



Wendy Coulson
CEO, Les Mills UK
LES MILLS

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World heavyweight GroupX champs Les Mills know a thing or two about studio fitness, creative content, and using technology to supercharge a class. Here, CEO of Les Mills UK, Wendy Coulson, tells us what the future has in store for Les Mills and tech.

What does the GroupX studio of the future look like for Les Mills?

With the rise of fitness apps, devices and online exercise solutions, members' expectations are increasing as quickly as technology evolves. This means clubs must innovate to remain competitive and relevant to their members.

Virtual fitness solutions have enjoyed significant growth in recent years and this trend will continue, with the greater variety of group exercise options helping to grow the market and actually boost live class attendances. It's like the music industry, people today love consuming music in a variety of different ways, but live music is more popular than ever.

The pinnacle for clubs will always be live classes with great instructors. They'll increasingly offer virtual as well to give members greater choice, providing the 'always-on' service that Millennials and Gen Z have come to expect. We'll also see clubs invest more in their studio technology, A/V systems and décor, as the need to provide a cinematic experience for the members becomes the industry norm.

How virtual and live work together will be particularly interesting. Group exercise has a very bright future and the best results will be seen in clubs which combine Live and Virtual to the benefit of both.