



FITNESS REFRESH – SEIZE THE OPPORTUNITY

MEDICAL FITNESS ASSOCIATION

GETTING TO GREAT

- THIS IS A GREAT OPPORTUNITY TO RE-IMAGINE EACH FITNESS SPACE
- ALSO, OPPORTUNITY TO BRING IN EQUIPMENT THAT IS ON-TREND AND WILL BE RELEVANT INTO 2030 AND BEYOND



OVERVIEW OF TODAY'S PRESENTATION



TRENDS / SHIFTS
IN FITNESS
AND FACILITY DESIGN



FIRST IMPRESSIONS,
RISK MANAGEMENT,
ADA-COMPLIANCE



HOW TO CAPITALIZE



TRENDS / SHIFTS IN FITNESS

AND HOW TO IMPLEMENT
IN YOUR FACILITY DESIGN



2025 FITNESS TRENDS & SHIFTS

ACSM ANNUAL REPORT

TOP 10

ACSM.ORG/TRENDS

1

Wearable Technology.

Devices like smart watches, heart rate monitors and other fitness trackers.



2

Mobile Exercise Apps.

Smartphone and related applications that aid in exercise performance and programming.



3

Fitness Programs for Older Adults.

Interventions focused on the unique needs of the aging population.



4

Exercise for Weight Loss.

Incorporating dieting and other culinary interventions alongside an exercise routine.



5

Traditional Strength Training.

Using barbells, dumbbells, kettlebells and the like to improve or maintain muscular fitness.



6

High Intensity Interval Training.

Repeated short bouts of near-maximal high-intensity aerobic efforts followed by active or passive rest periods.



7

Data-driven Training Technology.

Leveraging real-time and other tracked data to tailor exercise and related health programming.



8

Exercise for Mental Health.

Improving mental well-being through physical activity.



9

Functional Fitness Training.

Programming intended to boost balance, coordination and functional movement.



10

Health/Wellness Coaching.

Using behavioral science principles to promote health and lifestyle medicine programs.



FULL LIST

Wearable Technology 	Youth Athletic Development 
Mobile Exercise Apps 	Influencer-led Fitness Programs
Fitness Training for Older Adults* 	Outdoor Fitness Activities 
Exercise for Weight Loss 	On-demand Fitness Classes
<i>Traditional Strength Training</i> 	Employing Certified Fitness Professionals 
High Intensity Interval Training 	Personal Training 
Data Driven Training Technology 	Exercise is Medicine 
Exercise for Mental Health 	Body Weight Training 
Functional Fitness Training 	Lifestyle Medicine 
Health/Wellness Coaching 	Hot & Cold Therapies 

CLEARLY DEFINED SPACES

Cardio

Strength

Functional

Recovery

SECTIONS

CARDIO OPTIONS.

- Treadmills and Step Mills...and have you seen the 3D treadmill?
- Ellipticals and Recumbent Ellipticals
- Bikes: Upright, Recumbent, Virtual and Airbike
- Rowers, UBE, and Ski Ergs

STRENGTH.

- Traditional circuit of selectorized
- Cable/User-defined selectorized, in keeping with shift in functional fitness
- Freeweight and P/L area...potentially increase existing square footage

FUNCTIONAL.

- Increase functional training space(s)
- Create opportunities for Personal and Small Group Training

STRETCH/RECOVERY.

- Dedicated Stretching/Recovery area...or even dedicated room/program

DEFINED AREAS

Designate spaces with

- Flooring
- Ceiling Features
- Colors...to set the “mood”
- Lights...can also set “mood”
- Planters



