

"The 5 Next Big Things In Fitness Coming and How To Be Ready"

WHAT CAN WE EXPECT FOR THE NEXT 5-10 YEARS?



**CLUB INDUSTRY
FUTURE GYMS REPORT
FORWARD FIVE
YEARS: HOW
THE FITNESS
AND WELLNESS
INDUSTRY
WILL CHANGE**

How disruptors, technology, demographics and other factors will influence the fitness industry during the next five years.

REPORT SPONSORED BY
CLUB OX, JONAS FITNESS, LES MILLS, MYZONE, SWEETZ IT, TWIN OAKS

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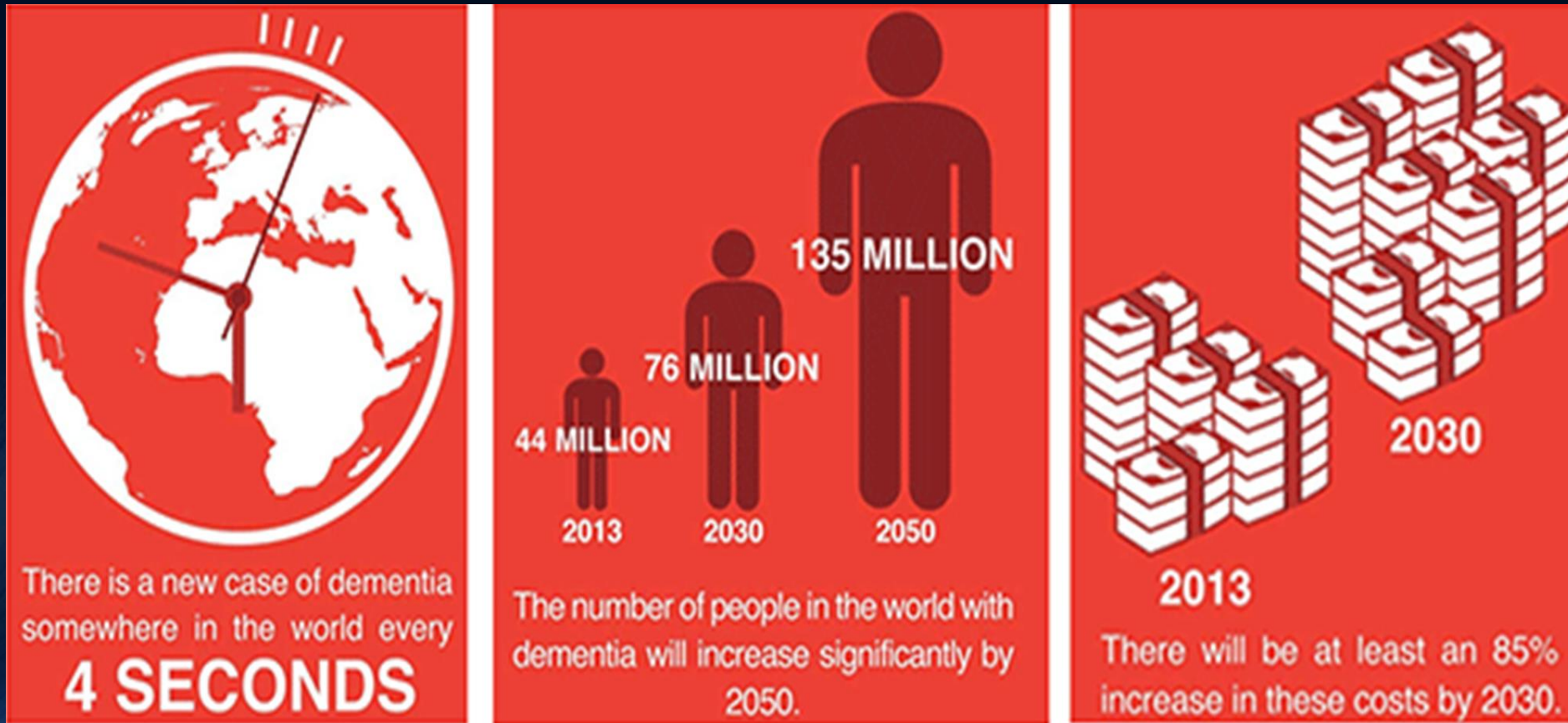
Brain Fitness Comes of Age

People around the globe are concerned about being diagnosed with:

- Alzheimer's
- Dementia
- Parkinson's
- or some other form of cognitive decline.



...and there are lots of reasons to be afraid.



United States

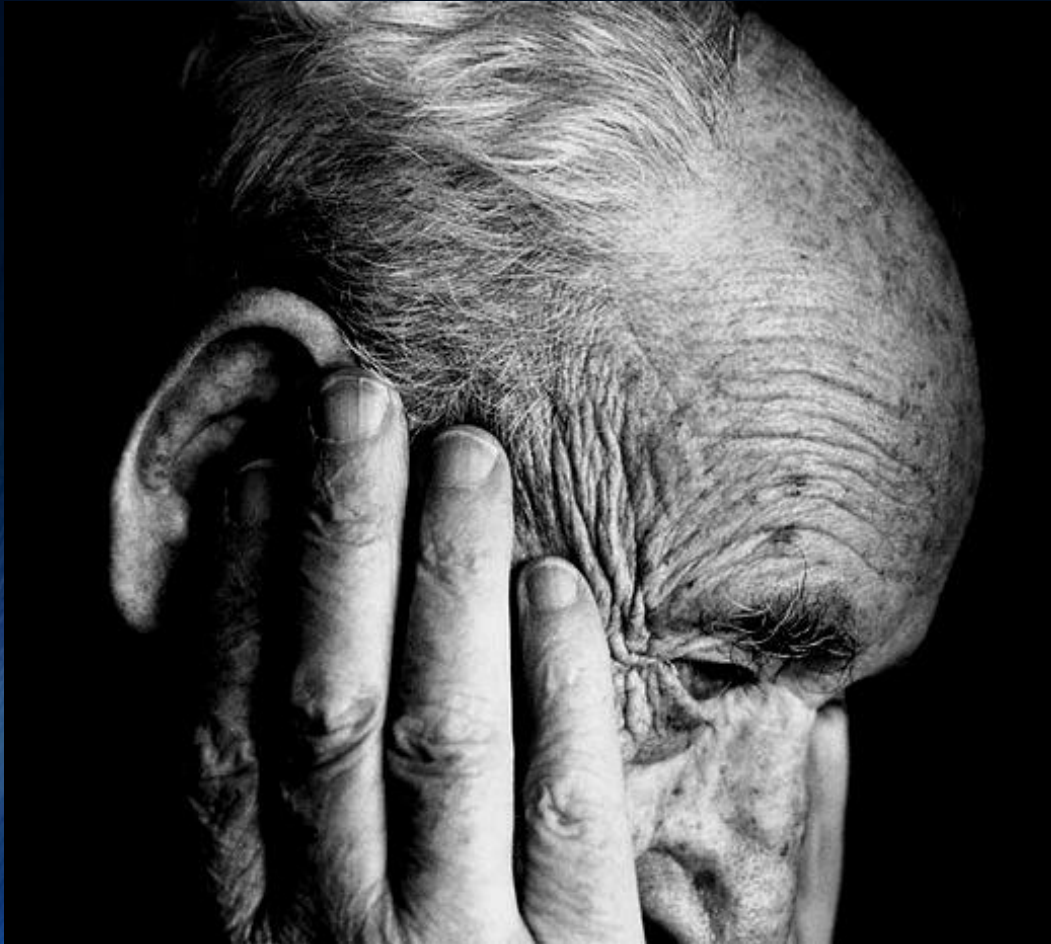
Dementia Rates (deaths per 100k)

