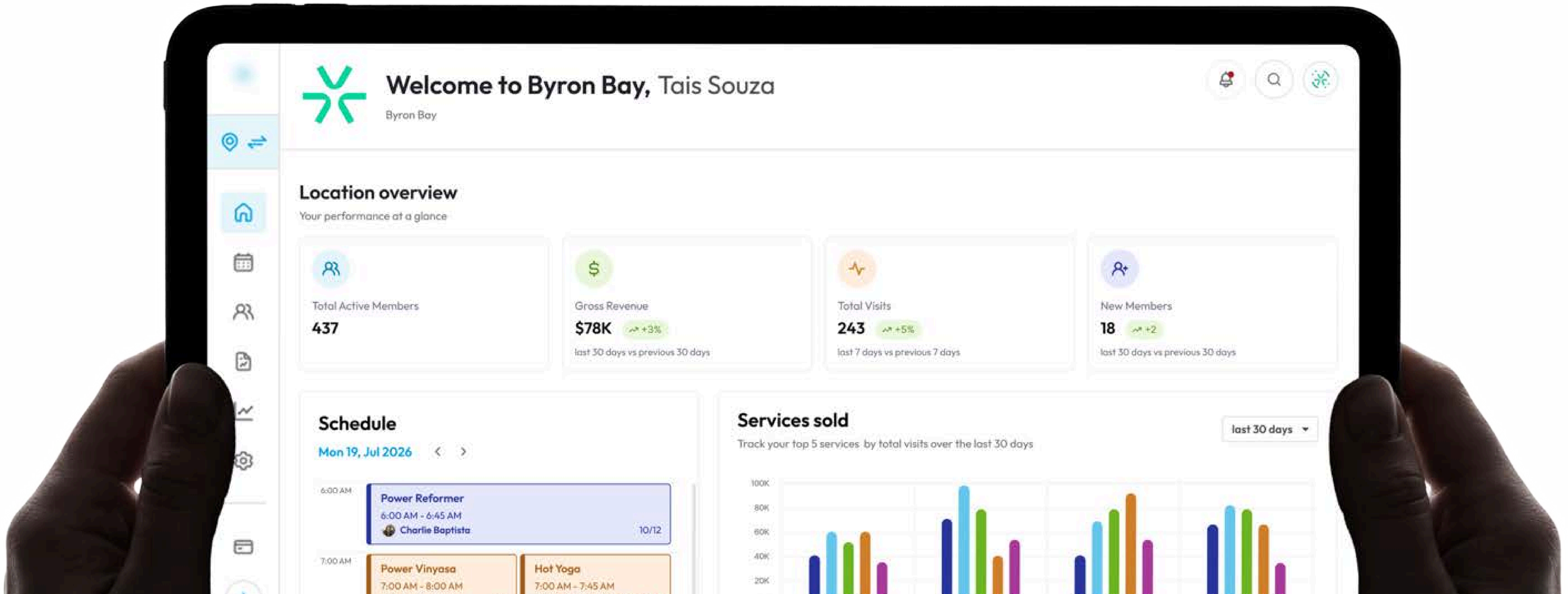
Scale with precision:

Inside the Fitness Growth Playbook

Case studies in multi-location fitness expansion and operational excellence.



