
The rise of on-demand fitness

Nowadays, we want to get everything done and we want it done yesterday. Tomorrow is just too late and we apply this approach to nearly everything we do, whether we realise it or not.

You want to listen to a new song? Don't buy the CD, download it to your phone. You want a new outfit? Order it online, get it delivered the next day. Need to find out what's happening in the news? Google it...you get where this is going.

It is no surprise then that there's been a rise in 24 hour services. Everything from shops to dry cleaners. This new 24/7 world also includes gyms – fuelling our want and need for on-demand fitness.

The Cambridge English Dictionary defines on-demand as '*at any time that someone wants or needs something*'. If we take this approach with everything in our lives, why should our attitude to go to the gym be any different?

Gyms used to be big box stores, full of cardio machines and a weight training section. Personal trainers were available and some centres included a pool. Fast-forward to 2016 and there's been an influx of gyms cutting back on the fluffy frills and instead providing access to the gym floor 24 hours a day, seven days a week at an affordable price for everyone, but still providing all the essentials you need for a great workout.

It's now possible to go to the gym whenever you want without worrying about the day or time. Clubs that adopt this 24 hour culture are perfect for shift workers and people who work outside the regular 9-5, such as doctors, nurses, factory workers and other shift workers. It's also great for people who want to avoid the gym at peak times. This gym revolution is making it easier and more convenient to exercise than ever before.

That said, it can still be annoying for gym-members who like a class environment to workout in. Conventionally gyms produce a timetable with the allotted times for each class and a limited amount of space. But what if you could walk into the gym at any time and still take part in a class – virtually?

2016 has seen the arrival of Virtual Reality to the wider consumer market. It's changing the way we shop and interact with brands. But there's also a much more pragmatic use for virtual reality, for example, it can impact the way we work out.

Virtual classes have arrived and they enable fitness operators to track which classes are most popular and at what time and supply them automatically. Truly tailoring their offering to what members want.

People can also log into classes from specific cardio machines and programme what they'd like to do individually. A far superior experience than sticking a DVD in at home, wouldn't you say?

We live in a society where we have everything available to us at the click of a button – getting up and going to the gym is hard enough without having to reschedule your whole day, or dragging yourself there on a few hours' sleep.

Anytime Fitness aims to offer affordable fitness 24 hours a day, seven days a week. With more than 3,300 clubs globally, the operator is set to open the 100th UK club in January 2017 and its members can use any club worldwide for one standard rate.

The health and fitness industry has seen variety become the spice of life. Traditional exercises and running yourself sick on a treadmill are a thing of the past – whatever the day or time you want to work out. As we continue to embrace technology, there will be greater emphasis on gyms and fitness providers to employ the latest products and innovations to improve the way we work out and provide better and smarter exercising experiences. The way we work out has changed and we need our gyms to keep up.

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About Anytime Fitness

Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing members with convenient and affordable fitness options in friendly facilities which feature top-quality exercise equipment. Members can work out anytime in any of the clubs worldwide. State-of-the-art security and surveillance systems ensure member safety at the clubs even during unstaffed hours.

<http://www.anytimefitness.co.uk/>