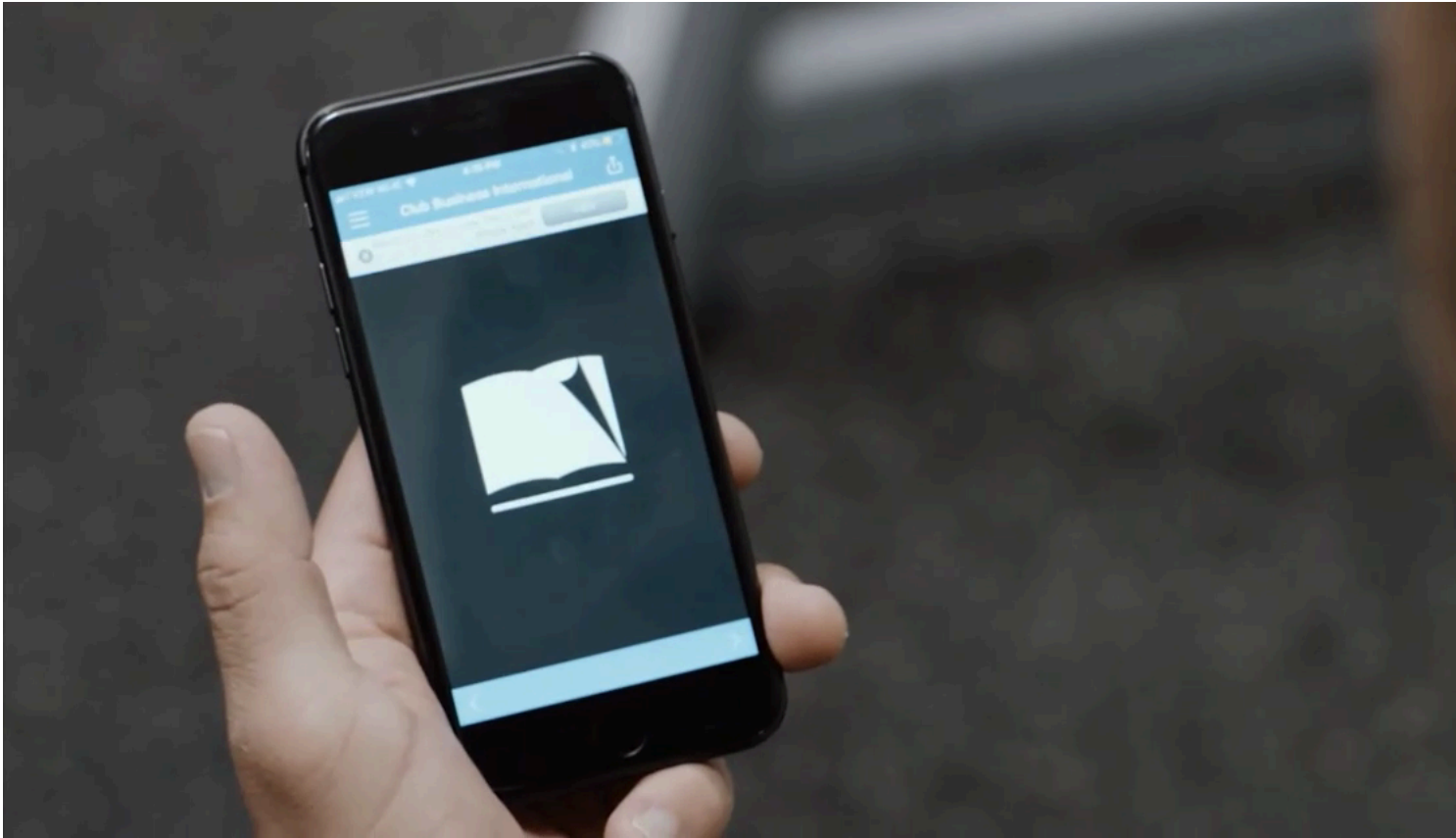


IHRSA 2020 is On! See the latest Coronavirus Updates & Resources (<https://www.ihrsa.org/improve-your-club/industry-news/preparing-for-ihrsa-2020/>)

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Supercharge Your Growth

 Play Video

IHRSA is helping health club owners & operators build & run the best clubs in the industry.

- About IHRSA (<https://www.ihrsa.org/about/>)
- How We Help Our Members (<https://www.ihrsa.org/membership/>)



Lockdown Operations

Access exclusive tools to maximize efficiency and streamline your business.



Supercharge Your Growth

Leverage industry-leading research to leave your competition in the dust.



Shape The Industry

Get involved, make your mark, and help us create a healthier world.