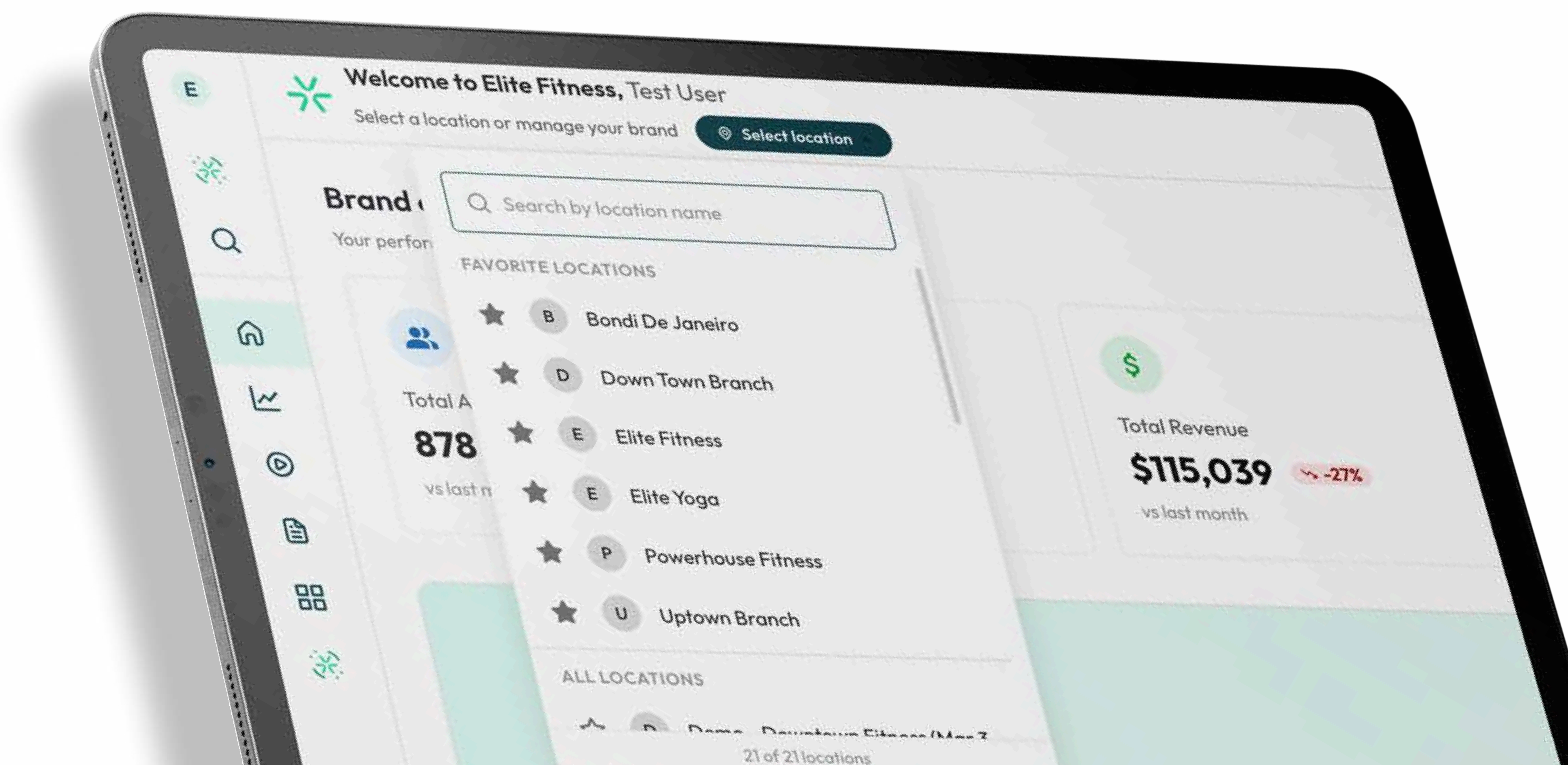
Introduction

In a saturated fitness market, growth isn't just about opening doors—it's about protecting unit economics, maintaining brand standards, and building resilient operational models. Which is exactly what the eight fitness enterprises in this playbook have done.

We studied these well-known brands to find out what separates those that succeed from those who don't.

Whether it's a unique application of technology or an all-in commitment to premium service, these fitness franchises have a lot to teach us about growth.

Explore their strategies and see how they have deployed powerful technology platforms to drive member lifetime value, streamline franchise operations, and secure market dominance.



Fitstop

#1

"Move More Challenge" becomes top driver of organic traffic

#33

on the Financial Times APAC fastest-growing companies list

Securing a steady stream of recurring revenue with fitness challenges.

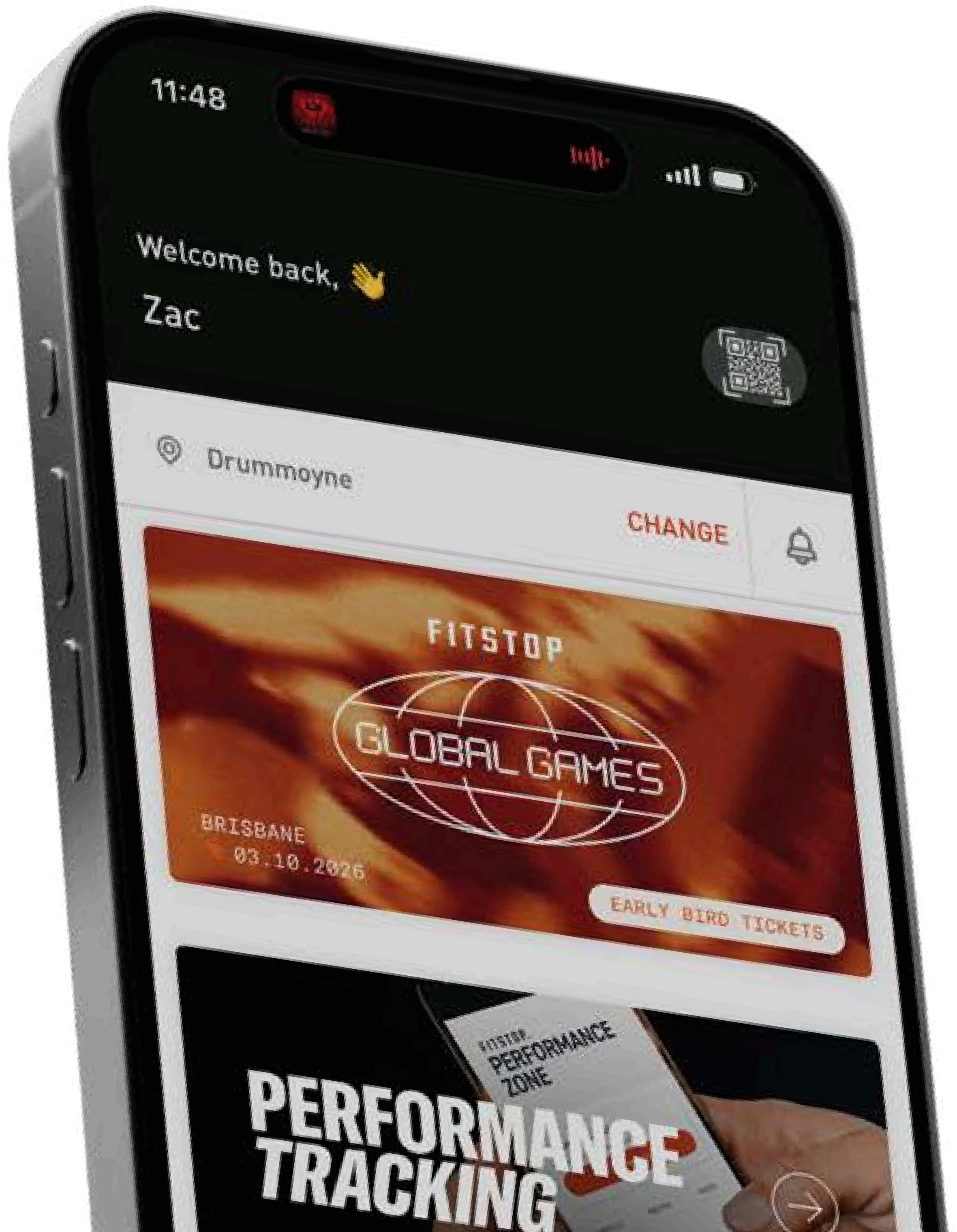
Fitstop faced a common problem. Members loved the workouts, but engagement plateaued after the initial honeymoon period. They needed a way to keep people coming back, create buzz, and generate additional revenue beyond monthly memberships. The team knew that members didn't want another obligation. They wanted challenges: fun, social, and time-bound reasons to come to the gym. Fitstop delivered, launching the Move More Challenge in early 2024. The move paid off, with the challenges creating a whole new revenue stream. Members stay engaged between workouts, and the friendly competition drives word-of-mouth growth.

