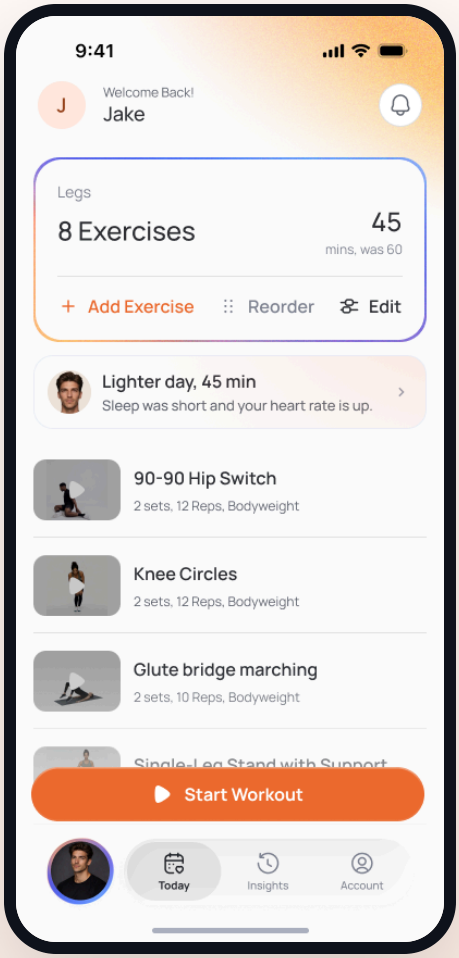
FOR GYM OWNERS AND OPERATORS

Most members never get a program

What published research says about personal training reach, member engagement and retention, and how to get more out of the trainers you already have.



23%

of U.S. members used a personal trainer in 2024

Health & Fitness Association, 2025

28.6%

average yearly member attrition

IHRSA

44%

fewer cancellations when staff talk with members

Bedford, Health Club Management, 2019

Inside: what the research says · what it means for you · questions your team will ask · sources

WHAT THE RESEARCH SAYS

The numbers, with sources

Published research and industry data only. Each finding names its source; the full list is on the last page.

23% use a trainer

Nearly one in four members used a personal trainer in 2024 and one in three took part in small-group training. That leaves most members working out on their own.

Health & Fitness Association, 2025 US Health & Fitness Consumer Report

28.6% a year

The average health club loses about 28.6% of its members each year.

IHRSA, reported by the Health & Fitness Association

44% fewer cancellations

When both reception and fitness staff speak with members, cancellations drop by 44%.

Paul Bedford, Retention research, Health Club Management, 2019

45% less likely to cancel

Inactive members who were re-engaged and came back were 45% less likely to cancel than members who had no interaction. Survey of 13,000+ members.

IHRSA and The Retention People, Member Retention Report

56% more likely to cancel

Gym-only members were 56% more likely to cancel than members who also took classes.

Hillsdon, TRP 10,000 study, Health Club Management, 2015

#1 profit center

Personal training is the top non-dues profit center among leading U.S. clubs.

IHRSA Profiles of Success

WHAT IT MEANS FOR YOU

Five things to do with this

Members who get guidance and attention stay longer. But trainers can only reach a fraction of the floor, and much of their week goes to writing programs instead of coaching.

1. **Count who has a plan**
   Take your member count and estimate how many follow a real program. For most clubs it is about one in four or fewer.

2. **Free up trainer time**
   Programming takes 30 to 45 minutes per client each week. Time handed off is time back on the floor.

3. **Reach the other members**
   Give members without a trainer a plan built for your equipment, so they have a reason to come back.

4. **Make interactions count**
   Use what members are doing to start conversations. Engaged members cancel less.

5. **Watch usage by site**
   See trainer-led and coach-led sessions side by side, location by location.

QUESTIONS YOUR TEAM WILL ASK

TRAINERS

Will this take my clients?

No. Trainers keep their clients and get their own portal. The app covers the days between sessions and gives members without a trainer a starting plan.

