

GEO IMPACTS

September 2017

Powered by DataHub. Geo Impacts helps operators identify geographic areas and demographic profiles to target and tailor your offer for them.



1.6%

Decline in unique member bookings

WHERE IS THE HIGHEST RISK?

June-Aug 2017

Females 20-24



-12.6%

Males 20-24



-8.7%

Females 15-19

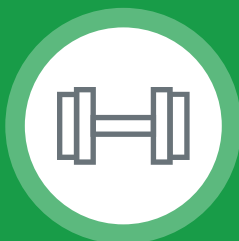


-8.5%

THE RIGHT OFFER TO THE RIGHT CUSTOMER MOST POPULAR ACTIVITIES

Highest total attendance

Females 20-24



General gym

Males 20-24



General swimming

Females 15-19



Body pump

TRENDING ACTIVITIES

Highest % increase in attendance

Females 20-24



Body balance
+11%

Males 20-24



Body conditioning
+6%

Females 15-19



Yoga
+10%