How Hapana helped

Fitstop built the challenges directly into their custom app, enabling:

- One-click signup with integrated payment processing
- Real-time progress tracking synced across all devices
- Social features to help members share achievements and compete on leaderboards
- Automated notifications to keep participants engaged
- Post-challenge upsell workflows converting challenge participants into members

The app became the engagement engine, making it easy to run repeatable challenges that enhanced both revenue and retention.



The takeaway

Short-term fitness challenges with clear endpoints drive engagement and revenue. The key is making them repeatable, engaging, and easy to manage – which is exactly what Hapana's challenges feature does. You can launch a new challenge in minutes; and members can easily sign up through the app, track their progress, and compete with their community.

KX Pilates

200%
growth, 100+ locations across 7 countries

+100k
members.

+2m
check-ins per year.

+190k
app downloads.

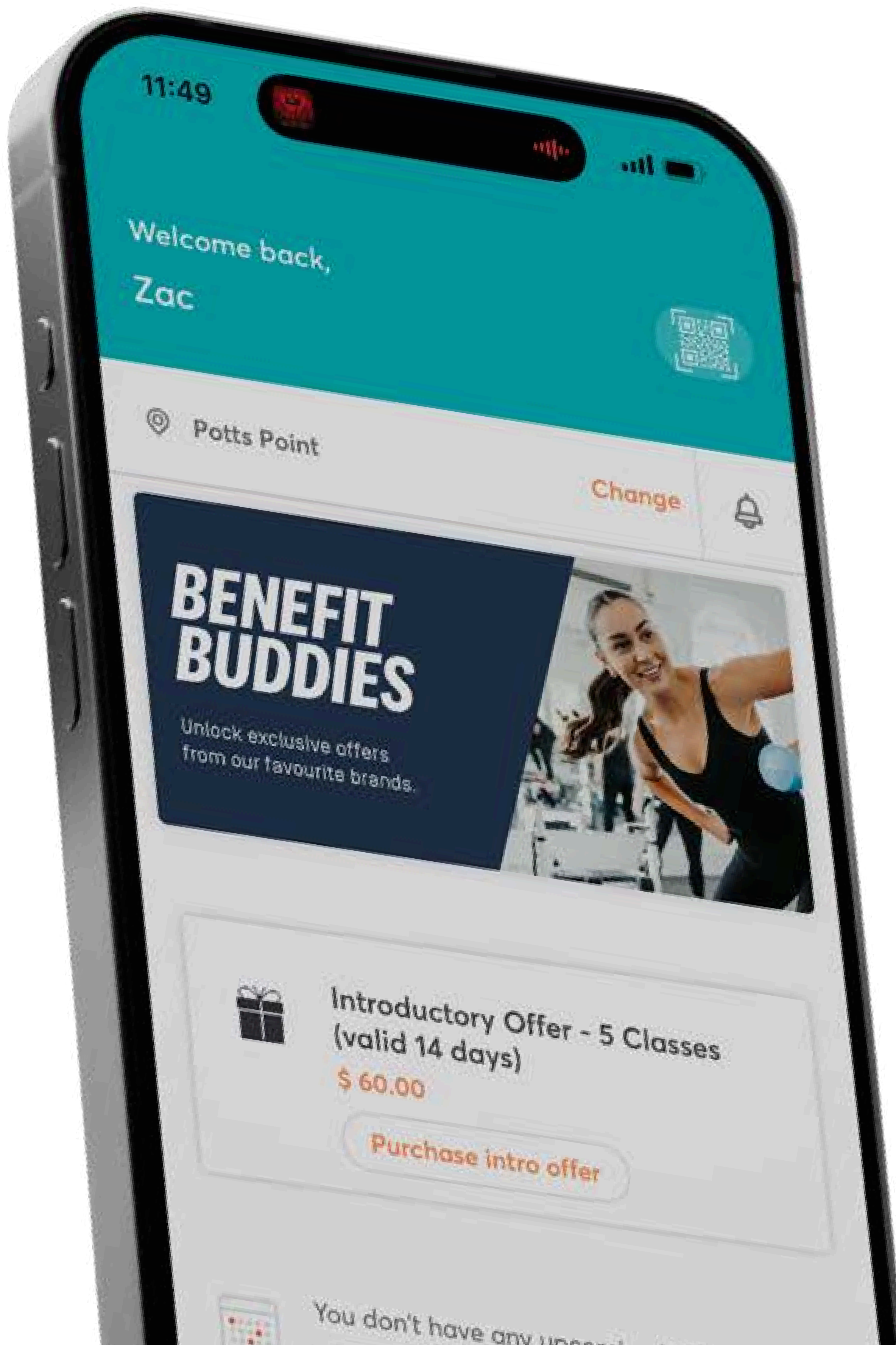
30%
member growth rate per year.

