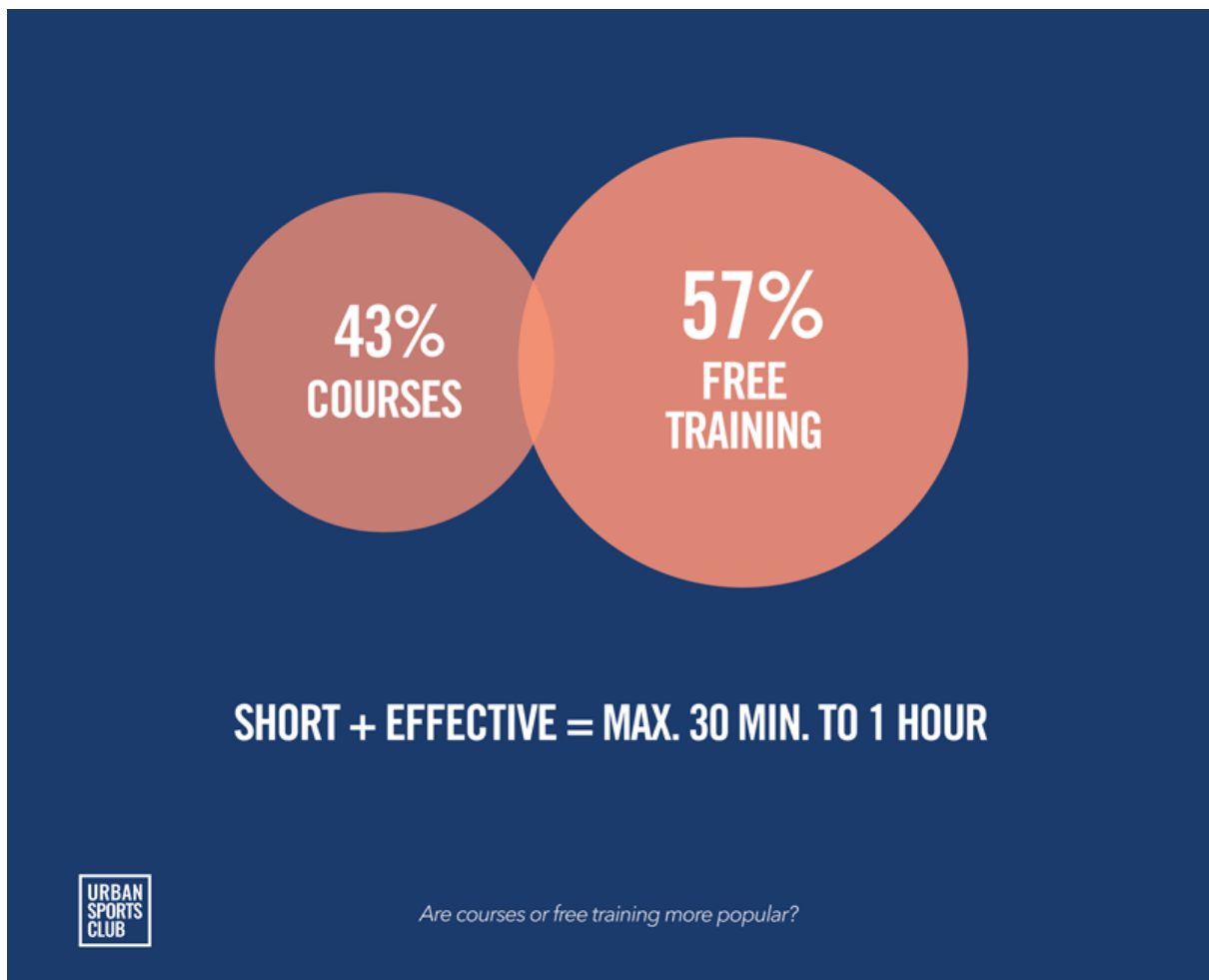


Press release

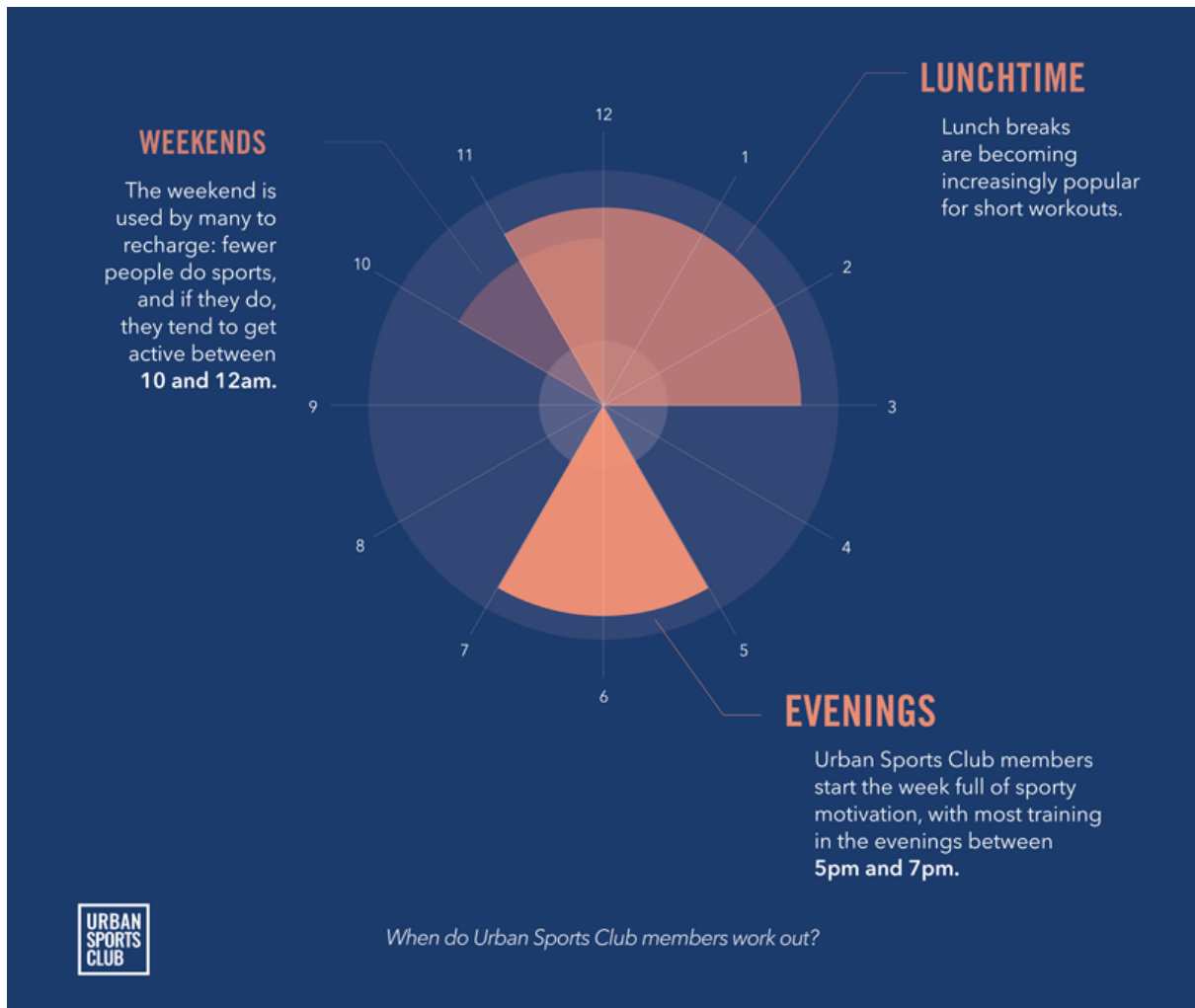
Urban Sports Club presents the Fitness Trends 2020

Berlin, 29.01.2020 – Short, effective, and to a good beat: In 2020, the trendiest workouts are those that take little time and produce fast results, as shown by the workout behavior of Urban Sports Club members.

