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SOLUTIONS

# This Summer at Your Club

10 Summer Activations To Grow Gym  
Membership This Summer at Your Club





**Many club owners and operators experience a downturn in their gym business during the summer months as cancellations increase and new member joins decrease. That's why we created this guide to help **spark creativity and excitement** around ways to retain and gain, members throughout the summer season.**

Read on to find ideas and tips for activations you and your staff can use to make the most out of this summer!

## 1. Al Fresco Fitness / Open Air – Open Gym

- If you're fortunate to be located somewhere with beautiful summer weather, you have a unique opportunity to host outdoor events in your parking lot or pop-up events in your area. Perhaps even at your local park or community center.
- For those members more nervous to return to their activities, consider creating outdoor programs with an emphasis on body-weight exercises as a less intimidating segue after a year of inactivity. These outdoor events may also be a great way to help those hesitant to return to indoor exercise facilities to get introduced to your club in an open air setting.
- Another popular idea is to build smaller communities for your members who share similar interests. Consider hosting a morning outdoor walk club or a stretching group for busy parents on a special day of the week. Such activities will encourage members to not only workout and be active together, but to form friendships.

**ProTip — Make sure to call out your outdoor activities with balloons, signage, or anything to catch the eyes of onlookers and pedestrians to generate interest and serve as free publicity.**

## 2. Summer Stretch / The Flexible Flex

- Flexibility and range of motion are important factors in overall muscle and joint health. A group exercise class or workshop focused on mobility, low impact exercises, and stretching can be a great way to help those easing back into the gym or for those members with physical limitations to still be able to participate in group exercise.
- Host a class or hands-on demo that includes stretching and flexibility work accompanied by tutorials on the right way to use foam rollers, theraguns and other recovery equipment you may have available in your gym.

**ProTip — Consider angling the promotions to your avid gym-goers as a warm up class to attract members who may typically avoid a less strenuous workout.**



### 3. Gym Tonics / Booze Crew / Muscles and Margs / Beers and Barbells

- Community is perhaps one of the top reasons why members join a gym. Create a seasonal summer event where you can choose a day of the week for 21+ members to engage outside the gym and enjoy a celebratory round of drinks or pre-packed finger foods.
- The key here is consistency – by having your members continue to engage outside the four walls of the gym, they are building relationships which in turn creates a sense of accountability. Those who gin together gym together!

**ProTip — Work with your local restaurants or bars to gain a discounted rate for your happy hour in exchange for the publicity and additional footfalls that emerge from their friendly offers to your club members.**

### 4. Summer Body / Beach Body

- They say that “summer bodies are made in the winter”, but that doesn’t mean your members won’t still be needing to maintain their beach body goals all season long. Have your team build out exercises and nutrition guidelines specifically tailored to target how your members can look good in swimwear. This is a fun way to capitalize on their typical anxieties on achieving their Beach Body goals.
- Set up a member challenge by using technology such as ABC+ and Trainerize to keep clients motivated , connected and on track.



### 5. Fun in the Sun

- There are some activities that really say summer – surfing, kayaking, hiking, cycling, etc. Look at your membership and see if there are ways to develop exercise routines or group classes that are focused on these types of activities that may be popular.
- For example, if you’re in Southern California – maybe a surfing program focused on balance.
- Another idea is to make these programs longer term. It might only be summer now, but is there a race (5k, 10k or marathon) in your area that you could start a training program for now? It could not only include training around running, but strength training specific to runners along with core and stability workouts.

**ProTip — Find places where these types of recreational activities take place, like your local kayaking or paddleboarding rental shop, and reach out with a partnership opportunity where you can advertise these classes for a discount to their customers.**

## 6. Summer Glow Up

- If your club provides or is considering to introduce tanning services, this is the best time of year to take advantage of additional revenue from this stream with discounts, promotional offers, and other creative activations. Even if your club does not provide tanning, you may be able to contract a mobile spray tanning service on certain days of the week that your members can purchase easily.

## 7. Sounds of Summer

- We all know that there are certain songs that become the soundtrack to the summer. Host group exercise classes where the music is the star of the show. Check out streaming platforms like Spotify, Amazon, or Apple Music for ready-made summer playlists or have your staff each contribute a summer song to feature your club's personality.
- Consider hosting a "guest instructor" from a boutique studio to collaborate with your instructors to co-teach a class. This not only brings collaboration into your gym, but strengthens your club's ties in the fitness community.
- Make it about giving back! Suggest members donate \$5 when they attend one of these specialty classes and all proceeds will go to a local charity.

**ProTip — If you do not have the ability to host a group exercise class – consider promoting a certain day in your club as a Summer Takeover where the gym background music is replaced by this playlist. Club Cookout / Pull-ups and Pulled Pork.**

## 8. Cookout / Pullups and Pulled Pork

- Community is an integral part of building loyalty and developing your club's culture. Hosting a BBQ or cookout is a great way to engage your local community, and provide an avenue for members to bring a friend (and fun fact: referrals are a hot lead source!). You could build a campaign around your backyard BBQ and even tie it back to a refer-a-friend campaign by setting up an automated cadence post-BBQ in GymSales.