29k
daily active users.

+90%
retention rate.

Scaling without breaking the member experience.

When KX Pilates opened their 50th studio in 2018, they hit an operational wall.
Their legacy software wasn't built for scale. Members couldn't book at different studios in the network; transaction fees were killing franchise partner margins; and the system was slow, complicated, and expensive to customise. They needed to migrate to a new platform – but, with thousands of active members and dozens of franchisees, they knew it wouldn't be easy.
To ensure a smooth migration to a platform built for scale, KX Pilates partnered with Hapana. The migration of 52 studios, completed in 42 days, was seamless. Members barely noticed the switch, but the results were transformative.



How Hapana helped

Hapana built a white-labeled "KX Booking System" aligned to the KX brand; and trained with franchise partners on the new system. The system comes with:

- Automated workflows for member communications, task assignments, and upsells
- Branded studio templates so new locations can launch in days, not weeks
- Multi-language support for expansion across Asia-Pacific
- Passport memberships so members can now book at any KX studio globally, and can easily switch their home location
- Centralised reporting gives HQ visibility into what's working across the network
- Integration with payment processors across multiple currencies and regions

The takeaway

Your software should enable speed, not slow you down. KX worked with Hapana to prove you can migrate fast, scale faster, and improve the member experience in the process, if you choose technology built for your business model. Read the full case study.

VAURA

"Our partnership with Hapana is one like no other. We have built an incredible relationship and that is purely a testament to their team and what they do for brands that partner with them. Hapana has an incredible customer service team that is readily available whenever we need them. We find it super important to have that relationship where we can talk openly and transparently with one another." —Bella Wagschall, General Manager, VAURA

Premium positioning through sensory experience.

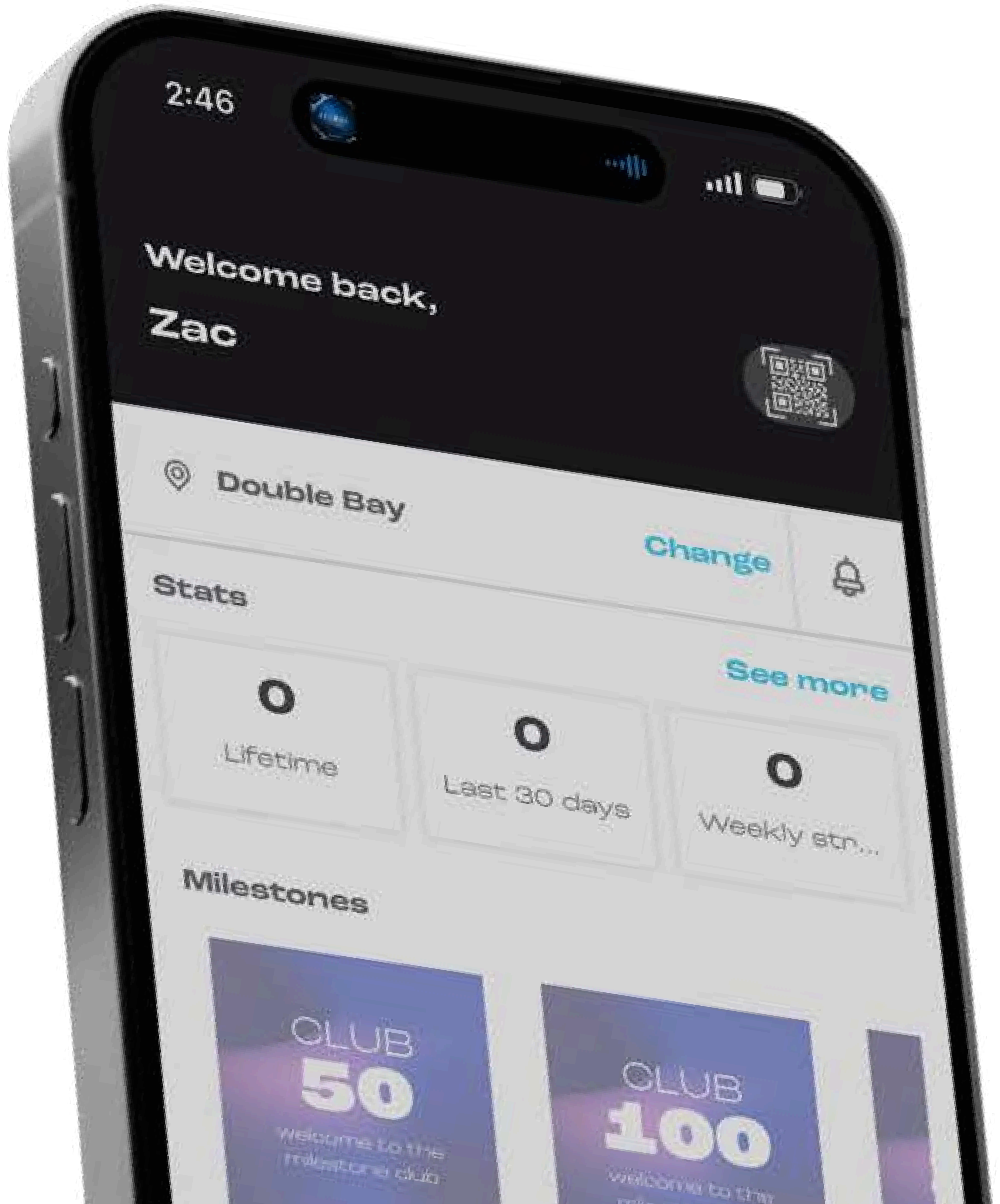
From day one, VAURA has carved a unique path with its reformer Pilates offering. The brand is renowned for its neon lighting, mirrored ceilings, and upbeat music – not to mention its performance-driven fusion of reformer Pilates with athletic training methodology, designed to energise both body and mind. As well as all the Insta-worthy sensory elements, VAURA's immersive, high-end studio experience is built around premium price points and value-added recovery services like cold plunge, infrared sauna, and percussion therapy at select locations. Delivering this premium experience across locations demands consistency. Every member touchpoint needs to feel elevated – and VAURA couldn't deliver this with off-the-shelf software, generic branding, or clunky workflows.