- #1 Finland (34.9)
- #2 Iceland (25.1)
- #3 United States (24.8)
- #4 Sweden (21.5)

- #16 Canada (16)



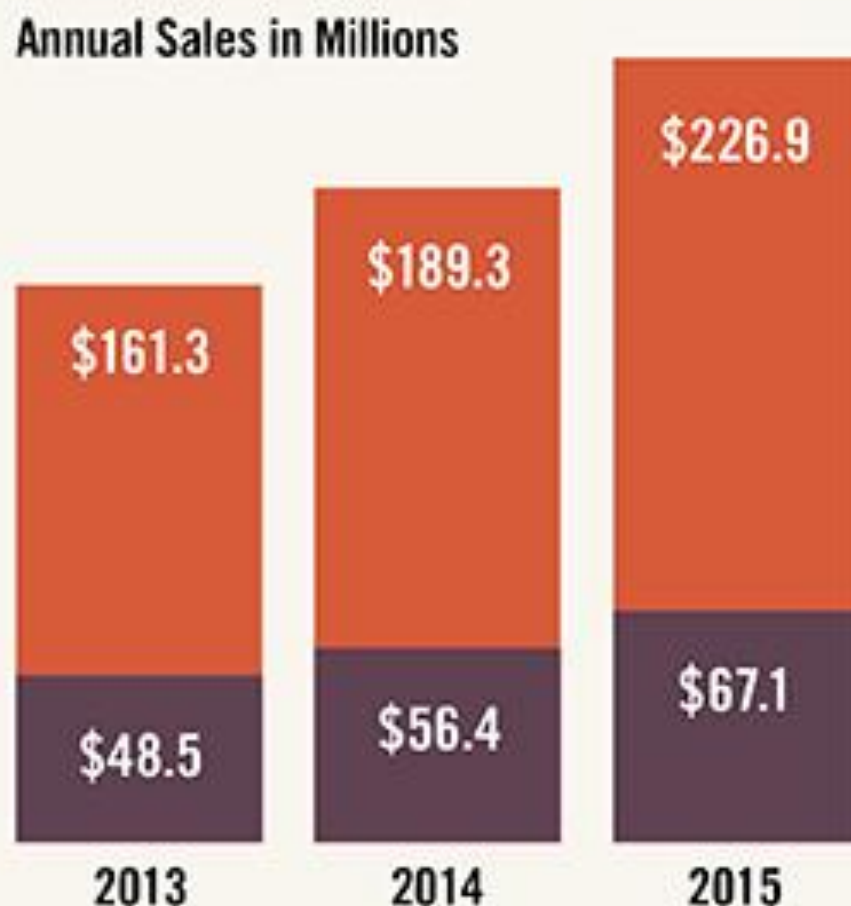
Prevention or Optimization?



GROWING MARKET FOR BRAIN TRAINING

Annual sales of brain-training products in the United States and Canada climbed past \$67 million last year, according to a recent analysis by MarketsandMarkets, a private business research group. Worldwide sales of such products were more than three times higher, approaching \$227 million.

■ North America ■ Worldwide



SOURCE: MarketsandMarkets

EDUCATION WEEK

"Claims promoting brain games are frequently exaggerated and at times misleading. ... To date, there is little evidence that playing brain games improves underlying broad cognitive abilities, or that it enables one to better navigate a complex realm of everyday life."

- Consensus statement (2014)

What works? Exercise

Bamidis et al (2014)

Aerobic exercise (AE) has demonstrated improvements on executive function and memory.

Resistance Training (RT) has demonstrated improvements on executive function and memory.

Combined AE and RT has the biggest (potentially synergistic) effect.

What works best?

Bamidis et al, 2014

1. Tai Chi
2. Sports
3. Dance
4. Coordination/Motor Fitness
5. Brain Health Trainer

www.taichisystem.com

[HOME](#)[GET STARTED](#)[CONTACT US](#)[LOG IN](#)

Enter your name and email and get a free MINI
COURSE on Tai Chi... it's FREE!



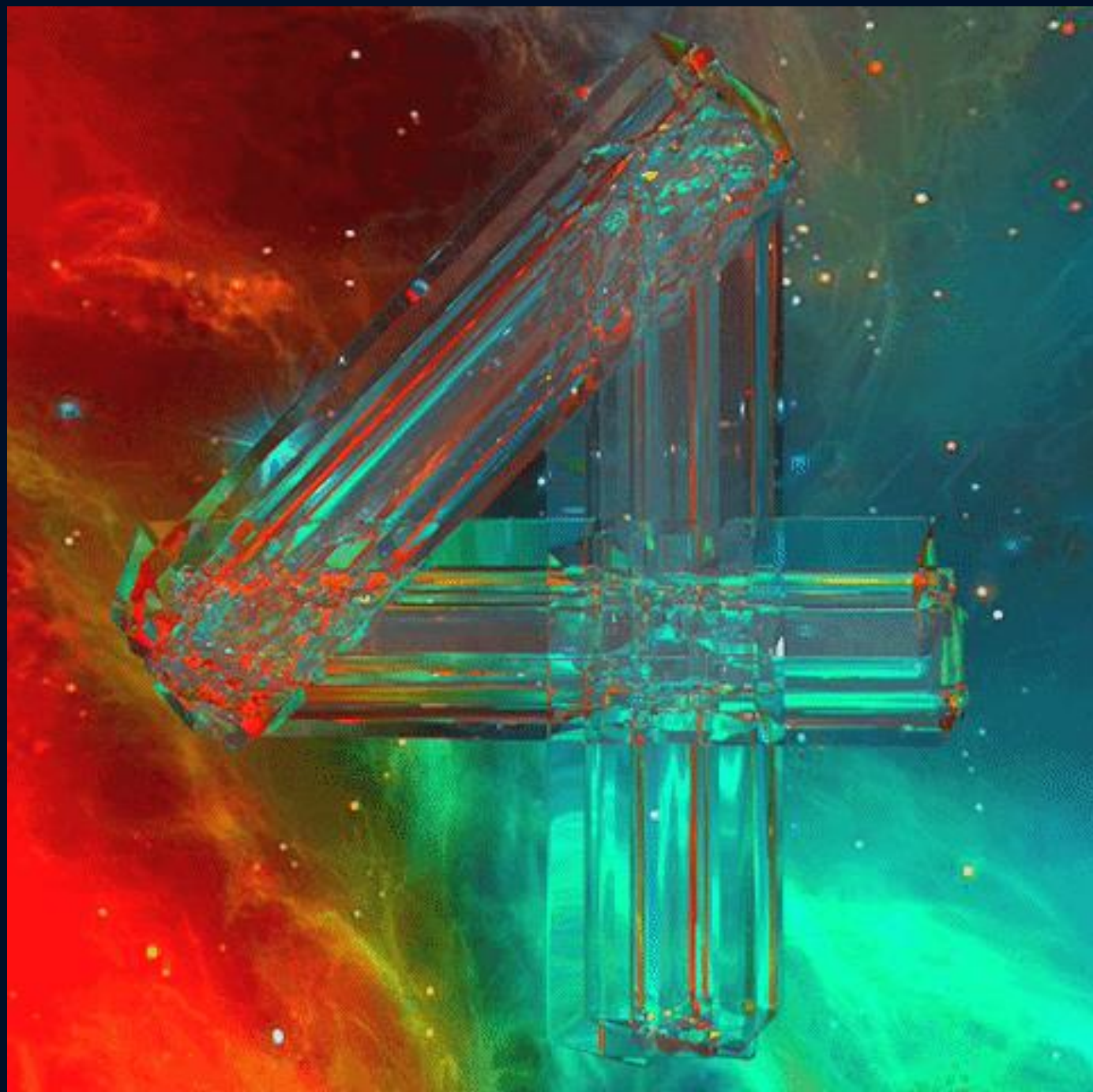
My name is Dianne Bailey and I help
people learn AND teach Tai Chi. Join
me.

