



Press release

Sport in the "New Normal": Study by Urban Sports Club reveals Germany's training behavior during the Corona summer

- Members are doing sport in the morning more often than last year
- One fifth of Germans train via livestream from home
- Fitness remains the most popular sport category
- Health is the key focus

Berlin, 22.09.2020 - Instead of jetting off to the Caribbean, Germans have spent the summer of 2020 by the North Sea or on Bavaria's summits, while festival marathons have been replaced by livestreams from home or in the park. This summer has changed many habits, and this extends to the training behavior, too. Urban Sports Club conducted a study of members to analyse their sports patterns during the summer of Corona. How have the members adapted to the "New Normal?" How much time was invested in exercise, sports and health? Which sport was the most popular? And which courses were online hits? The figures show regional differences, revealing which areas are full of early birds and which are packed with night owls. We compared these patterns with the same period* last year to show how our habits have changed.

The most popular sports in summer 2019 and 2020 compared

Some sports were off limits during the lockdown period, which means that peoples' preferences have shifted. In particular, multi-faceted fitness offers have become popular with members, including classes like HIIT in the park, classic studio workouts and online cross-training courses. In summer

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2020, fitness courses were the most popular sport in 75% of German cities. In summer 2019, water skiing and wakeboarding were among the most popular sports in Aachen, however that's now been replaced by fitness. From July to August 2020 Bremen, Dresden and Würzburg also replaced their previous favorite sports, swimming, bouldering and yoga, with fitness. In Essen, on the other hand, fitness was replaced by bouldering as the most popular sport this summer, and the same applies to Augsburg.

More flexibility enables new routines

Working from home hasn't just changed our daily work routine, but also our leisure time habits. This summer, Urban Sports Club saw a four percent increase in members starting their day in a sporty way compared to last year, with a total of 33 percent of all check-ins taking place between 6am and 12pm. In Hof, Landshut and Zwickau, people are getting up particularly early for their workout, and bookings for afternoon and evening courses fell by two percent in each location. Nevertheless, 6pm remains the most popular time of day for sports activities in the summer months - because doing sports together after work is very popular in Germany. On weekdays, the preferences differ somewhat. In large cities such as Berlin, Hamburg, Düsseldorf, Frankfurt/Main, Cologne and Munich, people prefer to exercise on a Tuesday, while in smaller cities they like to work out later in the week. Monday is close on the heels of Tuesday as the most popular sports day in Germany, and it seems a sense of community and togetherness in training has become more important than ever. The number of courses attended by colleagues together has doubled since we entered the New Normal.

Training in the studio, in the park and with live online courses

Whether in the studio, with partners outdoors or via live broadcast at home, the new all-round offer from Urban Sports Club gives members the opportunity to enjoy the flexible multi-sports trend every day. Booking figures for online courses show that it's no longer possible to imagine the repertoire without them. The new work-from-home set-up makes it possible to participate in workout sessions flexibly from home. Around 20 percent of the members took advantage of the new offer and streamed their live course from their living room. The remaining 80 percent trained on site with partners or outdoors. A total of 14 percent of check-ins came via online courses, streamed live from partner studios. In Munich the figure is as high as 23 percent, in Berlin 21 percent and in Hamburg 18 percent. Women are more likely to try online offerings than men. 27 percent of all female members prefer to check in online rather than in a partner studio. Among men, the figure is only eight percent.

Chair Dance, Pole Dance and Yoga are the new favourites for live online courses

Camera off, me-time on! Online live courses don't just fit into busy schedules, but they provide an opportunity to try out new sports on your own. Members feel more secure at home to take on new challenges, especially when they can briefly turn off the camera and try out some exercises unobserved. So it's no wonder that dance classes like chair dance and pole dance or floor work have become online hits this summer. Long established sports also recorded a strong growth in check-ins thanks to the new online live class format. Yoga check-ins increased by 30 percent because fitness-focussed members wanted to try something new while their studios were temporarily closed. At the same time, meditation check-ins increased by three percent, showing that in addition to physical fitness, mental health played a big role during the Corona summer.

Greater focus on health

This year has shown that health truly is our greatest asset. In total, sports duration has increased by six percent and the number of check-ins has increased by about half a percentage point compared to summer 2019. Due to corona, the joy of trying out new sports could not be lived out in the same way



as last year. In the past months, 21 percent fewer sports combinations were tested than in the same period last year. In addition to seasonal trend sports such as SUP and canoeing, users have concentrated primarily on their favorite sports and continued their fitness, dance or yoga training from home with the help of live online courses. Fitness, the most popular sport category in Germany, was enjoyed in the studio, online and outdoors. Fitness classes provide an effective, full-body workout that builds up muscle and boosts the immune system.

Hybrid as the future of work and sport

The latest data shows that people want both a physical community and online courses at home, so they can enjoy their favorite workouts with professional trainers whenever they like. This flexibility and diversity can be achieved with the new hybrid offer. Moritz Kreppel, Co-Founder and CEO of Urban Sports Club, says: "The demand for sport and exercise is stronger than ever and health continues to move into focus. Those companies that now offer employees a flexible workplace also require a flexible sports offering. That's why we're retaining our online courses via livestream as an addition to our indoor and outdoor offerings. The future of work and sport is hybrid."

*Based on internal data from Urban Sports Club's year-on-year comparison of sports behavior from the period June 1 to August 31, 2020 versus sports behavior for the period June 1 to August 31, 2019 in 85 cities across Germany.

About Urban Sports Club

Urban Sports Club offers a flexible sports flat rate. The aim is to encourage people to lead a healthier and more active lifestyle through the largest and most varied range of sports offers. From fitness, yoga, swimming and climbing to team sports and wellness offers - members can choose from over 50 sports to create their own unique training plan and discover new activities to feel passionate about. With over 10,000 partner locations in six countries in Europe (Germany, France, Spain, Italy, Belgium, Portugal), members can check-in for sports via the Urban Sports Club app. Since merged with OneFit, the Urban Sports Club network has more than 12,000 partners to choose from. Private and corporate customers can choose to train in studios, outdoors or online via livestream. Urban Sports Club employs over 40 different nationalities in locations across Europe.

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