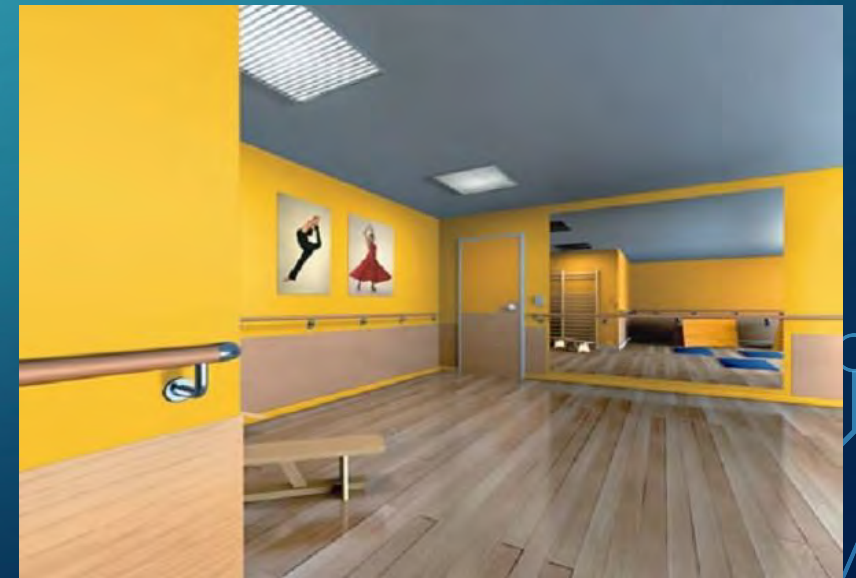






WALL PANELS

- Fitness Images
- Fitness Exercises
- Motivational Sayings
- Wall Protection
- Visual Interest
- Define Training Zones
- Logos/ Branding





WORKING WITH YOUR FITNESS REP

CONSULTANT PROCUREMENT LOGISTICS



CARDIO QUESTIONS

Console Features

- Entertainment/Distracton
TV vs. Streaming
- Guided Training/Virtual
- Tracking/Personal Metrics

Back-end

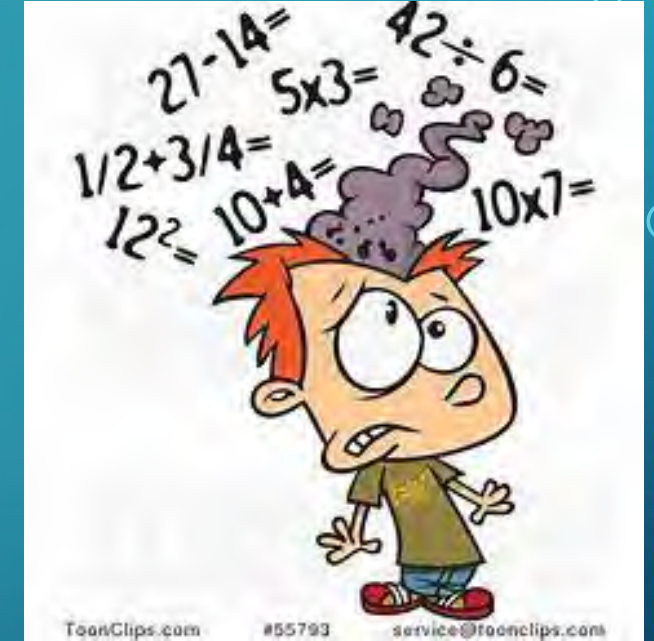
- Marketing
- Maintenance

Read your Owner's Manuals

READY FOR SOME MATH?

CARDIO QUANTITIES:

- Sufficient to accommodate 25% of the TOTAL members to use your facility during any given day.
 - In a 2-hour time period, no more than 33% of those expected.
 - 1 piece of cardio equipment per 4 users in the gym at that time.
-
- EX
 - 2000 members = 500 on a daily basis (25%).
 - Any given 2-hour period, expect no more than 33% of those 500
That = 165 members
 - 40 pieces of cardio (165/4)