Get Started!

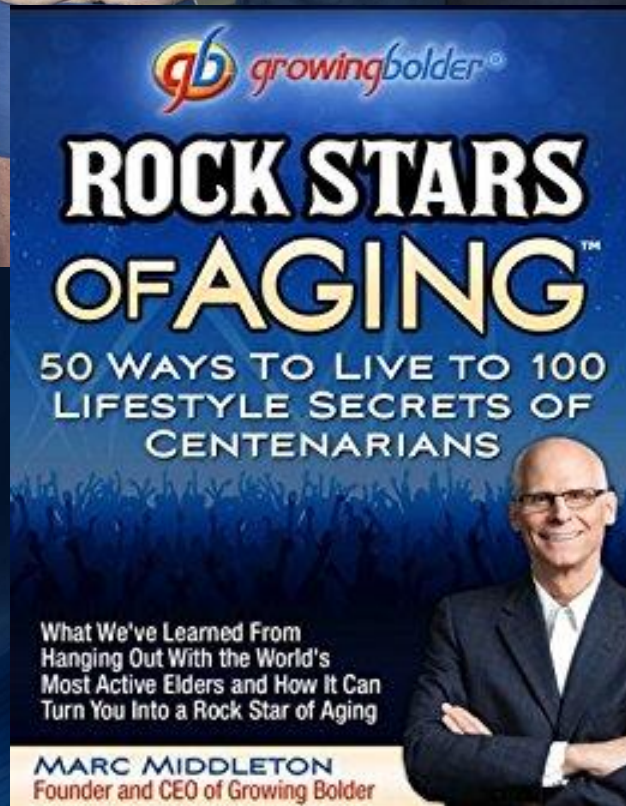
Your information will *never* be shared or sold to a 3rd party.

What does this mean for you NOW?

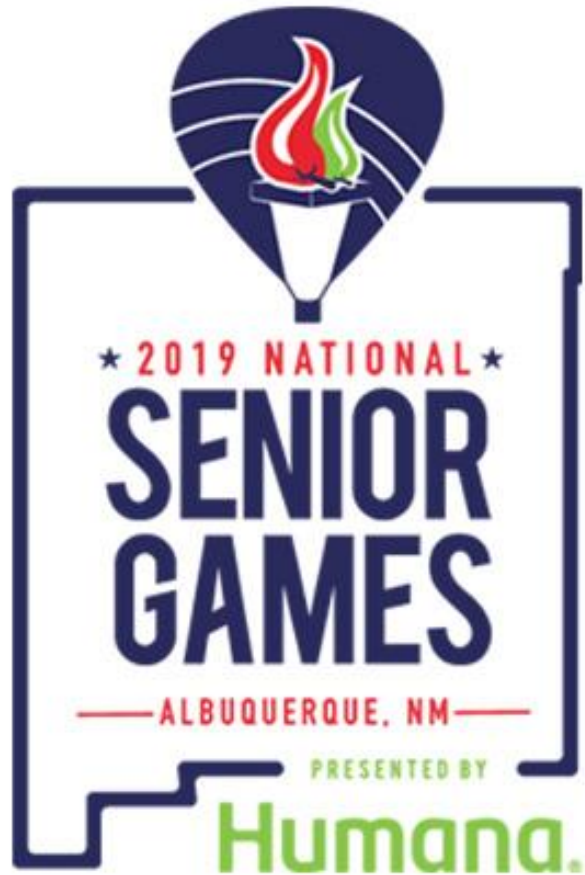
- 1) Educate yourself on brain fitness and effective programming
 - Become a Certified Brain Health Trainer
 - Become a certified Tai Chi instructor
 - Become a certified Ageless Grace instructor
- 2) Start talking about brain fitness
 - Clients
 - Marketing
 - Healthcare professionals
- 3) Incorporate brain fitness programming into your training



The Rise of the Fit Senior



June 14-25, 2019



ARCHERY	
BADMINTON	Singles, Doubles, Mixed Doubles
BASKETBALL	Three on Three Half Court
BOWLING	Singles, Doubles, Mixed Doubles
CYCLING	5K, 10K (Time Trials), 20K, 40K (Road Races)
GOLF	54-Hole Scratch Play
HORSESHOES	Singles, Non-Ambulatory Singles
PICKLEBALL	Singles, Doubles, Mixed Doubles
POWER WALK	1500M, 5K
RACE WALK	1500, 5K
RACQUETBALL	Singles, Doubles, Mixed Doubles
ROAD RACE	5K, 10K
SHUFFLEBOARD	Singles, Open Doubles
SOFTBALL	

SWIMMING	Backstroke: 50, 100, 200-Yard Breaststroke: 50, 100, 200-Yard Butterfly: 50, 100, 200-Yard Freestyle: 50, 100, 200, 500-Yard Individual Medley: 100, 200, 400 200-Yard Freestyle, 200-Yard Medley
Mixed Relays	
TABLE TENNIS	Singles, Doubles, Mixed Doubles
TENNIS	Singles, Doubles, Mixed Doubles
TRACK & FIELD	50, 100, 200, 400, 800, 1500 Meter, 4 x 100 Relay Discus, Hammer Throw, High Jump, Javelin, Long Jump, Pole Vault, Shot Put, Triple Jump
TRIATHLON	Swimming: 400M Freestyle Cycling: 20K Road Race: 5K
VOLLEYBALL	

