

Press Release

Sport, yoga and wellness: how to meet employee needs in 2020

- A representative survey by Urban Sports Club and forsa shows that health has become a key focus for almost 90% of employees.
- 57% of respondents have experienced health issues related to stress and isolation during the Corona pandemic.
- Around two-thirds of employees (64%) believe that they would be more likely to engage in exercise and relaxation if their employer supported them. Every second person surveyed would be happy to receive co-payments for sport and fitness offers.

Berlin, November 11, 2020 - Home office, limited social contact and short work hours have changed the way we live. But what significance and impact does the COVID-19 pandemic have on our health? Sports flat rate provider Urban Sports Club teamed up with research institute forsa to survey 1,000 employees and find out.



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Depression and lack of exercise: the impact of the pandemic

A total of 57% of workers report having experienced health problems and side-effects against the backdrop of the Corona pandemic. 27% report that stress has had a negative impact on their mental health and caused depressive moods and feelings of loneliness and isolation. In addition, 23% of those surveyed report they have exercised less often and feel less fit as a result.

Desire for health promotion

Due to these Corona-related health effects, a large majority of employees would like their employer to focus on health and support them by promoting the concept.

This comes before the desire for a flexible workplace, proving health is now a key focus. Almost 90% of those surveyed would like their employer to pay attention to their health, and one in two (52%) would welcome co-payments for sports and fitness offers or memberships.

What can the employer do?

About two-thirds of employees (64%) believe that they would be more likely to engage in exercise and wellness if their employer supported them. Companies that provide their teams with stability and routine and promote physical fitness and mental strength generate an attractive corporate culture. If employees feel valued, they are more likely to stay with the company. It is therefore crucial that employers integrate sustainable solutions which will motivate and strengthen team spirit in the long term, which can be achieved through fitness, meditation and other wellness activities.

Experts endorse the importance of sport and exercise. Prof. Dr. Niels Nagel, a sports scientist with a doctorate in sports science and an expert in occupational health management, says: "There is a risk that parts of the population will not fall ill with COVID-19 itself, but from the consequences of this pandemic. Restricting physical activity can lead to health risks such as diabetes, cancer, osteoporosis and cardiovascular disease."

Sports, yoga and wellness: measures for greater well-being

To counteract this, 48% of those surveyed make sure they get enough exercise. 33% of those surveyed take advantage of sports and fitness offers, 19% treat themselves to wellness offers such as massages or spa and 17% ensure physical and mental balance through yoga, meditation or autogenic training.



A sports and relaxation program tailored to the individual

With a wide range of services to support mental and physical health, companies can help their employees take responsibility for their own well-being by offering a benefit program where employees can decide for themselves which type of sports or meditation program best suits their individual needs. Many people find physical exercise reduces stress, while others prefer guided meditation, relaxing yoga classes or wellness offers.

As a flexible sports flat rate, Urban Sports Club offers employees a large and varied range of activities. From fitness, yoga, swimming and climbing to team sports and wellness offers, members can create an individual training plan from over 50 sports and more than 12,000 partner locations in six countries - Germany, France, Spain, Italy, Belgium and Portugal - and check in for their sport via smartphone app. With the help of Urban Sports Club, companies can encourage their employees to adopt a healthier and more active lifestyle.

About Urban Sports Club

Urban Sports Club is a flexible sports and wellness flat rate. The offer for corporate customers includes in-studio training, outdoor training and online courses via livestream. Members can train in the immediate vicinity of their workplace or at home and put together an individual training plan from over 50 sports. Members can check-in via the Urban Sports Club app with over 10,000 partner locations in six countries in Europe (Germany, France, Spain, Italy, Belgium, Portugal). Whether training in the morning, during lunch or after work, membership will ensure a better WorkOUT Life Balance. Companies can offer their employees a benefit that encourages them to adopt a healthy and active lifestyle which is proven to reduce stress and strengthen team cohesion. Over one thousand companies in Europe, such as FreeNow, Delivery Hero and DRK take advantage of this diverse and flexible employee benefit.

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