Explore Topics



(<https://www.ihrsa.org/improve-your-club/topic/member-retention/>)

Member Retention (<https://www.ihrsa.org/improve-your-club/topic/member-retention/>)

Research-based guidance on retaining and engaging your club's members, including strategies to enhance member experience.



(<https://www.ihrsa.org/improve-your-club/topic/fitness-programming/>)

Fitness Programming (<https://www.ihrsa.org/improve-your-club/topic/fitness-programming/>)

Strategies and best practices about health club programming, including group exercise, corporate fitness, and the latest trends.



(<https://www.ihrsa.org/improve-your-club/topic/staffing/>)

Staffing (<https://www.ihrsa.org/improve-your-club/topic/staffing/>)

Best practices, case studies, and expert advice about hiring, training, and retaining your health club's staff.



(<https://www.ihrsa.org/improve-your-club/topic/equipment/>)

Equipment (<https://www.ihrsa.org/improve-your-club/topic/equipment/>)

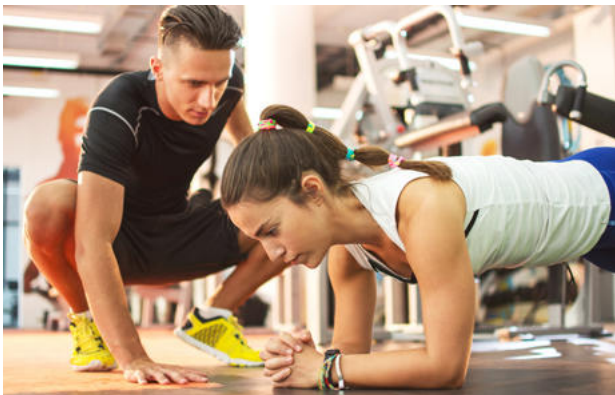
Guidance to help you make the best purchasing decisions, implement maintenance strategies, and stay up-to-date on equipment products.



(<https://www.ihrsa.org/improve-your-club/topic/leadership/>)

Leadership (<https://www.ihrsa.org/improve-your-club/topic/leadership/>)

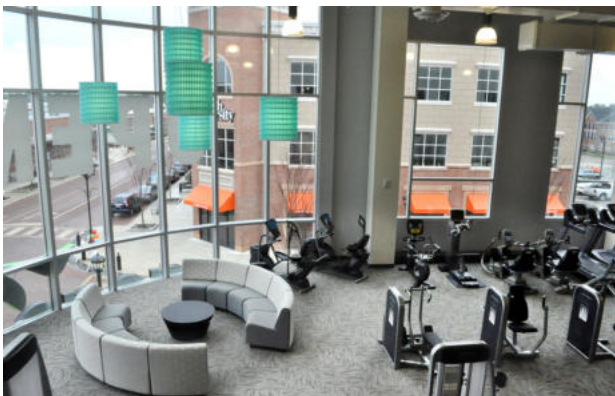
Advice and strategies to help you become a stronger, more effective leader of your club. Learn from successful fitness industry veterans.



(<https://www.ihrsa.org/improve-your-club/topic/personal-training/>)

Personal Training (<https://www.ihrsa.org/improve-your-club/topic/personal-training/>)

All the information you need to run a successful personal training program, including small group training strategies and certification standards.



(<https://www.ihrsa.org/improve-your-club/topic/facilities/>)

Facilities (<https://www.ihrsa.org/improve-your-club/topic/facilities/>)

Advice about running and maintaining your facility. Learn about the latest in health club design and facility-related product features.



(<https://www.ihrsa.org/improve-your-club/topic/wellness-community-programming/>)

Wellness & Community Programming (<https://www.ihrsa.org/improve-your-club/topic/wellness-community-programming/>)

Expert advice to help you strengthen your club's wellness programming, health promotion strategies, and community programming.



(<https://www.ihrsa.org/improve-your-club/topic/sales-marketing/>)

Sales & Marketing (<https://www.ihrsa.org/improve-your-club/topic/sales-marketing/>)

Tips and tricks to hone your club's sales and marketing efforts, including social media best practices and membership sales strategies.



(<https://www.ihrsa.org/improve-your-club/topic/strategy-finance/>)

Strategy & Finance (<https://www.ihrsa.org/improve-your-club/topic/strategy-finance/>)

High-level information about health club strategic planning, financial strategy, resource allocation, and industry trends.



(<https://www.ihrsa.org/improve-your-club/topic/legal/>)

Legal (<https://www.ihrsa.org/improve-your-club/topic/legal/>)

Expert advice and best practices about state, federal, and international laws and requirements affecting health clubs like yours.