SENIOR GAMES ATHLETES EXCEED ALL NORMS

Cardiovascular exercise

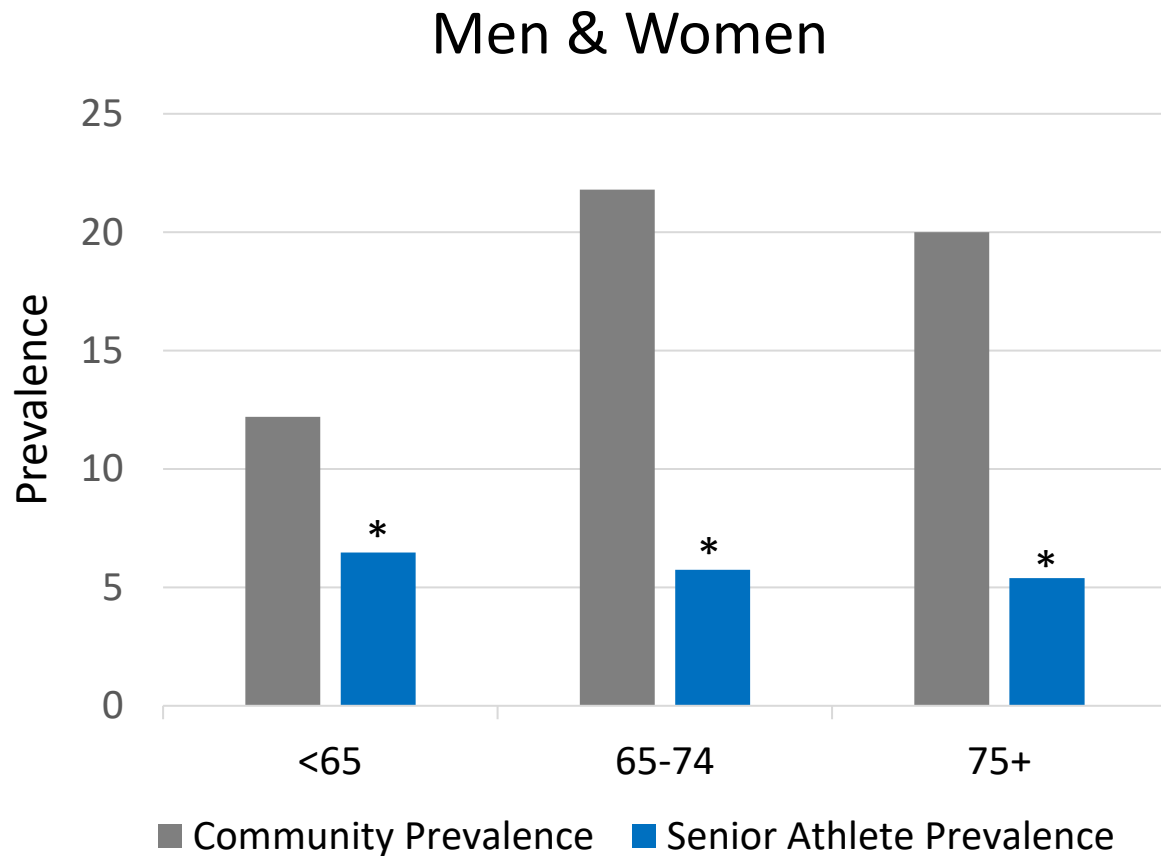
~5.5 hours/week.

Strength training

~1 hour/week.

RESULTS FROM
2,340 SENIOR
ATHLETES

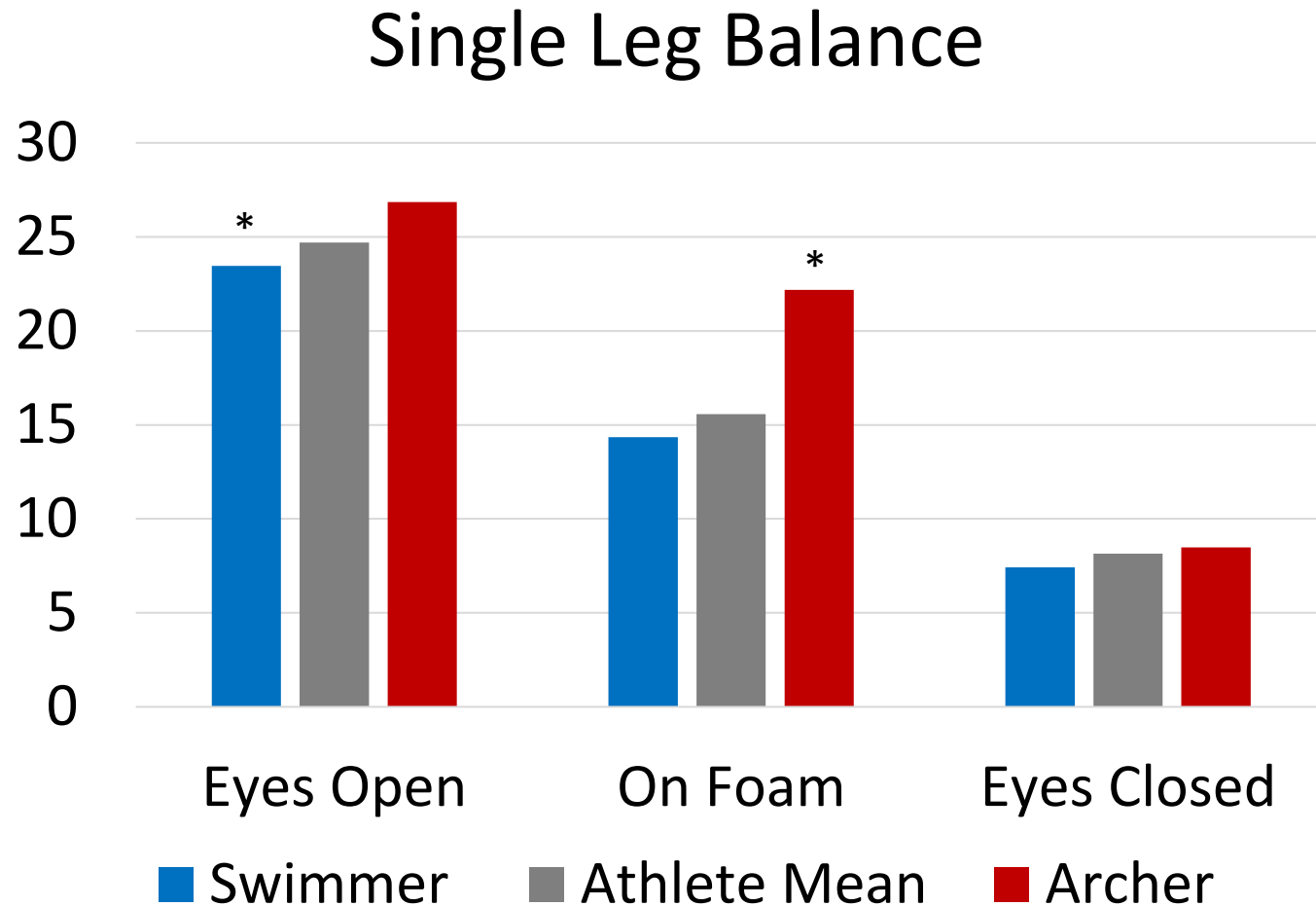
Prevalence of Type II Diabetes Mellitus is Significantly Lower in Senior Athletes³



*Comparisons made with binomial approximation to the normal. * Indicates significance at <.0001*

- The prevalence of diabetes in Senior Athletes stays near 5% regardless of age group.
- Athletes that compete in cardiovascular sports such as running are 74.4% less likely to have diabetes than athletes in sports with less cardiovascular challenge such as bowling.