How Hapana helped

VAURA partnered with Hapana to build technology that matched their luxury positioning.

The bespoke solution includes:

- White-labeled booking system and member app featuring VAURA's brand aesthetics
- Marketing automation aligned with VAURA's distinctive tone of voice
- Streamlined operations to free staff to focus on the premium in-studio experience
- Scalable infrastructure replicating the luxury experience across locations



The takeaway

Premium brands need technology partners who adapt to their vision, not force them into generic templates. With Hapana's white-labeling, custom workflows, and responsive support, VAURA can maintain its luxury positioning at every touchpoint.

Orangetheory Fitness

1,500+
studios across 24 countries

70%
retention rate

~1m
active members

Creating sticky retention through heart-rate technology.

Orangetheory needs little introduction. The brand has optimized its business model around one thing: heart-rate-based workouts. And it works. By strategically differentiating itself from the wider HIIT market, Orangetheory has gone from strength to strength. At Orangetheory, every member wears a monitor, and every workout targets specific heart-rate zones – with the "Orange Zone" (84-91% of max heart rate) being where the magic happens. But it's not just in class that the technology gets to work. In 2018, Orangetheory launched OTbeat Burn, a wearable that tracks activity outside the studio and syncs to their mobile app so members get comprehensive fitness data, including steps, calories, performance trends, and more.

How technology helped

In its studios, heart-rate tracking is the core of the experience. Orangetheory's OTconnect platform syncs data across in-studio screens, mobile apps, and wearable devices, with real-time performance tracking showing members exactly how hard they're working and historical data helping members track progress over time.

The member app and OTbeat Burn wearable have become powerful retention tools, keeping people engaged between classes. They create competition, community, and accountability – all of which have proved key to Orangetheory's ongoing success. They're so successful that Orangetheory has secured partnerships with Apple (for wearable integration) and Samsung (for home workouts) to further expand their omnichannel fitness experience.

The takeaway

Building a unique workout methodology makes it hard for competitors to copy you. Add custom tech, and you get even further out in front. Orangetheory turned heart-rate zones into a brand-infused training philosophy that members love.

Xponential Fitness

$464.7m
in revenue in Q4 2024 alone

5
fitness brands

5,300+
licences awarded

Unifying 3000+ studios under one ecosystem.