Source: ACSM Health/Fitness Facility Standards and Guidelines



STRENGTH QUESTIONS

Technology

- Tracking/Personal Metrics
- Videos/QR Code
- Body Mechanics/User Size

Back-end

- Lube those guide rods
- Frame coatings

Read your Owner's Manuals

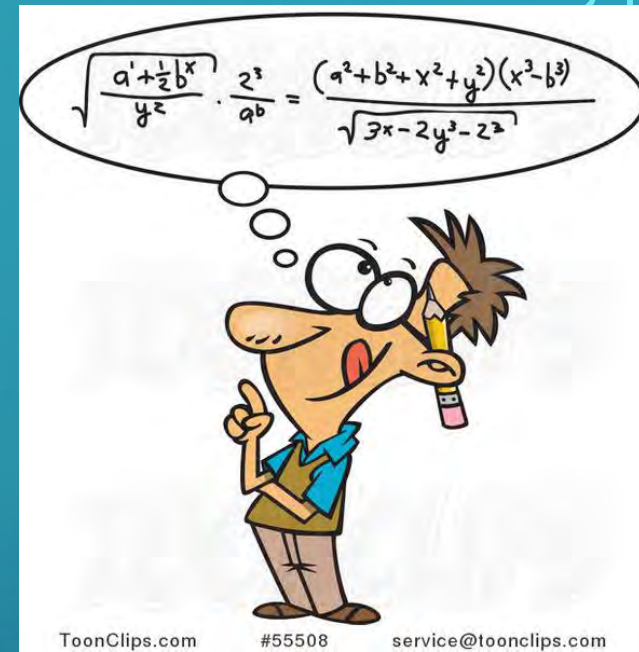
READY FOR SOME MORE MATH?

STRENGTH - Selectorized

- 1 resistance circuit / 1000 members
- EX: 2,000 Members = 2 Circuits of 8-12 machines/circuit

FREEWEIGHTS

- Usually not sufficient space allocated
- Provide 36" minimum to change weight plates.



Source: ACSM Health/Fitness Facility Standards and Guidelines



TRAIN THE WAY YOU MOVE IN LIFE & SPORT

3D Training -
Individual Training Path
vs. Machine-defined

- Standing
- Rotation
- Balance
- Stability



IMPORTANT QUESTIONS/BARGAINING

- ☐ Lead with best price
- ☐ Apples to apples?
- ☐ References? Site Visits? Trade Shows (IHRSA)
- ☐ Warranty? 10|7|5|5|3|1
- ☐ Extended warranty?
- ☐ Who does the warranty/service?
(If In-house, bargain on parts warranty, or parts depot)
- ☐ Education/training?
- ☐ Leasing terms:
FMV or \$1 B.O. Is early buyout available?