Specificity of Training: Archers and Swimmers

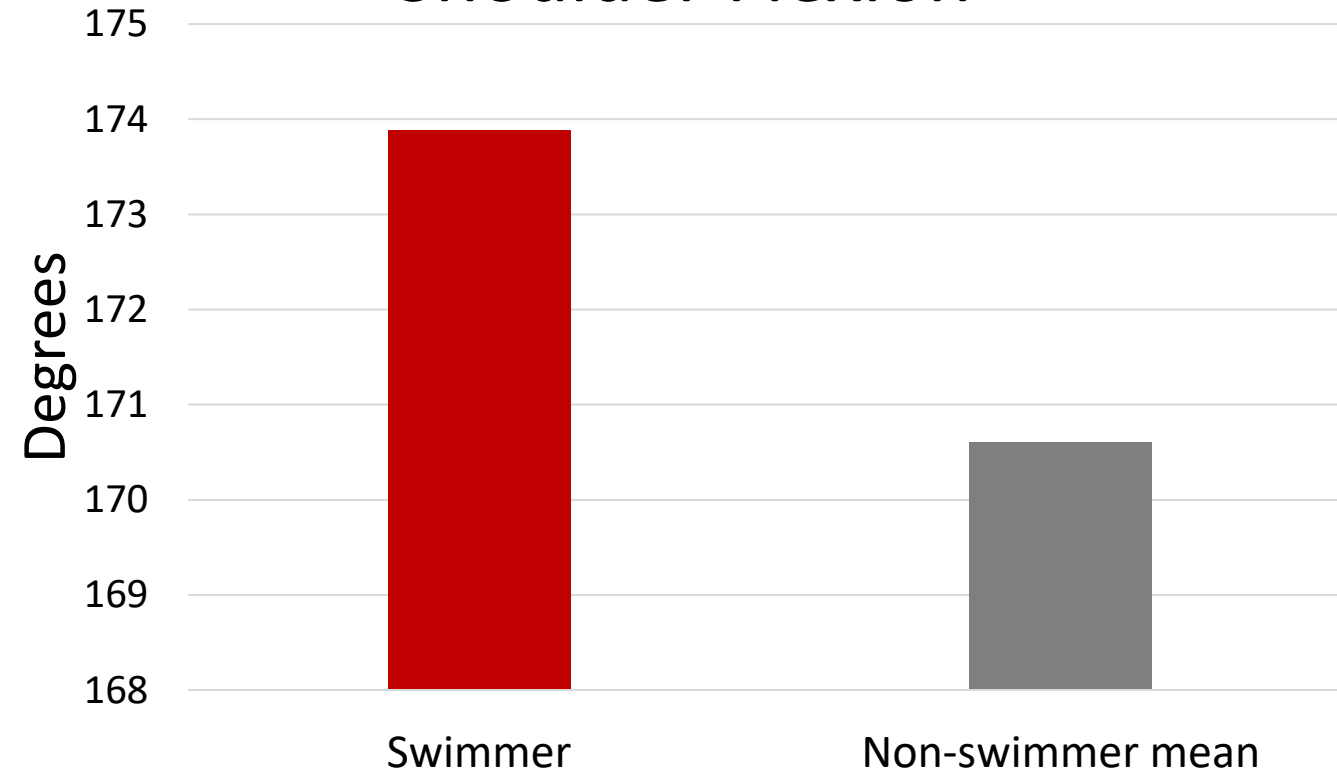


- Archers excelled in balance on an unstable foam surface ($p=.008$).³⁴
 - Possibly due to competition, static stance and walking on uneven terrain.
- Swimmers demonstrate poorer balance in single leg stance with eyes open ($p=.02$).³⁵
 - Potentially due to a lack of land-based activity.

Specificity of Training: Swimmers

Swimmers demonstrate significantly great shoulder flexion than other senior athletes ($p < .0001$).³⁵

Shoulder Flexion



Aging Evolution

www.agingevolution.com



IT'S NEVER TOO LATE TO BE HEALTHY
IT'S NEVER TOO LATE TO BE FIT
IT'S NEVER TOO LATE TO BE GREAT

A woman with short blonde hair, wearing a blue and black patterned bikini, is posing on a stage. She is smiling and has her right arm raised in a 'V' shape. The background is a dark stage with some lighting effects.

AGE, 62
what's your
excuse?

IMPACT
FITNESS
GET FIT NOW
TSPokane.com
4343

A woman with long brown hair, wearing a teal sports bra and colorful patterned leggings, is posing with a white stool. She is smiling and has her hands on the stool. The background is a plain grey wall.

you can't help
getting older,
but you don't
have to get
OLD.