(<https://www.ihrsa.org/improve-your-club/topic/technology/>)

Technology (<https://www.ihrsa.org/improve-your-club/topic/technology/>)

Information to strengthen your technology strategy. Find guidance on technology investment, equipment tech, wearables, and products.

Featured



(<https://www.ihrsa.org/improve-your-club/coronavirus-prevention-best-practices-for-your-gym/>)

- Facilities (<https://www.ihrsa.org/improve-your-club/topic/facilities/>)

Coronavirus: Prevention & Best Practices for Your Gym (<https://www.ihrsa.org/improve-your-club/coronavirus-prevention-best-practices-for-your-gym/>)

There is currently an outbreak of a coronavirus disease affecting over 100 countries and territories. Learn how your gym can help keep members and staff safe and informed.



(<https://www.ihrsa.org/improve-your-club/why-making-your-gym-more-inclusive-is-good-for-business/>)

- Wellness & Community Programming (<https://www.ihrsa.org/improve-your-club/topic/wellness-community-programming/>)
- Inclusive Fitness ([/improve-your-club/tag/inclusive-fitness](https://www.ihrsa.org/improve-your-club/tag/inclusive-fitness))

Why Making Your Gym More Inclusive Is Good for Business (<https://www.ihrsa.org/improve-your-club/why-making-your-gym-more-inclusive-is-good-for-business/>)

You may be sabotaging your business by not ensuring it's an inclusive and welcoming place.



(<https://www.ihrsa.org/improve-your-club/presenting-the-2020-ihrsa-rising-stars/>)

- Leadership (<https://www.ihrsa.org/improve-your-club/topic/leadership/>)
- CBI ([/improve-your-club/tag/cbi](https://www.ihrsa.org/improve-your-club/tag/cbi))

Presenting the 2020 IHRSA Rising Stars (<https://www.ihrsa.org/improve-your-club/presenting-the-2020-ihrsa-rising-stars/>)

CBI and IHRSA are pleased to present 20 of the industry's most accomplished and promising young fitness professionals.

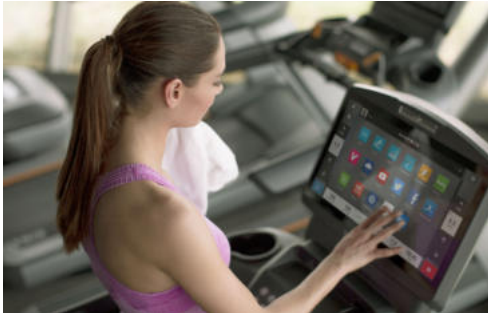


(<https://www.ihrsa.org/improve-your-club/wearables-continue-to-transform-the-fitness-industry/>)

- Fitness Programming (<https://www.ihrsa.org/improve-your-club/topic/fitness-programming/>)
- Technology (<https://www.ihrsa.org/improve-your-club/topic/technology/>)
- CBI (</improve-your-club/tag/cbi>)

Wearables Continue to Transform the Fitness Industry (<https://www.ihrsa.org/improve-your-club/wearables-continue-to-transform-the-fitness-industry/>)

Club operators and personal trainers are leveraging fitness trackers to great advantage.



(<https://www.ihrsa.org/improve-your-club/why-equipment-suppliers-are-becoming-lifestyle-brands/>)

- Equipment (<https://www.ihrsa.org/improve-your-club/topic/equipment/>)
- Supplier Content (</improve-your-club/tag/supplier-content>)

Why Equipment Suppliers Are Becoming Lifestyle Brands (<https://www.ihrsa.org/improve-your-club/why-equipment-suppliers-are-becoming-lifestyle-brands/>)

When stocking a health club, cardio and weight machines aren't just imperatives for your club—they're indelible to your brand. Make sure your equipment makes a statement.



(<https://www.ihrsa.org/improve-your-club/7-things-your-gym-can-do-for-cancer-patients-and-survivors/>)

- Wellness & Community Programming (<https://www.ihrsa.org/improve-your-club/topic/wellness-community-programming/>)
- Wellness Programs (</improve-your-club/tag/wellness-programs>)
- Benefits of Exercise (</improve-your-club/tag/benefits-of-exercise>)

7 Things Your Gym Can Do for Cancer Patients and Survivors (<https://www.ihrsa.org/improve-your-club/7-things-your-gym-can-do-for-cancer-patients-and-survivors/>)

Many gyms offer specialized programs to help cancer patients manage their health. Here are some ideas to help you start a program of your own.

