



Press release

Urban Sports Club forecasts fitness trends for 2021

Berlin, 30.11.2020 – Health will continue to be a key focus in the coming year. According to the recent survey with forsa and Urban Sports Club, almost 90 percent of employees are prioritising their health. But how can we keep fit with social distance and hygiene rules? Which sports are in vogue and which will experience a revival? How will working from home affect our sporty behavior? And how can team spirit be maintained? Urban Sports Club has analysed internal data to forecast the fitness trends of 2021.

Outdoor sports: The 80's are back!

Socially distanced sports that can take place in the fresh air will experience a revival in 2021. So say hello to tennis, squash and golf! Vitamin D provides a boost for the immune system, so sports practiced indoors or in a gym may move outdoors. Rooftop yoga sessions, boot camps or HILL in the park will likely become the new fitness hits for 2021. Trend sports such as parkour will continue to gain traction, as training can take place outdoors, wherever there are obstacles.

Meditation, Tai Chi, Qi Gong: Mental health moves into focus

Home office, curfew, limited social contact, short working hours: all these factors have a big impact on the psyche. As a result, people are showing increasing interest in self-care and mindful activities such as meditation, yoga and breathwork. This is supported by the results of the forsa survey: 27 percent of

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the employees questioned experienced stress-related effects on their health. Almost a quarter (23 percent) noted an impact on their own mental health in the form of depressive moods or feelings of loneliness or isolation. 17 percent of those surveyed prioritise physical and mental balance through activities such as yoga, meditation or autogenic training. Urban Sports Clubs general trend forecast shows that online live streams will continue in popularity in 2021, especially in the form of yoga, fitness courses and functional training, as well as tai chi, qi gong and singing bowl meditation.



Online courses via livestream: new classes for the shy and curious

The new online livestream courses mean you can train flexibly at home with familiar coaches and try sports you might not otherwise have tried. At home, members feel more confident to test new things, especially when they turn the camera off and exercise unobserved. Dance courses such as chair dance, pole dance or online striptease are very trendy with live online courses and more and more people are trying them out.

Sporty Staycation: Water sports for that holiday feeling

Many people will spend their spring and summer vacations in their home country in 2021. It's easy to get that holiday feeling even from home, with activities like SUP and wakeboarding, where social distancing and beautiful scenery come hand in hand. At the same time, these activities are an



effective whole-body workout that strengthens the core and trains balance. Whether by kayak, canoe or pedal boat - explore your city anew on the waterways.

A diverse range of offers to champion multi-sportsmanship

Whether fitness, climbing, swimming or yoga in all its forms, with Urban Sports Club the members can choose from over 50 sports and re-discover their inner athlete. Multi-sports is the practice of at least two or three sports, and will become even more of a trend with the live online courses in 2021. Last year Urban Sports Club identified five new sports types: "Fit Swimmers", "Healthy Fit", "Urban Fit", "Multi Wellness Fit" and "Yogic Fit." They all combine fun and health through holistic training. Members combine mostly fitness with at least one or two other types of sport for endurance, strength, flexibility and relaxation.

In the studio, outside or via livestream: Hybrid is the future

Flexible sports activities at home or en route to the office is the new standard. Whether early in the morning, during the lunch break, in the afternoon to combat the slump or at the end of a working day - the integration of sports into daily routine has never been easier. Now more than ever, members mix training in the studio with outdoor workouts and online courses via livestream. And with their hybrid model, Urban Sports Club can meet the needs of all members for maximum flexibility and optimal fitness.

Team spirit and community take centre-stage

With distance and hygiene rules, online courses and outdoor training with local partners will increase in popularity, because members value guidance and professional advice as well as the social component. "General contact restrictions and isolated work in home office makes the desire for real encounters and togetherness even stronger. Team spirit and community will become even more important in 2021," says Moritz Kreppel, CEO and co-founder of Urban Sports Club.

The results of the forsa survey and high-resolution images can be downloaded via [this link](#). Find more information about Urban Sports Club [here](#).

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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