AGING EVOLUTION
it's never TOO LATE to be great

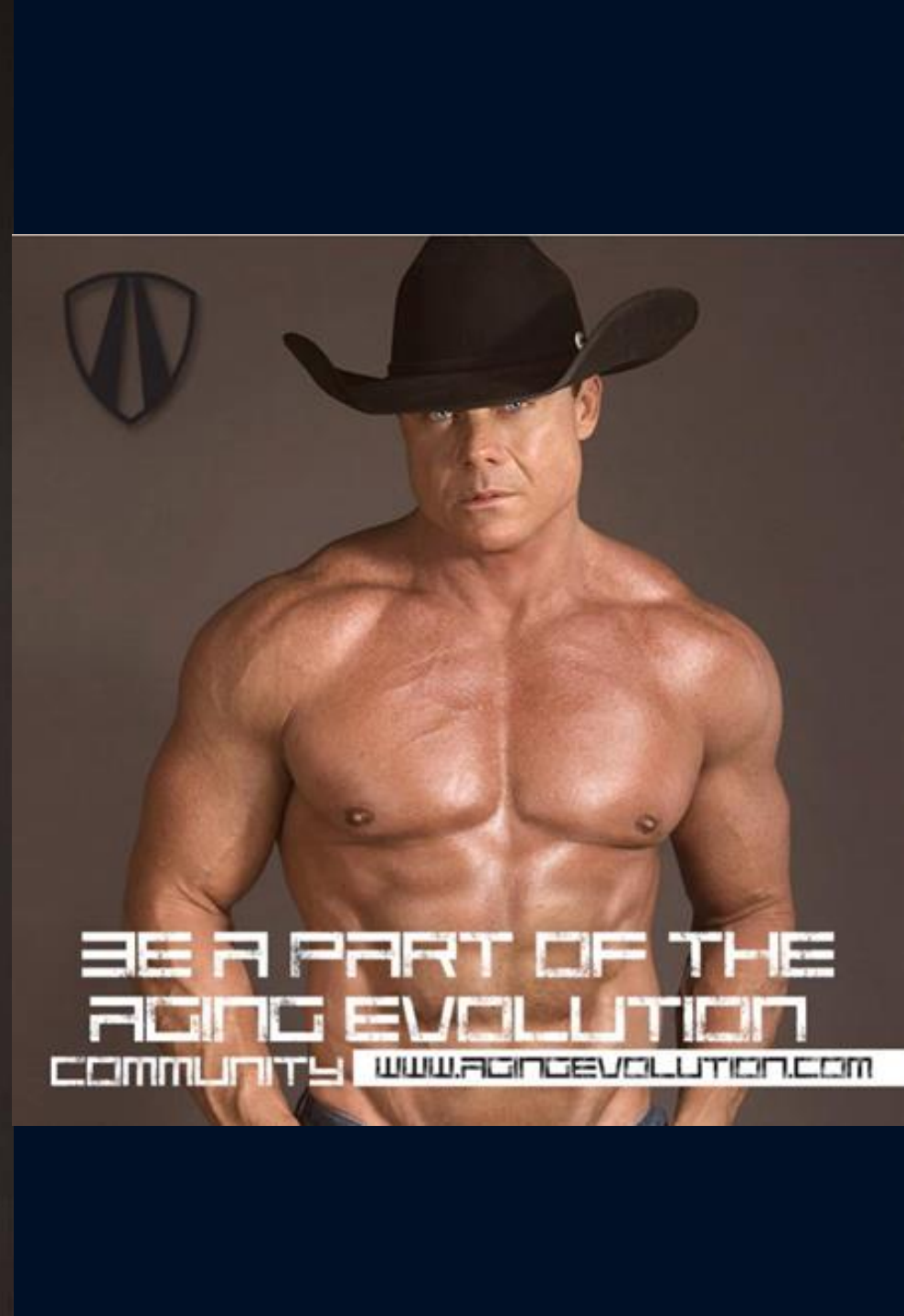
Tap for details

A photograph of Pete Hartnett, a 54-year-old firefighter, posing shirtless. He is wearing a yellow fire helmet with "FIRE-RESCUE" on the front and has a fire jacket slung over his shoulder. He is looking directly at the camera with a slight smile.

Pete Hartnett , Evolutionist
54 Years Young

**IT'S NEVER TOO LATE
TO BE GREAT**

WWW.AGINGEVOLUTION.COM

A photograph of a muscular man wearing a black cowboy hat, posing shirtless. He is looking directly at the camera. The background is a solid dark blue.

**BE A PART OF THE
AGING EVOLUTION
COMMUNITY** WWW.AGINGEVOLUTION.COM

What does this mean for you NOW?

- 1) Decide: Is this a market I want to pursue?
 - Do your local research on existing networks and resources
 - Does it make sense given my current market position and business status?
- 2) ACT: Create a business plan including marketing and training strategies.
 - What would compel them to train with you?
 - What are the best partnerships, alliances and collaborations?



Leading-Edge Boomers Hit
Their 80's

Gen X'ers Hit their 60's

What do we know about 80+ year olds?

- More likely to be frail
- More likely to have functional deficits
- More likely to have chronic conditions
- Increased chance of polypharmacy
- Higher risk of falling
- “Fit” still have potential deficits



They can still be fit and healthy

A Common Concern:

IN 2014:

An older adult falls every second of every day. But, less than half talk to their doctor about their fall.



Totalling
29 M
older adult falls.

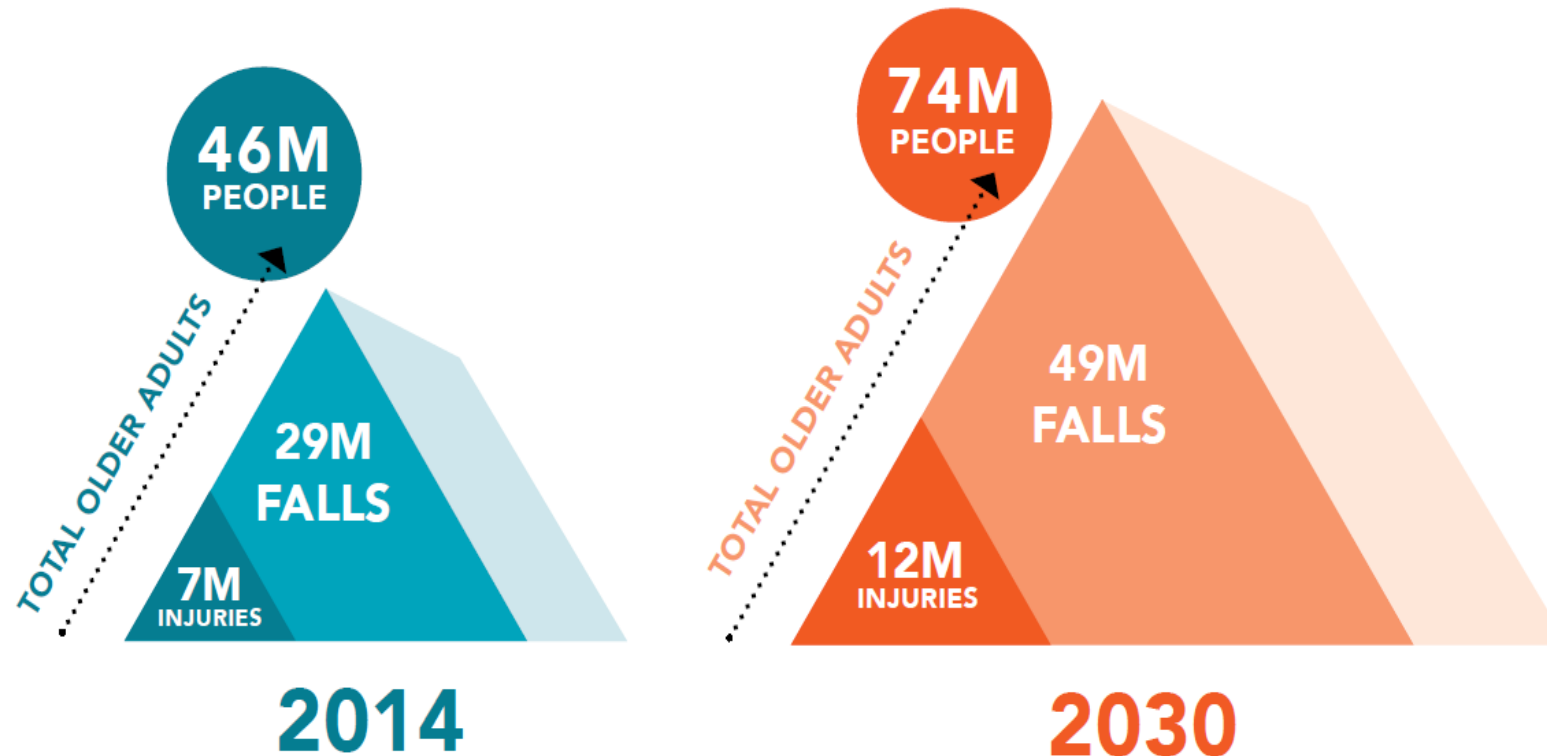


24%
of those falls required medical treatment or restricted activity for at least a day.