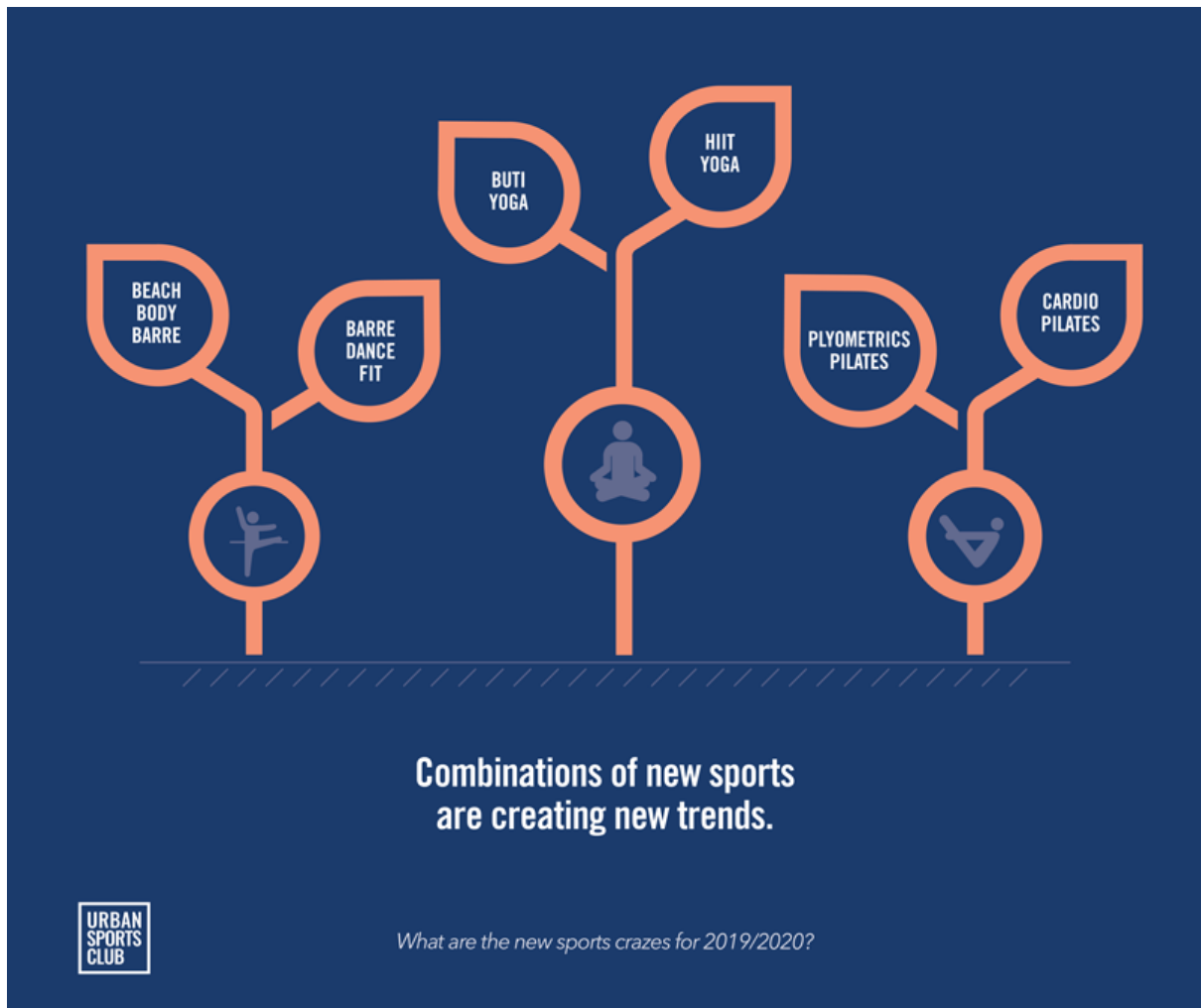
Short and intense workouts are the new trend. One important criteria for a workout is that it is quick and effective. The figures show that the most frequently booked courses are those that last a maximum of one hour. A course duration of 30 minutes is also popular, especially at lunchtime.



Sports as part of a daily routine. Members of Urban Sports Club start the week enthusiastic about sports and use the evenings between 5 and 7pm to train. However, lunch breaks are becoming more and more popular for short workouts, helping to integrate sports and fitness into any daily work routine.



A new trend is emerging from combined sports. Barre is conquering the market in every conceivable combination: from Barre Pilates to Barre Dance Fit and Beach Body Barre. A similar trend can be observed with yoga and Pilates.



A look at the general user behavior of Urban Sports Club members: Sports are better enjoyed in groups. After all, if you're going from the office to the gym anyway, why not go with colleagues? On average, the members tend to work out in groups of three. Top sports are fitness, swimming and yoga.





About Urban Sports Club

Urban Sports Club offers a flexible flat-rate sports membership. Our goal is to encourage people to try a diverse range of activities and to inspire them to live an active, healthy lifestyle. Club members can choose from more than 50 types of sports at over 8,000 partner venues across Europe, ranging from classic gym workouts to swimming, yoga, bouldering and lots more. Our corporate group, which includes the Dutch company OneFit, has over 10,000 partner venues. We offer variety, flexible conditions, as well as team sports and wellness to both private customers and companies.

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

Press contact:

Urban Sports Club
Michaelkirchstraße 20
10179 Berlin

Franka Schuster

E-Mail: franka.schuster@urbansportsclub.com
Telefon: +49 (0) 171 298 8941

Konstanze Schön

E-Mail: konstanze.schoen@urbansportsclub.com
Telefon: +49 (0) 151 414 153 63