

REVIEW OF THE YEAR

December 2017

WHAT WENT ON IN 2017 ?

OVERVIEW Jan-Oct 2017



593
Sites delivering sports activities



64 million
Facility visit logged



1.8 million
Unique members tracked



+7.5%
Increase in social value generated

2017 IN A NUTSHELL

Females



Highest participating age group

25-29 ↑ 25-29

15-19 ↓ 55-59

Lowest participating age group

Males



WHERE HAVE PEOPLE BEEN MOST ACTIVE?

Throughput growth from Jan-Oct 2016 to 2017 across 370 sites

Wet side



Swimming fitness
112%

Studio



Indoor cycling
40%

Dry side



Athletics
42%



Relaxation swimming
50%



HIIT
39%



Climbing
14%



Family swimming
44%



Dance fitness
35%



Golf
13%