[Explore Topics \(/improve-your-club/\)](/improve-your-club/)

Industry News

[View All News \(/improve-your-club/industry-news\)](/improve-your-club/industry-news)

- March 09, 2020

IHRSA 2020 Is On! (<https://www.ihrsa.org/improve-your-club/industry-news/preparing-for-ihrsa-2020/>)

- March 02, 2020

What Your Club Needs to Know About the New Coronavirus (<https://www.ihrsa.org/improve-your-club/industry-news/what-your-club-needs-to-know-about-the-new-coronavirus/>)

- February 28, 2020

Consistency Is Key: True for Fitness Goals and PHIT Goals (<https://www.ihrsa.org/improve-your-club/industry-news/consistency-is-key-true-for-fitness-goals-and-phit-goals/>)

[View All \(/improve-your-club/industry-news\)](/improve-your-club/industry-news)

-  (<https://www.ihrsa.org/industry-leadership/>)

Fight for the Future of the Industry

Get involved, leave your mark, and help us create a healthier world.

-  (<https://www.ihrsa.org/events/>)

Events & Networking Opportunities

Our events feature the best in fitness industry education, peer-to-peer networking opportunities, and spectacular trade shows.

-  (<https://www.ihrsa.org/publications/type/webinars/>)

Webinars (Free for Members!)

Expand your business knowledge and educate your staff with webinars hosted by industry experts.

-  (<https://www.ihrsa.org/publications/>)

Industry-Leading Research & Reports

Leverage industry-leading research to leave your competition in the dust.

IHRSA 2020

Join us March 18-21 in San Diego, California.

Surround yourself with greatness. IHRSA 2020 will feature four influential keynote speakers and over 100 education sessions taught by some of the most successful leaders in the health and fitness industry. At the world-famous Trade Show, you can test drive the latest equipment, see live software demos, and more from over 400 exhibitors. And with all of the industry's most successful and passionate people in one place, the networking can't be beat.

IHRSA 2020 Proceeding as Planned (<https://www.ihrsa.org/improve-your-club/industry-news/preparing-for-ihrsa-2020/>)



Success By Association



 Quote

Whether it's analyzing consumer trends, compiling best practices, promoting active lifestyles, or defending the interests of gym owners, no trade association does a better job than IHRSA. And not only do fitness professionals benefit from IHRSA, anyone who cares about health and fitness does so as well.

Chuck Runyon, CEO and Co-founder



 Quote

One of the first decisions I made before opening Aquafit was to sign up for an IHRSA membership. I wanted to ensure that we set high standards from the very beginning. I was aware of the important role that IHRSA played, and wanted to become recognized, internationally, as an accredited health and fitness center.

Kristen Green, General Manager





 Quote

The fitness industry is always evolving, and it's often hard to determine if something new is just a fad or something worth investing in...One effective way to do so is by turning to IHRSA, a great resource for learning about industry best practices and for developing a network of contacts.

Carol Nalevanko, President



 Quote

We owe a great deal of our success to IHRSA. One of the secrets of success is to constantly hang out with people who know more than you do. If you're the smartest guy in the room, you're in the wrong room. With IHRSA, you're never the smartest guy in the room.

Victor Brick, Chairman



The Best Health Clubs Worldwide



THE ALASKA CLUB







HEALTHWORKS
FITNESS CENTERS FOR WOMEN



MIDTOWN
ATHLETIC CLUB®



PrairieLife
FITNESS



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Contact IHRSA (</contact>)

70 Fargo Street, Boston, MA 02210

Directions (<https://goo.gl/maps/XkgF9q4eXYJ2>)

800-228-4772

+1 617-951-0055

info@ihrsa.org (<mailto:info@ihrsa.org>)

Company

- About (<https://www.ihrsa.org/about/>)
- Staff (<https://www.ihrsa.org/about/staff/>)
- Media Center (<https://www.ihrsa.org/about/media-center/>)
- Governance (<https://www.ihrsa.org/about/governance/>)
- Careers (<https://www.ihrsa.org/about/careers/>)

Membership

- Health Club (<https://www.ihrsa.org/membership/club-membership/>)
- Developer (<https://www.ihrsa.org/membership/club-developer/>)
- Supplier (<https://www.ihrsa.org/membership/supplier-membership/>)
- Club Renewal ()
- Supplier Renewal ()

For Clubs

- Explore Topics (<https://www.ihrsa.org/improve-your-club/>)
- Research Reports & Publications (</publications>)
- Programs for Members (<https://www.ihrsa.org/improve-your-club/programs-for-members/>)
- Webinars (</publications/type/webinars>)
- Find a Supplier (<https://www.ihrsa.org/improve-your-club/programs-for-members/club-business-exchange/>)
- Subscribe (<https://my.ihrsa.org/emailsubscriptions>)

For Suppliers

- Exhibiting (<https://www.ihrsa.org/events/exhibiting/>)
- Sponsorship (<https://www.ihrsa.org/events/sponsorship/>)
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