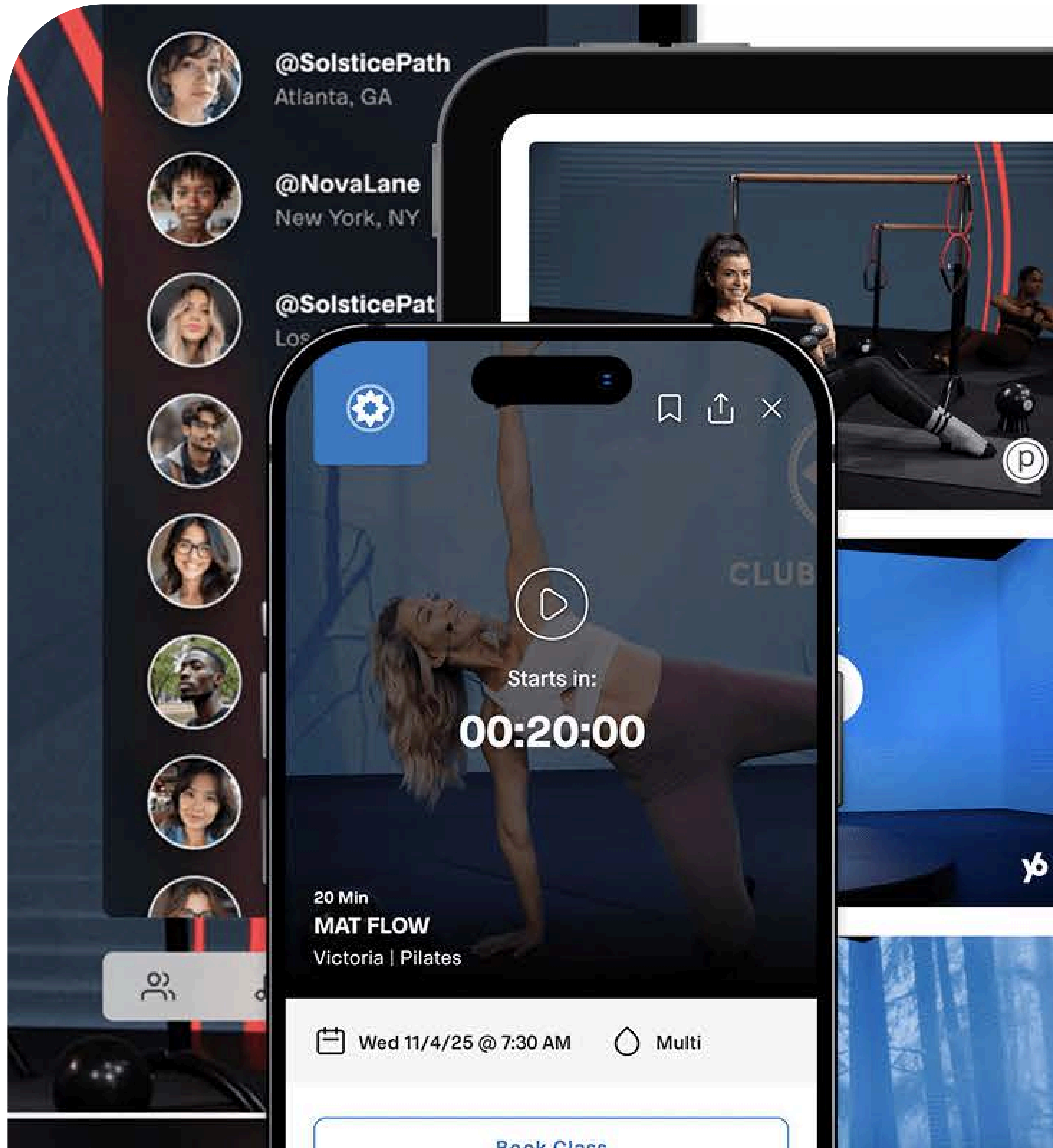
Running one fitness brand is hard. Running multiple brands simultaneously, across 3,000+ studios in 30+ countries? Next level.
Xponential Fitness does it without breaking a sweat. The company manages Club Pilates, Pure Barre, Yoga Six, StretchLab, and BFT under one umbrella. Each brand has its own identity, coaching methodology, and member experience. But underneath, they all run on the same enterprise-grade technology platform.

How technology helped

Xponential built a unified platform to support its multiple brands. At the heart of the platform is XPASS, a subscription that lets members access any Xponential brand. Simple in principle, XPASS is a sophisticated solution, enabling:

- Unified billing across all brands
- Cross-brand online booking and performance tracking
- Centralised member data
- Consistent reporting and analytics
- Digital apps that work for multiple modalities
- Unified reporting giving leadership visibility across the portfolio

Further, franchisees gain access to standardised marketing automation and booking systems.
This helps reduce the risk of brand dilution, where different franchisees interpret guidelines differently and small deviations compound over time.



The takeaway

Multi-location or multi-brand growth requires unified tech infrastructure. Centralising your operations with software like Hapana accelerates scaling, while maintaining control and brand consistency by enforcing standards automatically.

EoS Fitness

200+

locations (six new openings in Q3 2025 alone)

$4m+

reinvested in innovation quarterly

Standing out in the ‘high value, low price’ market with AI-powered training.

