

No Contract Boom Set For Summer

16 October, 2014 **Australian Fitness Management** **0 comments**

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Customers demanding value for money from their gyms



The Australian summer inspires images of happiness, holidays and the beach for many, and of course endless media campaigns urging Aussies to 'Get Fit For Summer,' and countless tips to 'Get Your Beach Body Back,' putting fitness and image at the forefront of our minds.

Social media has also started to play a major role in showcasing the Australian summer fitness culture; with hashtags associated with healthy eating and fitness accounting for some of the highest trending words on Instagram including #fitspiration and #cleaneating.

But regardless of mainstream or social media influences, the warmer weather and summer holidays lift Aussie spirits, and general levels of physical activity increase.

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Work hours and routines also influence exercise trends during holiday periods, where time spent with family and friends takes precedence over making the most of expensive gym memberships; exposing the need to deliver value for money to customers.

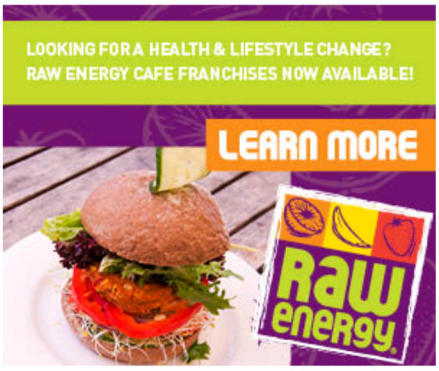
In a 2014 report on **Gym and Fitness Club trends** commissioned by Ezypay, 45% of 11,126 gym members surveyed stayed with their club because they were getting value for money; a huge percentage of customers whose needs can be met by paying close attention to costs.

It comes as no surprise then, that as customers continue to expect more value for their money, the 24/7 gym model is growing at unprecedented rates due to its convenience, flexibility and affordability.

The Plus Fitness 24/7 franchise model prides itself on having value for money at $13 a week with no hidden fees, and 24 hour access throughout the year with no lock in contracts; a model proving to be a highly profitable one given the reported **40%** of gym members surveyed in the 2014 Gym and Fitness Club trends who belong to a franchise club.

While the 24/7 label means doors are open all hours for customers, the 24/7 Plus Fitness franchise model aims to provide a healthywork-life balance for its franchisees; with its low staff model and **Classes on Demand DVDs** resulting in fast break-evens and potential for further growth inside the Plus Fitness brand, or in external business ventures.

Potential franchisees can be reassured of their decision to invest based on the Plus Fitness brand's astounding rate of growth after taking out the *Smart Company Top Franchise Award* in 2013 and 2014. With over 100 Plus Fitness 24/7 gym franchises opening around Australia in the past 3 years



How are you choosing your franchise?

- I know which brand I want to invest in already
- I will invest in whatever makes me the best profit
- I haven't yet decided if I want to buy a franchise
- My budget is driving my choice
- I've chosen the sector, I just have to find the right model

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alone, the brand is showing no signs of slowing down, especially given the brands 'no lock in contract' gym membership model.

For details on franchise set up costs and procedures, check out Plus Fitness' **franchise brochure** . Alternatively, you can contact via email **franchising@plusfitness.com.au** or call 02 4648 2099.

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