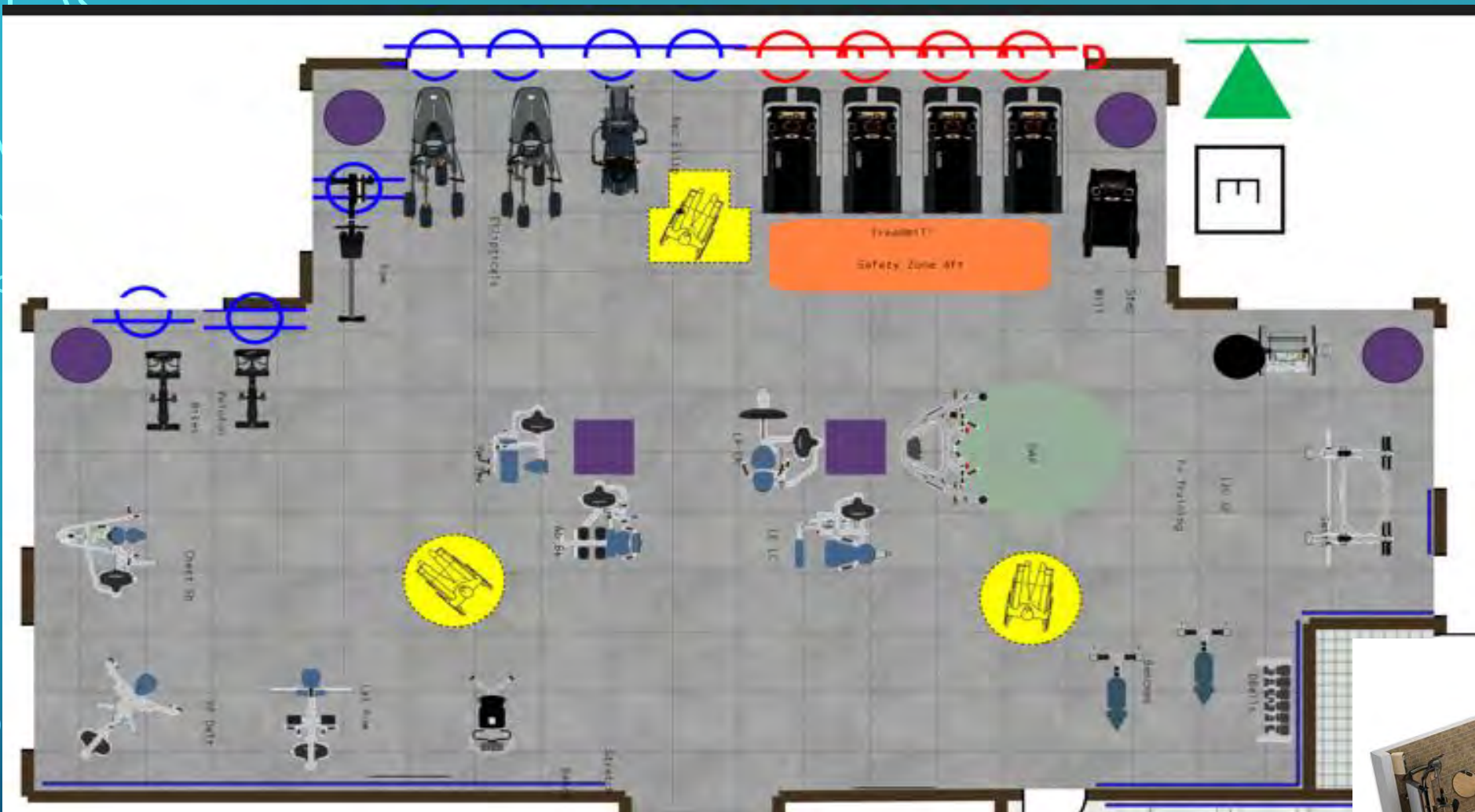


FIRST IMPRESSIONS,
RISK MANAGEMENT,
ADA-COMPLIANCE

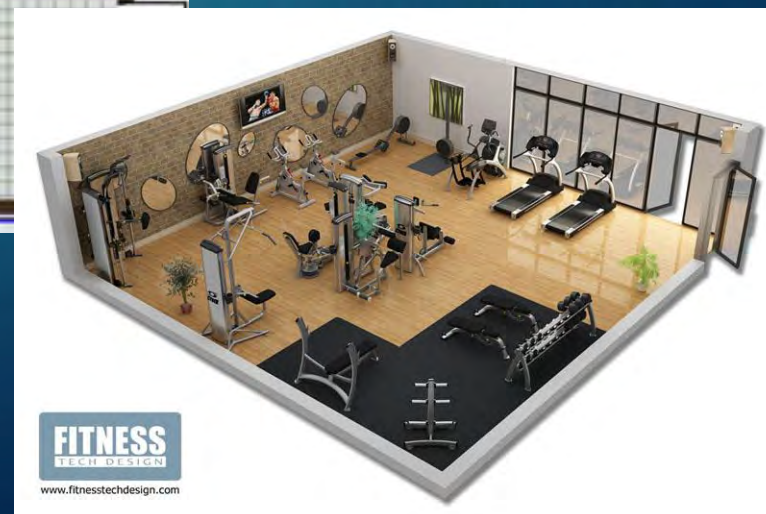
WHAT IF YOU WALKED YOUR SPACE WITH FRESH EYES?







This is the starting point.
 Can your rep give you a 3D layout?
 What about a flyover video?





LAYOUT CONSIDERATIONS

- 4' Safety Zone
- Power Requirements
- Cord Management
- Wipes Stations
- Treadmills: Dedicated
- LCD Consoles: Self-generating
- Non-powered options



ADA COMPLIANCE

- Regulations specify that an 'accessible route' is a minimum of 30" wide by 48" long, where a person with a physical disability could be positioned so that they may transfer to the equipment."
- Access to at least ONE of every type of equipment
- Vertical access: 48" Max.
- [ada-checklist.pdf](#)



FITNESS EQUIPMENT SERVICE & REPAIR



PREVENTIVE MAINTENANCE
PROTECT YOUR INVESTMENT;
REDUCE LIABILITY

- Warranty May Be Voided for
*“failure to provide reasonable and
necessary maintenance”*.



HOW TO CAPITALIZE

PEOPLE ARE INVESTING IN THEIR HEALTH AND WELLNESS!



FACTORING IN THE USER

Who is your target audience?

- Can you expand your reach?

What is our offering?

- High-touch? Self-serve? Science-based?

Where is programming happening?

- Facility? Outreach?

Why?

