

LATEST FROM GROUP FIT

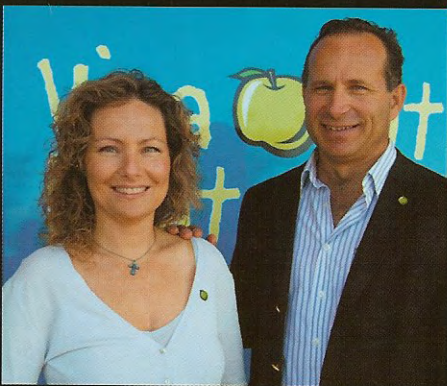
P.R.O.F.I.T.

BODYVIVE™ BRINGS IN REVENUE FOR EXPRESS FITNESS CHAIN

Vivafit owner Constance Ruiz shares how the award-winning 'women only' express fitness chain has grown from zero to 102 clubs since January 2003 and how BODYVIVE™ is contributing to business success.

BODYVIVE™ was introduced to the Portuguese gym chain in January 2009, in addition to the other services offered – 30-minute circuit workouts and 45-minute Pilates classes. The express workout chain, which has 40,000 members across 102 sites, chose to introduce 35-minute BODYVIVE™ classes to stick to the express format.

"I am so excited to be able to bring this great Les Mills program to my members because consistency and quality are critical to our business success. Even better, BODYVIVE™ paid for itself within a few months and is driving greater profitability in our franchisees," says Constance. "Our local agent, MANZ Productions, was hugely supportive and secured permission for us to offer a 35-minute BODYVIVE™ format."



Fills Gap in the Market

Constance and her husband Pedro Ruiz first spotted the express format concept in the U.S and they immediately saw the huge opportunity it offered.

Constance and Pedro opened their first clubs and then adopted the model to include a Pilates studio, which had mixed success. They sold six-week Pilates courses and had quite low participation.

"However, this has allowed us to enjoy a huge win, as having a group fitness studio has opened up the opportunity to offer BODYVIVE™ to our market, which is paying dividends already," says Constance. "It fills a gap in the market for our members and is a very effective way to boost usage and it's working superbly!"

While 37% of members now participate in BODYVIVE™ classes, the chain only needed 25% to break even.

A big win for Vivafit was taking the opportunity to change its pricing model at the same time as launching BODYVIVE™. The chain continues to offer 12-month membership contracts but now have two pricing options – Gold and Standard priced at €49 and €39, respectively. The key difference is that the Gold membership allows unlimited attendance in BODYVIVE™ and Pilates classes in the group exercise studio.

"We created more excitement during the launch by offering two weeks free attendance of BODYVIVE™ in January and then converted our customers to Gold membership whenever possible."

A Great Revenue Earner for Franchisees

Introducing BODYVIVE™ means that members get another workout option that they love, she says. Some franchisees are also building communities around the class. "One club has had great feedback from doing demonstration classes 'on the street' and a group of seven franchisees

banded together to organize a BODYVIVE™ class on the beach where 100 members had a fabulous time together."

For franchisees, BODYVIVE™ is a great revenue earner as it is a cornerstone of the Gold membership package.

With 37% of members converting to Gold membership, that equates to around 15,000 members paying an extra €10 per month. On top of that, the quarterly re-launch events are also proving to be successful in attracting new members.

"The average monthly membership target per club is 35 new joiners and our most successful quarterly BODYVIVE™ event has secured 20 new members in one day!" she says.

The events are very cost-effective with investment being around €500, including instructor wages.

"We anticipate an average of 20 new members per event equating to over €11,500 of annual income for each future re-launch."

"And of course there are the retention benefits," she continues. "As BODYVIVE™ is only eight months old at Vivafit, we can't quantify the retention benefits, however what I can tell you is that classes are packed and overall group fitness attendance is up."

Formula for Business Success

BODYVIVE™ is a total fit with the Ruiz's commitment to world-class franchising standards.

"We know we can rely on the Les Mills system to provide us with the tools and training to deliver life-changing fitness experiences every time with BODYVIVE™, so it's a great enhancement to our Vivafit formula for business success," says Constance.

The Vivafit chain is the biggest health club group in Portugal in terms of number of sites. Constance and Pedro plan to have over 400 sites in Europe, South and Central America and the Middle East by 2014. Future plans also include looking at bringing BODYBALANCE™ to Vivafit.

Congratulations Andre and Margarida Manz and team for your continued success with the Vivafit chain!

Do you have an inspirational story to share with the LES MILLS™ Tribe?
Email jodief@lesmills.com and your licensee could feature in the next World Class.