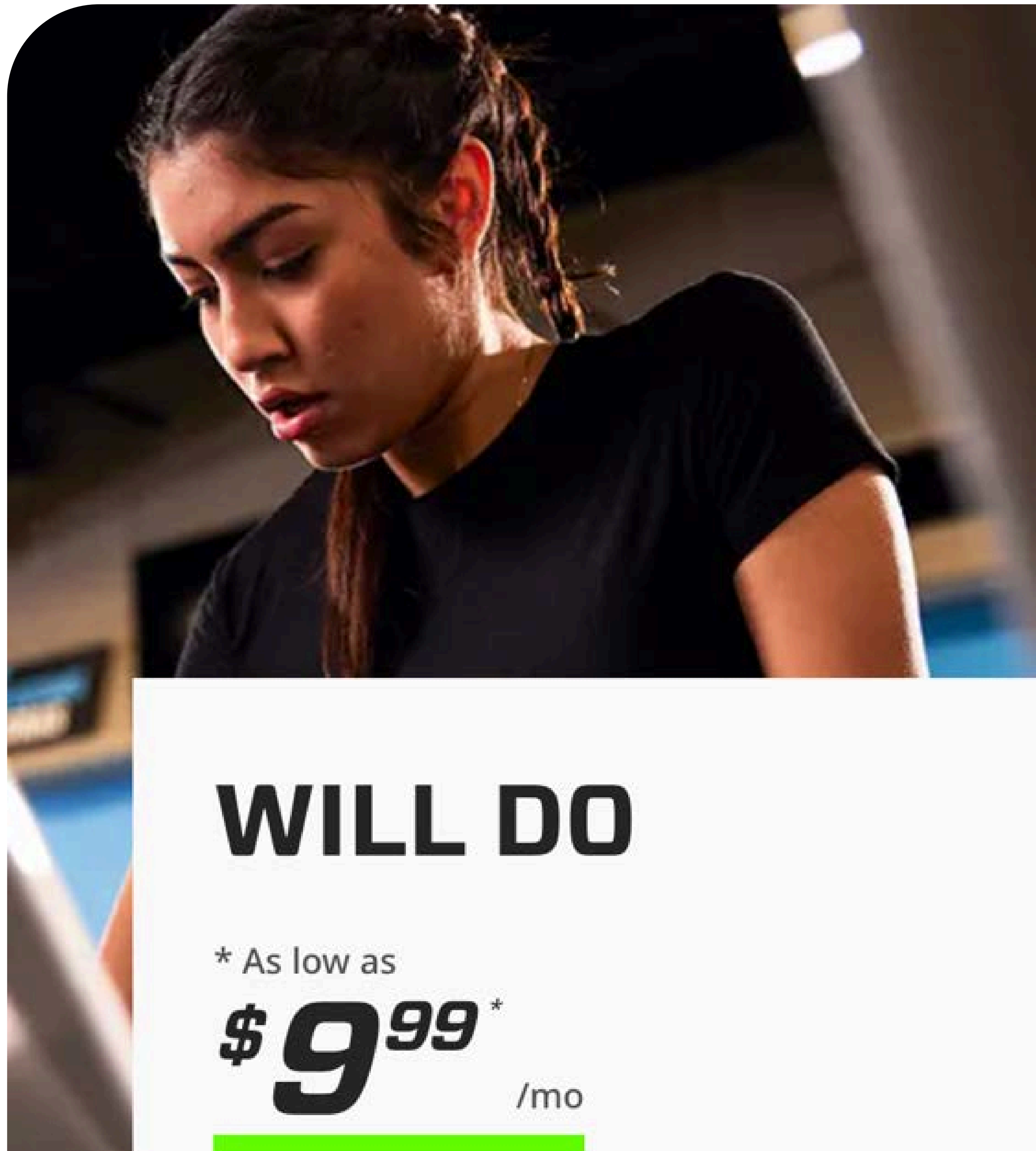
The HVLP (high value, low price) gym market is extremely competitive, with $10/month memberships and 24/7 gyms on every city corner. Standing out in this crowded space is hard. But not for EoS Fitness, which made a bold bet to become the most technologically advanced, affordable gym in America.

How technology helped

Alis at the heart of EoS Fitness. Its EGYM Genius is an AI-powered, scalable training platform that creates fully automated, personalised workout plans for every member. The system analyses member goals, fitness level, and the specific equipment available at their location, then builds a custom program.

EGYM Genius delivers a premium experience at an attractive price point, offering:

- Hyper-personalisation: Every workout adapts to member progress in real-time
- Equipment integration: Seamlessly connects with EoS Smart Strength Equipment, tracking lifts and adjusting resistance automatically
- Trainer efficiency: Personal trainers spend less time on logistics, more time coaching



The takeaway

Differentiation in commoditised markets means delivering premium experiences at competitive prices. EoS succeeded here by doing two things simultaneously: creating member-facing value (AI-personalised workouts) and reducing operational costs (automated program design).

SolidCore

150+
studios (grew from 110)

$88.4m
exit secured

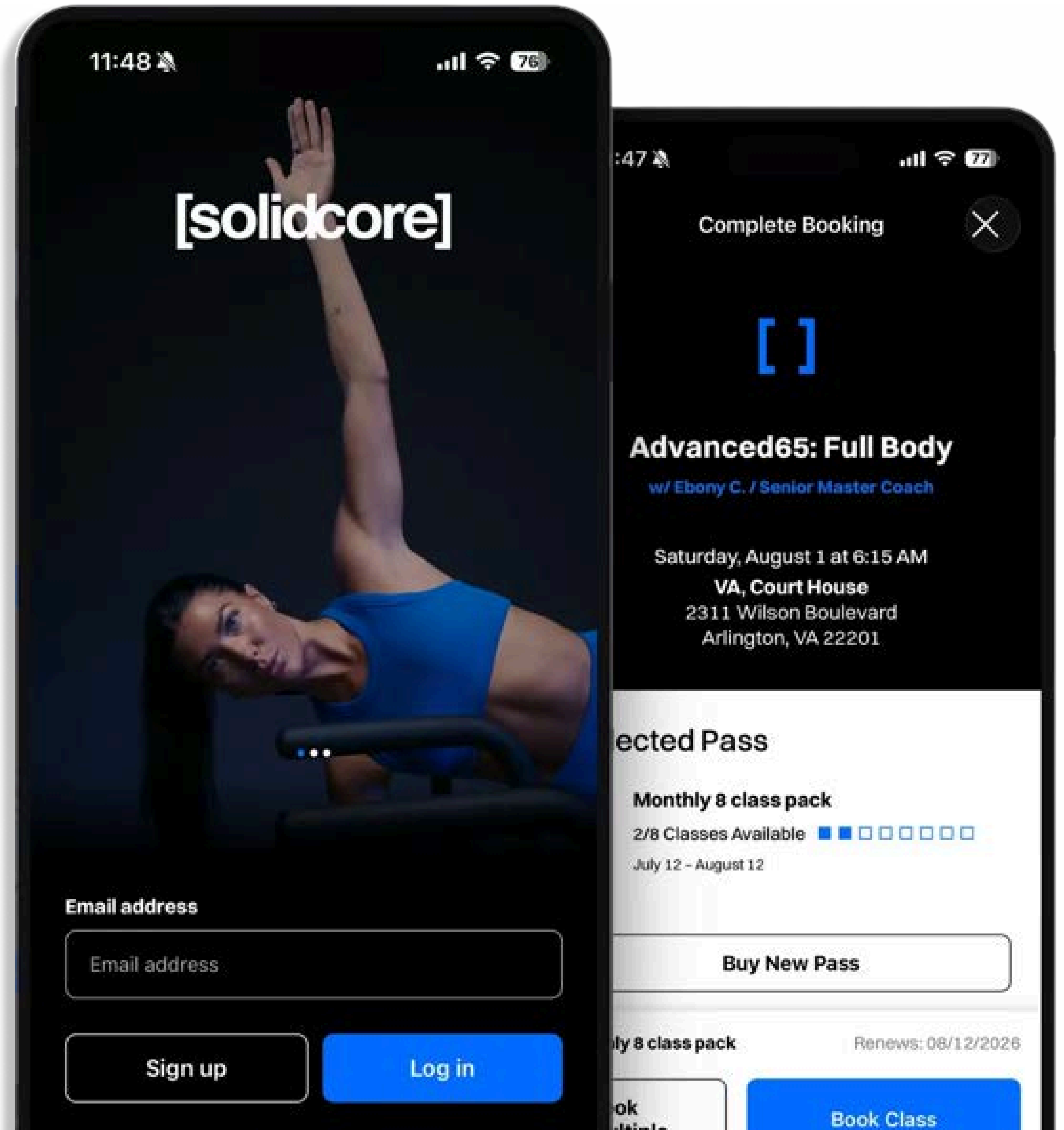
Making wearables the retention engine.

