

Stelian Iacob

Rolling out
Thermo's health
& wellness
resorts globally
p16

Everyone's
talking about
INSOURCING
p54

Preston Lewis
Launching
VR gyms p22

ON THE COVER

Rainer Schaller

With Gold's Gym we've inherited a
legacy for which I have great respect p38

Philipp Maier

Urban Health Club

"It's not about
finding yourself,
it's about creating
yourself" p76

TRAINING SPECIAL

**GM Active &
The Gym Group**
Bringing on the
next generation
p68

PROFILE



Philipp Maier

Tell us about the Urban
Health Club concept.

Urban Health Club is a €2.8m hub for fitness, wellness, athletics, calisthenics and health in Ludwigsburg, Germany and part of the Urban Harbor urban regeneration project.

We believe health should be the primary goal of every individual, so this is our focus, incorporating not just fitness but also nutrition and balance in everyday life. As Urban Health Club members' wellbeing comes first in a space that allows them to be together, train together and recharge their batteries. In addition to classic fitness training, we offer crossfit, dance, reformer Pilates and more, all united under the Urban Health Club brand. Our class programme is constantly developed and adapted according to participant feedback – introducing advanced classes, for example, or creating new Saturday specials – with all classes delivered by highly educated, charismatic trainers who proactively encourage members to work out in our unique space. Urban Health Club has also set out to create new standards in the design and digitalisation of its services, in line with the whole future-looking ethos of Urban Harbor. We've created a completely digital club where members, personal trainers, coaches and our diverse training areas are all connected by utilizing Technogym Mywellness. From the end of July 2021, we're also adding Myrox, having secured exclusive rights for our region.

Urban Health Club is a key element of the collaborative, future-facing, urban regeneration development that is Urban Harbor. Its founder and CEO tells Kate Cracknell about his desire to create something new, extraordinary and beautiful, while at the same time improving people's health



Technogym equipment and Mywellness were chosen for the new club

IN THE HEADLINES

HIGHLIGHTS FROM PRESS AROUND THE GLOBE.

The special club is a place to combine fitness and wellness, from the inside out.

What a great place to relax and enjoy the view.

We offer medical checks which provide a precise overview of a member's risk factors and tailor-make solutions for physical and mental health, based on actual data

I've called on all fellow citizens – members and non-members alike – to exercise more and have made free sports and fitness sessions available to everyone

Close to the heart, the club is located in the heart of the city.

Urban Health Club is a key element of the collaborative, future-facing, urban regeneration development that is Urban Harbor. Its founder and CEO tells Kate Cracknell about his desire to create something new, extraordinary and beautiful, while at the same time improving people's health

Alongside the gym, we've created a space for relaxation and wellness. We offer medical checks which provide a precise overview of a member's risk factors and tailor-make solutions for physical and mental health, based on actual data

How stressed is your membership?
The club is a place to relax and enjoy the view. We offer medical checks which provide a precise overview of a member's risk factors and tailor-make solutions for physical and mental health, based on actual data

What are your plans moving forward?
The club is a place to relax and enjoy the view. We offer medical checks which provide a precise overview of a member's risk factors and tailor-make solutions for physical and mental health, based on actual data

UHC Spa is open to Urban Health Club members as well as operating as a standalone business

Tell us about Myrox

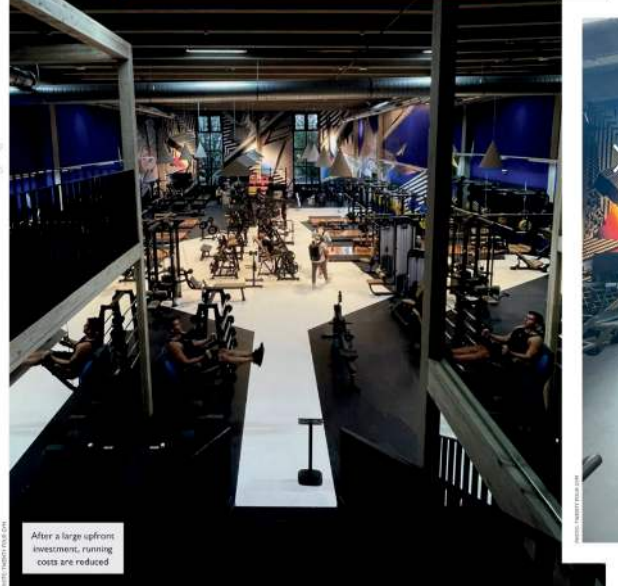
Turning to the club, what makes it special?

How does your membership service?

What are your plans moving forward?

Everyone's talking about Staffless gyms

For 24/7 operators, being staffless at night is commonplace, but with rising costs and staff shortages, could we see more health clubs being unstaffed around the clock? Kath Hudson reports



After a large upfront investment, running costs are reduced



66 The market for people who are confident in the gym and looking for a facility to work out is getting bigger

Philipp Maier

Founder, Twenty Four Gym

My staffless, automated club concept, Twenty Four gym in Germany, works very smoothly and is ideal for the target audience who wants to get a top product at low prices. The market for the population who are confident in the gym and just looking for a facility to work out is getting bigger. Going forward, discount studios will be pressurised to change their product to cope with factors such as rising costs and a shortage of skilled workers, so I expect the



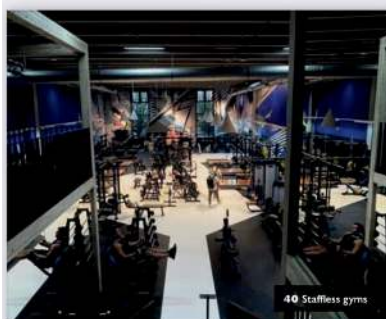
market to split: on the one hand into fitness clubs where the service of people is the focus and on the other hand into completely digitalised fitness clubs without staff.

A staffless facility can be safely implemented by automating and digitalising all processes, targeting the right audience and using features such as video surveillance, quality management and loyalty bonus concepts to make members look out for the club themselves.

Insurances might increase a bit, but with a good monitoring and strict requirements this is not a problem. The technology requires heavy upfront investment, but this reduces costs permanently, which allows the product to be offered at a more favourable price.

Combining low price with good facilities is only feasible with less service. The reputation of the sector will be little affected by a move towards staffless gyms, as in the future, the market will be split between these two fields: those with human service as the main focus, or low price, high value, automated, staffless gyms.

Staffless gyms enable a lower membership price explains Maier



40 Staffless gyms



10 Lalama Sillah, Reset Cadiz

58 St Sidwell's Point



50 Europe Active policy explained

74 Profile Antonio Iozzo

The CEO of Body Action Gym in South Africa established in the sector with a small corporate gym before getting the fitness bug and going large. Now he's building a six-star health club chain and taking on some major competitors

86 Going hot and cold

As more health clubs venture into wellness, operators are looking for space-efficient, cost-effective options that enable the delivery of useful health interventions. Frances Marcelin investigates the latest kit available for health clubs wanting to add contrast bathing to their offering

94 Product innovation

We look at the Climbr 02 with AI coaching, Dyna's touch-free, wireless lock system, the Aquasplash horizontal shower, upgrades to Precor's Star Climber and new products from Thorabody

97 HCM directory

Part of HCM's network of specialist resources which includes www.hcmag.com/CompanyProfiles

98 Research Third generation

Women who exercise before and during pregnancy pass health benefits to their children and grandchildren according to new research from Harvard



74 Antonio Iozzo



IN THE HEADLINES

HIGHLIGHTS FROM PRESS AROUND THE GLOBE.