- It starts with “Why”

GLOBAL WELLNESS ECONOMY: \$6.3 trillion in 2023



Note: Numbers do not add due to overlap in sectors.
Source: Global Wellness Institute



GLOBAL WELLNESS
INSTITUTE™

**WHAT IS DRIVING
the WELLNESS
ECONOMY?**

**Aging Population
Chronic Disease
Mental Unwellness**

THE INDUSTRY WILL GROW A RAPID 7.3 PER CENT ANNUALLY FROM 2023-2028,
IT WILL REPRESENT 6.8 PER CENT OF GLOBAL GDP.

FULL LIST

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OPEN IT UP / LOOK AT UNDER- UTILIZED SPACES

- Functional Fitness
- Traditional Strength Training
- Personal / Small Group Training
- Fitness Training for Older Adults
- Body Weight Training
- Youth Fitness Development



EASY FUNCTIONAL/
PROGRAMMING OPTIONS





PUTTING INTO PRACTICE

USING TRENDS/SHIFTS TO PRIORITIZE LIFESTYLE AMENITIES



RECOVERY ZONES

Capitalize on

- Athletes
- Training Clients
- Wellness Enthusiasts
- Non-exercisers!!!!



WELLNESS MODALITIES –
NO STAFF REQUIRED

REVENUE POTENTIAL

2,000 MEMBERS

- 5% Capture Rate
- \$20 Upcharge to Access
- **\$2,000/month \$24,000/year**

5,000 MEMBERS

- 5% Capture Rate
- \$20 Upcharge to Access
- **\$5,000/month \$60,000/year**

[How Clubs Nationwide Are Setting Up Recovery Zones](#)



FINAL WORDS

FITNESS CENTER | SELF CARE | NEW TECH



RELATIONSHIPS *matter*

GATHER INTEL

- Walk Around
- Talk with Members
- Brainstorm with Staff
- Field Trips
- Look outside the Medical Fitness Industry
- Look outside the US
- Discuss with your equipment rep(s)

Doing your homework will make your vision an easier sell.

ZERO COST – *MAXIMUM IMPACT*









THE DROP*

- Worn around the neck as a pendant.
- It automatically take photos of all food and drink consumed and provides a nutrition report
- The Drop includes an AI assistant that offers personalized recipes, meal plans and workout recommendations

*Currently in crowd-funding | Q4, 2025 | \$199

CONTACT info



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LIVUnLtd.coma Wellness Company



THE END

THANK YOU

FLOORING HEIGHT MATCHES PERFECTLY
BETWEEN ROLLED RUBBER AND TURF.





WELLNESS

HOW TO MAKE AN IMPACT



LIV UNLTD

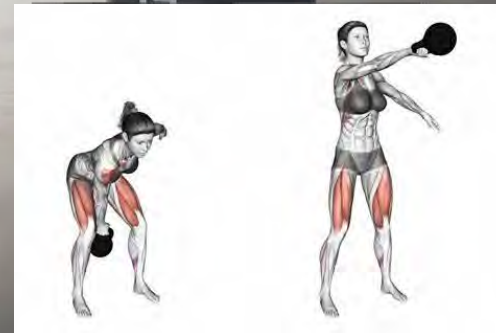
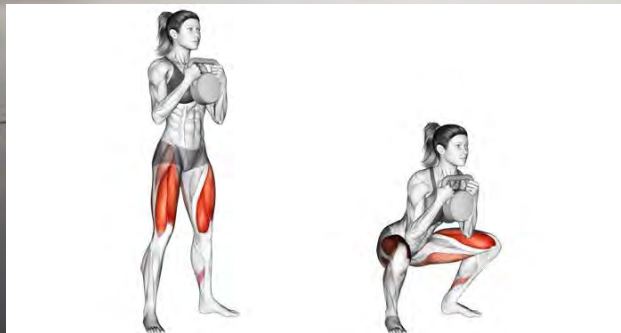
FITNESS CENTER LAYOUT & DESIGN
HELPING REIMAGINE YOUR SPACES
EQUIPMENT SELECTION | FLOORING
VIRTUAL FITNESS PROGRAMS |
OUTDOOR FITNESS