A Growing Burden:

Over 10,000 people in the U.S.
turn 65 every day.

Falls and fall injuries are increasing in the U.S.
Annual medical expenses for older adult falls cost
over **\$31 billion**, these costs will surge unless
preventive measures are adopted.



STEADI Assessments

- Health and Falls Questionnaire
- One or more of the following:
 - 30 Second Chair Stand
 - 8' Up and Go
 - 4 Stage Balance Test

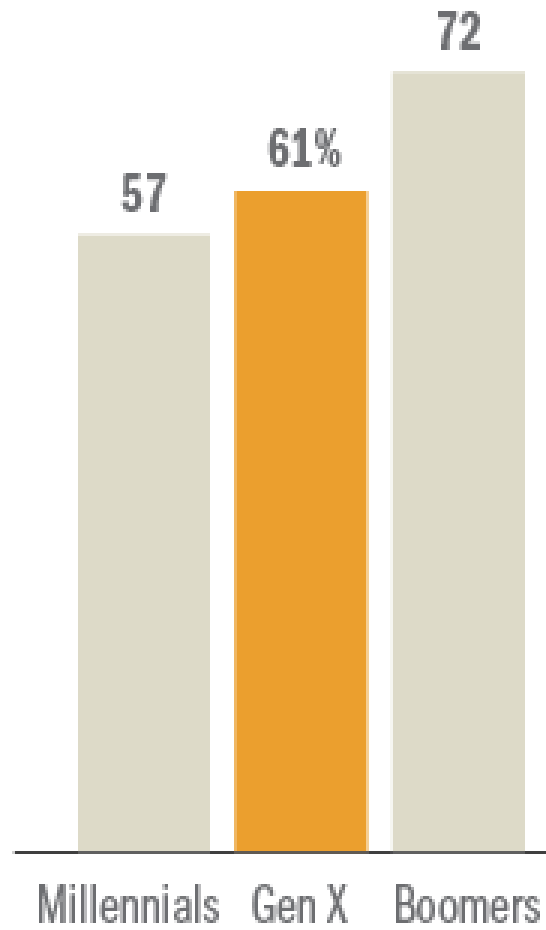
What does this mean for you NOW?

- 1) Decide: Is this a population I want to train?
 - Less people per group? Different approach? Environment?
- 2) How do I train them safely and effectively?
 - Get some education on chronic disease management especially re: the effects of exercise
 - Invest in learning as much about evidence-based balance training and fall prevention
- 3) Connect with healthcare providers
 - STEADI

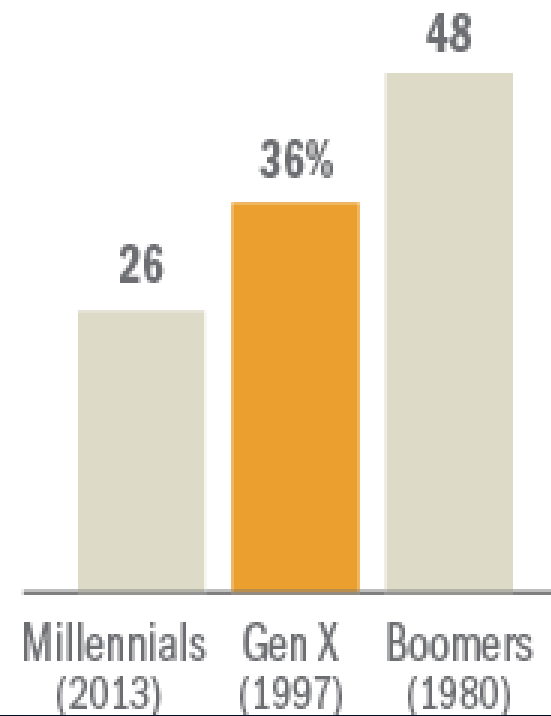
The background is a deep blue gradient. On the left side, there is a faint, dark grid pattern. On the right side, there are several curved, concentric lines that create a sense of depth and movement, resembling a tunnel or a stylized eye.

Gen X'ers Hit their 60's

% white (non-Hispanic)

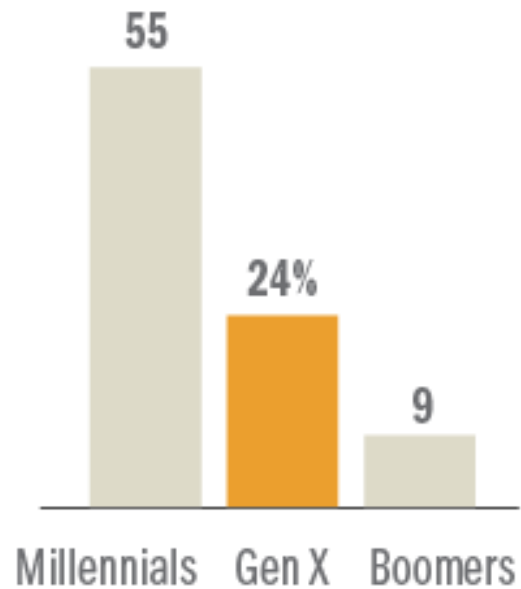


% married at age 18-32

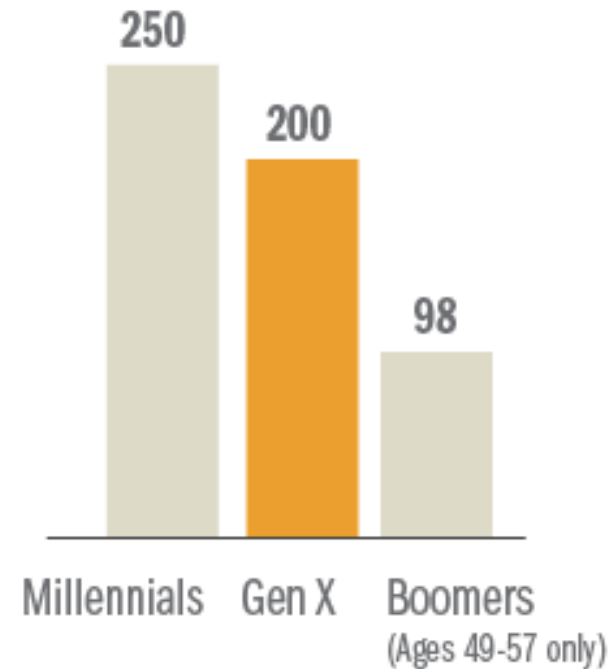


When it comes to technology use and adoption, Generation Xers find themselves again in the middle.

*% saying they have shared
a "selfie" on social media***



*Median number of Facebook
friends (among Facebook users)*



What does this mean for you NOW?

