCIA & FOAM ROLLING



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1. RECOVERY

- 1. RECOVERY
- Rolling
- Stretching
- Recuperation
- Restoration
- Meditation
- Sleep



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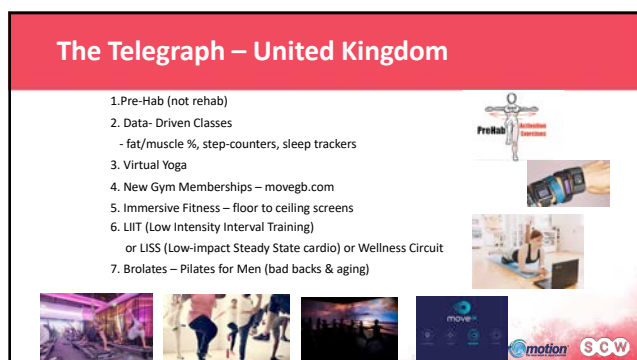
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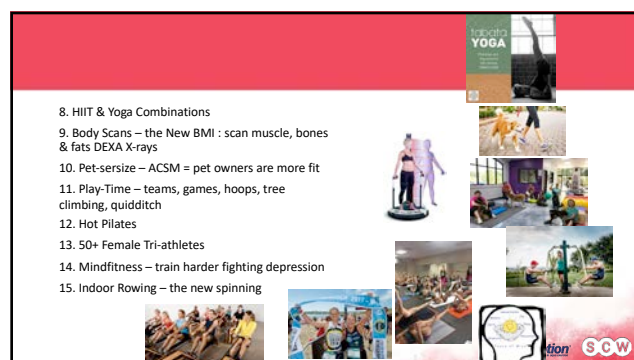
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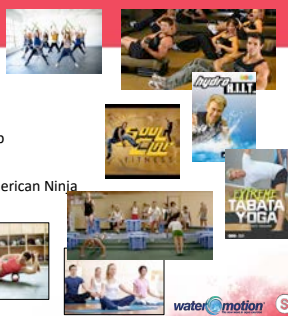
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Readers Digest

1. HIIT w/muscle confusion
2. HIIT in the Pool
3. Yoga Alternatives – LT Warrior Sculpt
4. Rhythmic workouts – Pound, SoulClap
5. Mind/Body/Spirit Classes
6. Obstacle Course Racing Classes – American Ninja
7. Recovery Classes
8. Social Running Groups

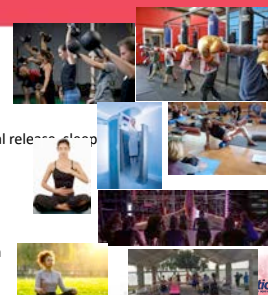


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NBC –The Burn Workout

1. Boutique Boxing
2. Functional Training 2.0
- med balls, bands, plyo
3. Revved-Up Recovery – myofascial release, deep
4. Going Hot or Cold
- cryotherapy, infrared saunas
5. Exercise in 3D – immersive
6. Journey Workouts
7. Mindful Movement – meditation
8. Breathwork



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ACSM 2019 Trends

1. Wearable technology (#1,2,3)
2. Group Training (#6,2)
3. HIIT (#3, 1)
4. Older Adults (New)
5. Bodyweight Training (#2,2,4)
6. Employing Certified Pros (#4,6)
7. Yoga (#10,8,7,7)
8. Personal Training (#6,9,8)
9. Functional Training (#8,7,10)
10. Exercise as Medicine (New to top 10)

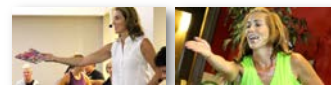


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