OPERATIONS

Is this more work for staff?

Plans are built around each location's equipment. Staff do not write them.

OWNER

Can you prove it keeps members?

We show usage you can see, location by location. We do not promise a retention number.

AREA DIRECTORS

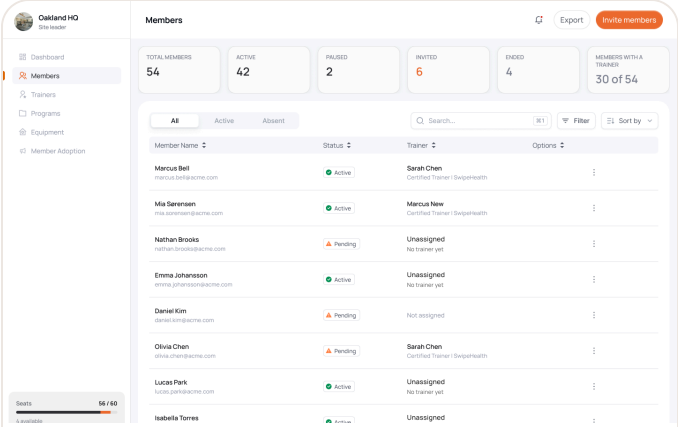
Can I see only my sites?

Yes. Directors see the locations they manage.

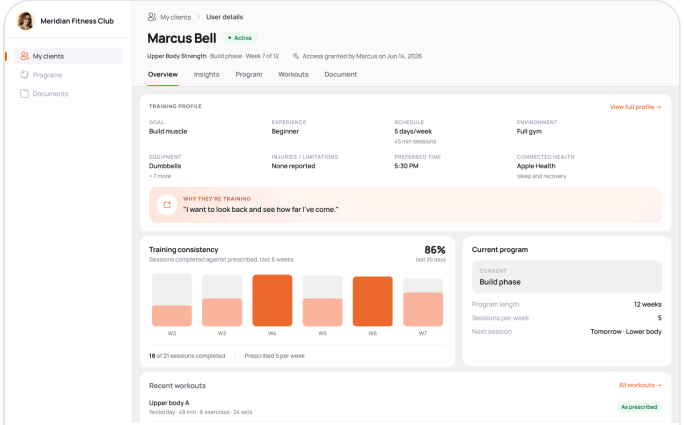
HOW SWIPEHEALTH FITS

A plan for every member, built for your floor

- Every member gets a plan built for the equipment on your floor, adjusted day to day.
- Trainers keep their clients and get a portal to see and adjust plans between sessions.
- You see trainer-led and coach-led sessions side by side, by location.



Members view for operators



Trainer portal: one client between sessions

Run your own numbers

The calculator uses the same research. Then book 30 minutes if you want to talk it through.

Open the calculator

Sources

1. Health & Fitness Association. 2025 US Health & Fitness Consumer Report: Expanded Insights.
2. IHRSA (now Health & Fitness Association). Annual member attrition benchmark, reported in 10 Ways Member Engagement Drives Health Club Retention.
3. Bedford P. Retention: Reaching capacity. Health Club Management, 2019 issue 2.
4. IHRSA and The Retention People. IHRSA Member Retention Report, Vol. 3, Issue 3: Focus on Member Interaction.
5. Hillsdon M. What do 10,000 members say? Health Club Handbook, 2015.
6. IHRSA. Profiles of Success; IHRSA Fitness Training Report, 2018.
7. ISSA. Programming time per client; Bark. US personal trainer cost guide, 2025.

This brief summarizes published research and industry data. Figures describe the populations studied and are not a guarantee or a SwipeHealth result; results for any one organization will vary. SwipeHealth provides general-wellness guidance. It is not a medical device and does not diagnose or treat conditions. SwipeHealth®, Swipe Health, Inc., 5900 Balcones Drive #33470, Austin, TX 78731. Book a call: https://calendar.app.google/w4QRkaaW1KihQZEc9