- 1) Ignore the hype about millennials
- 2) Understand and believe in the maturational process
 - The Xer's will age much like the Boomers
 - Listen to Maslow and Erikson and others in gerontology
- 3) The 65+ population will continue to dominate so keep on doing what you are doing!

2

Group Training is not Dead!

IT IS POISED TO DOUBLE IN NEXT 10 YEARS!



Greater specialization
will be needed

Online Fitness is here to stay.....but

- It is not the solution for everyone!
- And it is NOT EASY!



Add online programs to support your brick and mortar

- The HYBRID model!
- Online accountability
- Online support
- Online training programs



The background is a deep blue gradient. On the left side, there is a faint, dark grid pattern. On the right side, there are several concentric, curved lines that create a sense of depth and movement, resembling a tunnel or a stylized eye.

Expect More Competition

Where will this new competition come from?

- Large health clubs
- Senior fitness franchises
- Licensed Models
- Medical fitness centers
- Hybrid healthcare models
- More PT studios
- Boutique fitness studios
- New start-ups





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WE'RE PLANET FITNESS.**

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LISTED
NYSE



AGELESS FITNESS

Create a Category of One!
No ones does what you do, be
unique and be focused

Use better content, video, media,
stories, testimonials



Prime Fit Content

Reach more fitness prospects and clients over 50

Content Grows Your Business

- Rise above the marketing noise
- Stand out from the crowd
- Present yourself the way you want to be seen
- Reach the people you want to reach



What does this mean for you NOW?

- 1) Get hyper-focused on your avatar(s)
 - Know who you want to reach and how to reach them
- 2) Have multiple poles in the water at all times
 - Online and offline lead generation and marketing
- 3) Kaizen – continuous improvement
- 4) Become the recognized expert
- 5) Get a coach or Ageless Fitness

AGELESS FITNESS

The Aging Opportunity

- To Learn More about Ageless Fitness and FAI Training
- www.functionalaginginstitute.com

Functional Aging
Specialist
Certifications

FAI
FUNCTIONAL AGING INSTITUTE

FAI Programs

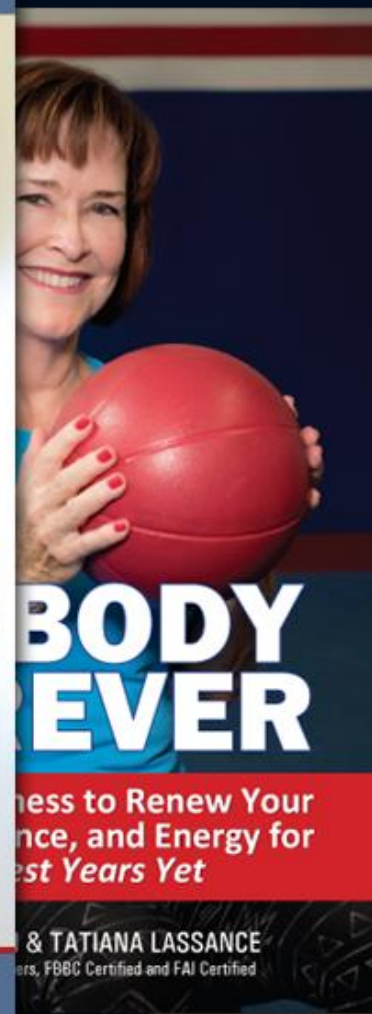
CEC's – ACE, AFAA, NFPT,
ACSM, NASM, AFN, SCW

13 educational modules

5 hours of video

90 question online exam





The Aging Opportunity

- Traditionalist or silent generation (seniors)
- 28 million
- Baby Boomers
- 76 million
- Gen Xers (already turning 50)
- 64 million

Functional Aging Specialist Certifications



Trends and Predictions

5

Brain Fitness



Fit Seniors



Boomers Turn 80, Gen X'ers Turn 60

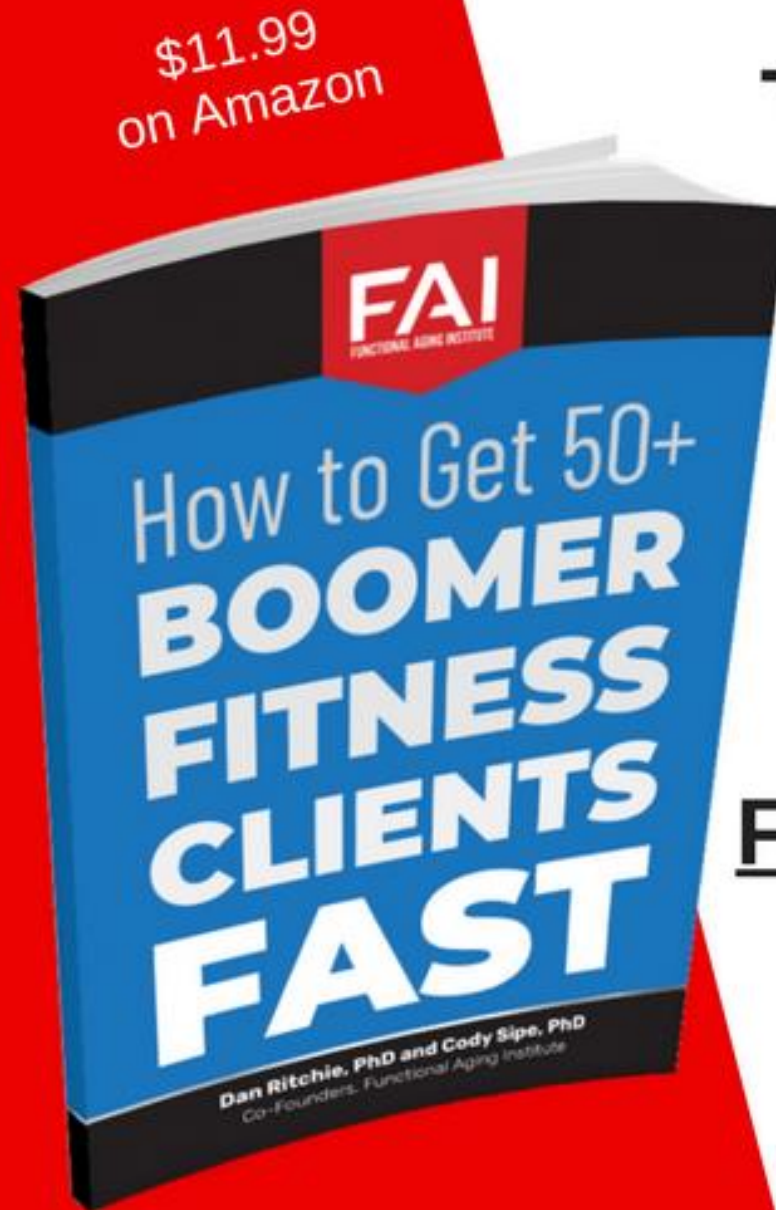
2

Group Training is Not Dead!



Rise of Competition

Free Gift For
You



The **Marketing Blueprint**
for Personal Trainers
Who Want **MORE**
Affluent Clients

Download it for **FREE** here:

FASmarketingbook.com