



Press release

## **Extravagant, effective and sexy: these are the fitness trends for 2020**

**Berlin, 10. 12. 2019** – The sports and fitness platform Urban Sports Club has taken a look at the sports behaviour of its members in Europe. It turns out that short, strenuous workouts are in great demand while erotic acrobatics or dance styles are becoming more and more popular.

Spending the weekend at the gym or in a bouldering hall? For the majority of Urban Sports Club members, this is out of the question. They start the week ready to tackle a full sports schedule, with most making use of their evenings, between 5pm and 7pm, to train. At the same time, the lunch break is becoming increasingly popular for a short workout and serves to integrate sport and fitness into the working day. The weekend, meanwhile, is used by many to recharge: fewer people do sports, and if they do, they tend to get active between 10 and 12 o'clock.

### **Short and free training is the trend**

Group sports are preferred, After all, if you're going from the office to the gym anyway, why not do it together with colleagues? On average, three members attend a workout together. The ratio of attendance at courses (43%) and free training (57%) is relatively balanced.

Across the board, the most popular workouts are short and effective. The figures show that the most frequently booked courses are those that last a maximum of one hour. A course duration of 30 minutes is also popular – especially at lunchtime. Nevertheless, the athletes want to sweat – not only with hot yoga. Sports with which results can be achieved quickly are particularly popular. *"We see a strong increase in check-in figures for EMS, cardio, boot camp and HIIT courses,"* explains Bianca Gukelberger, Chief Partner Management Officer at Urban Sports Club. *"Martial arts such as boxing*

*and freefight are also becoming more and more popular."* Meanwhile, Barre, in every conceivable combination, is conquering the market: from Barre Pilates to Barre Dance Fit. A similar development can be observed in yoga and Pilates– Buti Yoga combines the Indian teaching with dance and aerobics and Yoga Sculpt with weightlifting and cardio. At Plyometrics Pilates, jumps are built into the course.

Benjamin Roth, CEO and co-founder of Urban Sports Club, evaluates this very positively: *"We looked at the sports behaviour of our members and recognized a clear trend: Combinations of different types of sports and fitness create new hypes such as HIIT Yoga and Cardio Pilates. Our partners are responding to this demand and making their offerings more and more individual and creative. This is entirely in line with our corporate philosophy. Because the courses combine different sporting passions and also adapt to personal needs, this makes it even easier for people to gain access to fitness and exercise"*.

### **Music makes everything easier**

Cycling and Aerial Hoop are also trend sports, but one sport overshadows all the rest: Flamenco won the most new fans in 2019. Dance sports, known for filling clubs in the red light district, now also ensure full courses in studios offering Pole Dance, Burlesque, Striptease, and Chair Dance.

Even if members like to integrate their workout into their daily work routine and love strenuous courses, they are still looking to balance this activity with relaxation. Wellness, saunas, meditation, and spas are attracting more and more visitors. In the ranking of the most frequently booked sports, the offers in the wellness category are already in 10th place. In recent years, however, little has changed for the top sports, these are still fitness, yoga, and swimming.



### **About Urban Sports Club**

Urban Sports Club offers a flexible flat-rate sports membership. Our goal is to encourage people to try a wide and diverse range of activities and to inspire them to live an active and healthy lifestyle. Club members can choose from 50+ activities at more than 8000 partner venues Europe-wide - ranging from classic gym workout, swimming, yoga, or bouldering, to team sports and lots more. As a group of companies together with OneFit we have over 10000 partner venues. Variety, flexible conditions as well as team sports and wellness are offered both for private customers and companies.

Urban Sports GmbH was founded in 2012 by Moritz Kreppel and Benjamin Roth in Berlin, Germany. After two years of bootstrapping, the company secured an early-stage financing in 2015 and went on to acquire four of its German competitors. In December 2016, the former competitor Somuchmore joined the German market leader; FITrate joined in January 2018, in December of the same year INTERFIT and in August 2019 OneFit.

Please do not hesitate to contact us if you have any questions.

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