

How the Training Lab Uses ClassPass to Reach New Customers and Increase Utilisation

Challenge

Like many businesses in the fitness industry, The Training Lab (TTL) was rocked by COVID-19 and its lasting impacts on everything from the economy to people's comfort levels in the gym. While the strength and conditioning gym—located in Midtown Manhattan and Miami—had its doors open, ready to welcome athletes and fitness fanatics back into in-person classes, it struggled to fill sessions to pre-pandemic levels.

Solution

The Training Lab team knew its client base was grappling with uncertainty—adjusting to new hybrid work schedules and budgeting for rapid inflation—which made it difficult to commit to long-term memberships. Through ClassPass, TTL gave customers a flexible avenue to be a part of the gym. ClassPass allows TTL clients to continue booking classes at times that fit their schedules, while also exposing the studio to an untapped, interested audience that hasn't yet heard of the gym.



Results (After six months on ClassPass, compared to previous period)



50% Increase in revenue



824 Unique ClassPass users who attended a class at TTL NYC



73% Lift in class reservations



\$6.8K In new member campaign incremental revenue at NYC location



4.9 Star overall rating on ClassPass

COVID-19 has been extremely challenging, especially with people not wanting to commit to a membership. ClassPass enabled people to try out their hybrid schedules with a lower risk, which has helped us get people comfortable coming back to the gym. One of the great things it has done is help fill our non-peak hours, which would normally not fill.

RUBEN BELLiard

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