SolidCore faced a retention challenge that's common in boutique fitness: how do you prove progress when the feedback is subjective?
Traditional Pilates relies on how you feel during class. This works for some members, who might sense their core is stronger or their muscles more defined. But in a competitive market where brands are delivering concrete data, SolidCore needed to find a way to deliver something more tangible. Particularly given its goal of scaling to 250 studios by 2028.

How technology helped

SolidCore partnered with Whoop to integrate heart-rate tracking directly into the workout experience. Members wear Whoop devices during class and get detailed performance data post-workout. As well as Whoop, SolidCore has built a scalable, strong back-end platform for growth. This platform supports expansion without sacrificing central control, featuring:

- A member app, including pick-a-spot functionality for reformer selection
- Client tracking to help staff personalise interactions and celebrate milestones
- Multi-location management to replicate the experience across 150+ studios
- Integration capabilities connecting wearables and performance tracking
- Automated workflows to slash administrative overhead as they scaled



The takeaway

With the right technology behind you, growth gets easier. For SolidCore, this means that every studio can deliver a data-driven experience that gives members feedback and results. When your tech reinforces what makes you unique and replicates it reliably, that's your moat.

CorePower Yoga

47% traffic increase

38% more page views

282% increase in overall pageviews

262% increase in sessions

66% increase in 28-day active users

2 industry awards for digital innovation

Unifying three platforms into one seamless experience.

CorePower Yoga had built three separate platforms over the years. One for studio bookings. One for livestream classes. One for on-demand content. Each worked fine on its own. Together, they created chaos. Members had to remember which platform to use for what. Login credentials didn't sync. Class history didn't carry over. The mobile app only handled studio bookings. For the largest yoga brand in the US, with 200+ studios and 10,000+ employees, this fragmentation was a growth blocker. CorePower Yoga needed a way to give members access to studio classes, livestreams and videos without switching platforms.

How technology helped

CorePower rebuilt the entire member experience from the ground up, unifying all three platforms. One login. One interface. One branded app. With the consolidated platform, members take a quick quiz when they join, answering questions about their experience level, fitness goals, preferred class types, and schedule constraints. The platform uses this to surface relevant classes across all three formats. The new search system lets members filter by teacher name and teaching style, class type and intensity, focus areas (strength, flexibility, recovery), time of day and duration, and studio location. The new platform also delivers:

- Branded mobile apps to improve booking experiences
- Integration with Oura Ring for wellness tracking beyond the mat
- Scalable infrastructure supporting 200+ locations and growing

The takeaway

Members don't care about your backend systems. CorePower's new unified experience made it invisible, which is exactly what it should be – and the all-new personalisation layer made the content feel more accessible and aligned with user intent. Brands that build on a centralised system like Hapana avoid the sprawl, workarounds, and technical debt from the start.

You need technology built for the fitness industry

The brands in this ebook faced wildly different challenges. Some needed to scale to hundreds of locations. Others had to prove their methodology worked for long-term growth. A few built entirely new revenue streams from scratch. Much of their success stems from their people and the workouts they deliver.

But to make this success scalable, they needed the right technology.

As each brand has shown, tech platforms play an invaluable role in helping fitness enterprises:

- Scale to multiple locations with consistency
- Build recurring revenue through engagement tools like challenges and gamification
- Expand globally with multi-currency billing and passport memberships
- Create seamless member experiences with white-label apps and automated communications
- Reduce manual work through automation that handles billing, check-ins, and member journeys

And, as some of the stories have shown, Hapana is built to deliver on these success metrics.
Already, we've powered the expansion of some of the world's most ambitious fitness brands. Will yours be next?

Book a tour of the Hapana platform ›