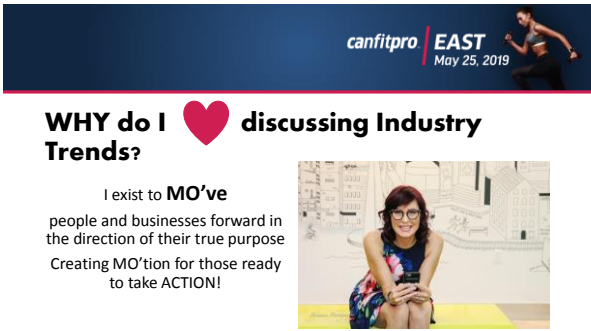





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May 25 - 26, 2019
HALIFAX, NS

Program & Profit from 2019 Top Fitness Industry Trends


Presented by
Maureen (Mo) Hagan
Vice President of Program Innovation & Fitness Development
www.mohagan.com



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May 25, 2019

WHY do I  discussing Industry Trends?

I exist to **MO've** people and businesses forward in the direction of their true purpose
Creating MO'tion for those ready to take ACTION!





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Session Objectives:

1. Discuss the global fitness industry trends for 2019.
2. Gain 7 Key Insights around what will both disrupt & influence these latest trends heading into 2020.
3. Acquire the knowledge to effectively predict, plan (program) and implement strategic and innovative decisions for your business.
4. Profit from these trends knowing *why* you exist.



Canada
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USA
North America






ACE →

- High-Intensity Interval Training will continue to evolve.
- Variety is key for long-term success.
- Group Fitness Instructors will continue to change how they lead classes.
- Instructor education will move away from pre-choreographed workouts.
- Functional Training will return to mainstream fitness.
- More pros will utilize unilateral training loads in their program design.
- Fitness consumers will actually move away from technology in 2019.
- The type of exercise equipment people use will change.
- A possible economic slowdown will affect the health and fitness industry.

Top 20 Franchise Fitness Trends for 2019



1. Wearable technology
2. Group training
3. High-intensity interval training (HIIT)
4. Fitness programs for older adults
5. Bodyweight training
6. Employing certified fitness professionals
7. Yoga
8. Personal training
9. Functional fitness training
10. Exercise is Medicine
11. Health/wellness coaching
12. Exercise for weight loss
13. Mobile exercise apps
14. Mobility/myofascial devices
15. Worksite health promotion and workplace wellbeing programs
16. Outcome measurements
17. Outdoor activities
18. Licensure for fitness professionals
19. Small group personal training
20. Postrehabilitation classes

Global

7 Key Insights Disrupting & Influencing




1. Big Box, Big Deal
2. Boutiques a Buzz
3. Franchises Back in Fashion
4. Virtual Here There & Everywhere
5. Group-On
6. Associate Talent Agency Attitude
7. Technology Tell All
8. Connection Has No Boundaries



Top 5 Common Trends in Programs and Profit Centre's...

PROGRAMS:

1. HIIT is still Hot.
2. Using Fitness Technology is Smart
3. Functional Fitness is for all ages.
4. Recovery and Mindfulness now mainstream.
5. Group Fitness Experiences is evolving.

PROFIT CENTRES:

1. Boutique experiences every where, every time, every one.
2. "Exercise as medicine" as a new membership revenue source.
3. Personal Training career paths will evolve positively and create + opportunity.
4. Technology will help connect fitness professionals (and facilities) to their members more and outside the bricks & mortar of the club/ training session.
5. Cultivate your people (and those you will recruit) as your USP



Where Do You Go From Here?





With Knowledge Comes Great Responsibility...



Mo

- mo@goodlifefitness.com
- #mohaganofficial
- @mo_hagan
- www.mohagan.com



We want your feedback!

Look out for our post event survey to be sent out via e-mail.