**ProTip — Speaking of engaging your local community, take some tips from club leaders such as Bodyplex Fitness in Georgia and Zone Health and Fitness in Florida who have both defined success by the positive impact made by giving back to the community.**



## 9. Heat Up / Icy Cool Down

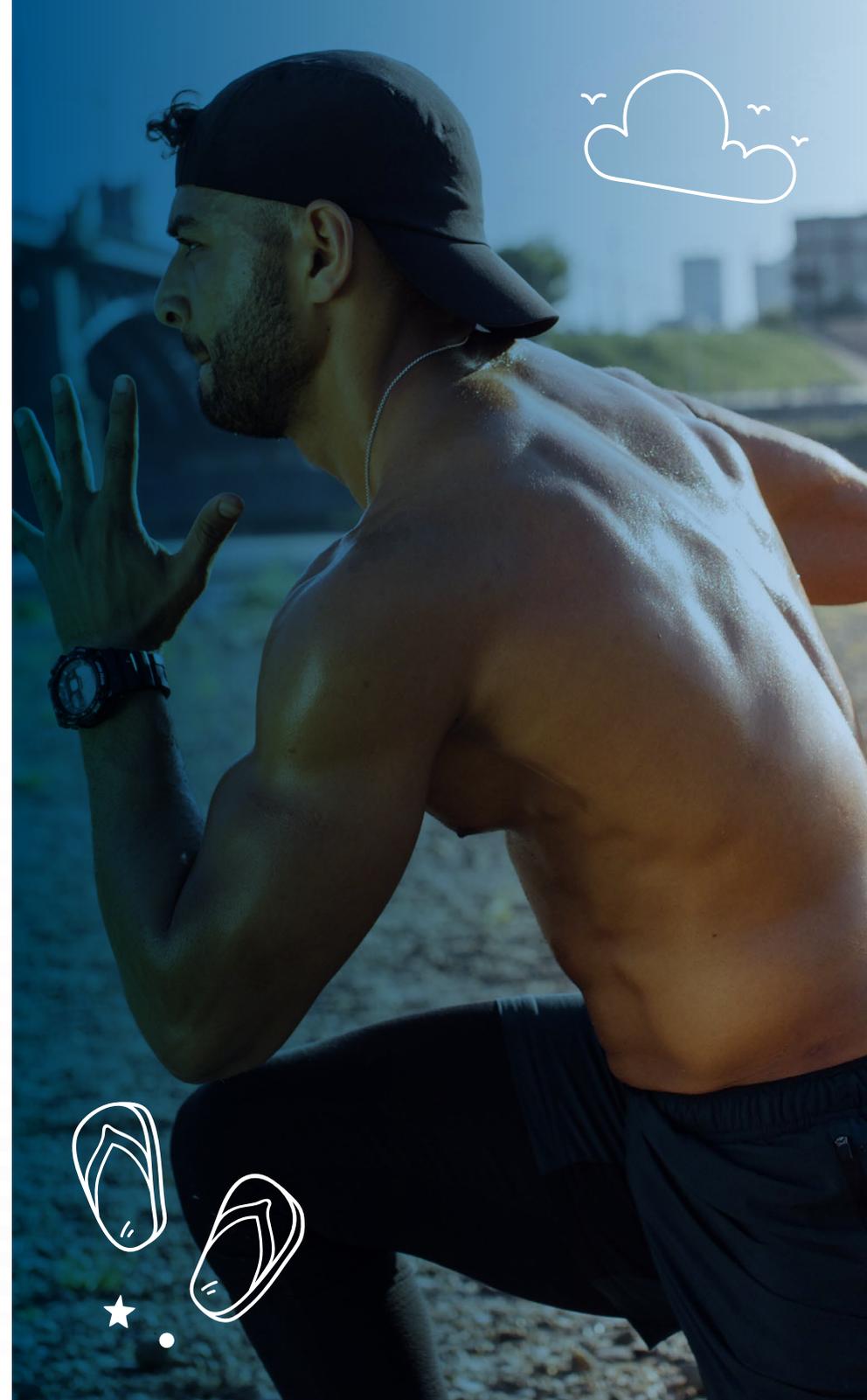
- We never run away from an opportunity for a good pun here at ABC. And while sauna or cryotherapy may not have much to do with the summer – they make for great wordplay.
- That’s why we think that a Heating Up or Cool Down activations around cryotherapy or sauna services can be an easy way to promote your club’s offerings. Whether it’s offering a discount or free service after a certain number of gym check-ins or another promotion, look for ways to upsell to your current membership.

**ProTip — If you do not offer cryo or sauna access at your club, look for partners in your area who may be able to provide you with discounted trials or similar services.**

## 10. Summer Sales / Huge Summer Blowout

- Finally there are the more obvious ways to take advantage of the summer season, like summer sales or discounts.
- Consider creating short-term membership terms for returning college students, discounted membership rates for those who are going out of town instead of freezing, and discounted new join fees.

**ProTip — Don't forget that summertime means plenty of out-of-town guests. Ensure you have day and week passes set up in your system that allow people to use your facilities without having to commit to an entire membership.**





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