SERVICES

- Facility Assessments & Reserve Studies
- Wellness Modalities & Facility Design





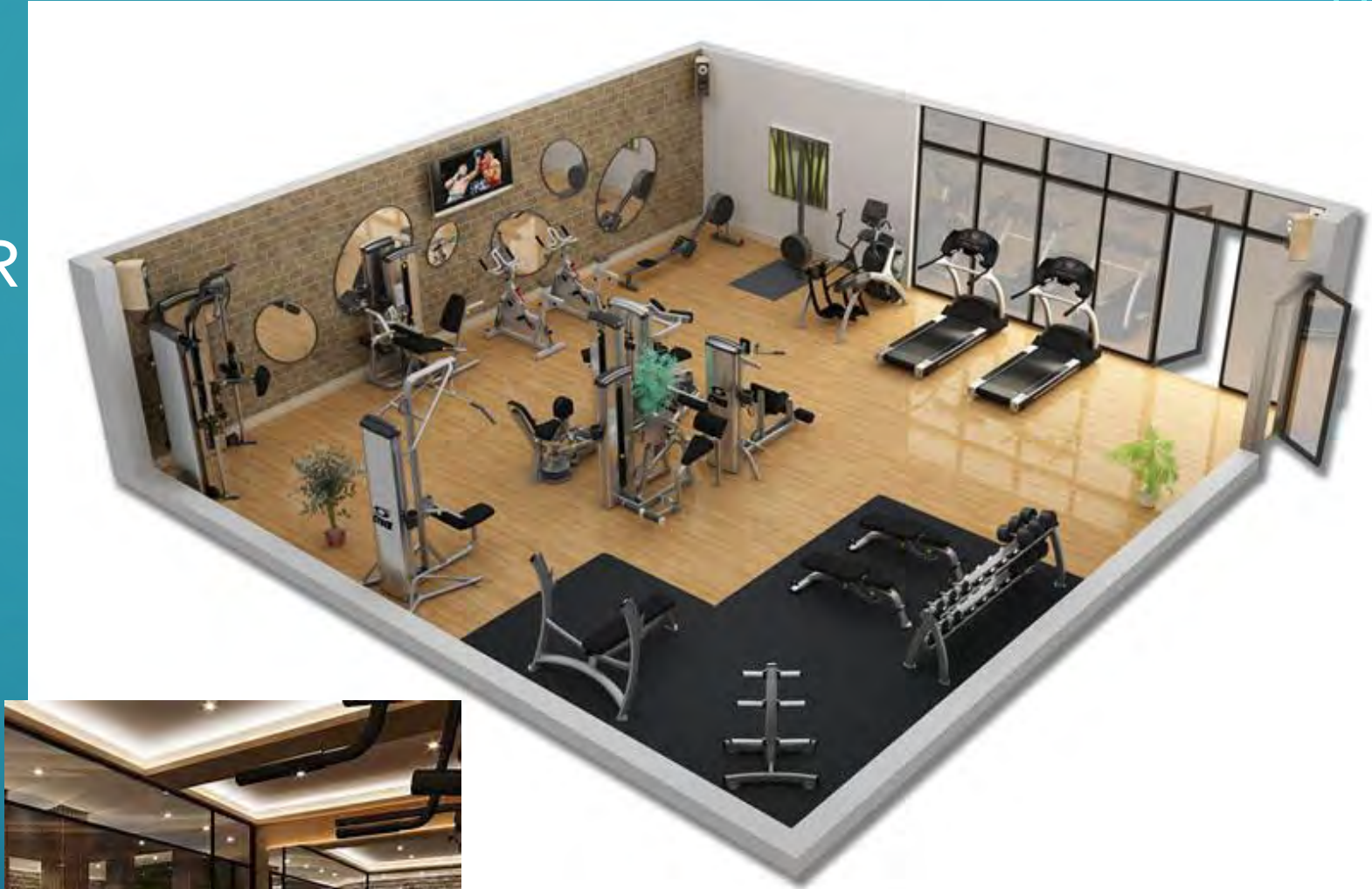
Examples of
Wall Panels to
Add Visual
Interest,
Motivation,
Exercise
Examples,
Logo,
Protection

WEBINAR – REIMAGINING YOUR FITNESS SPACE(S)

[Webinar Registration – Zoom](#)

Medical Fitness Association

- MedicalFitness.org
- Click on Webinars
- Wednesday, December 18th, 2PM



HUMAN RESOURCES/ PARTNERSHIPS

- Health Coach
- Exercise Is Medicine
- Lifestyle Medicine
- Mental Health
- Data-driven Tech



WHAT IS A
health coach?

