



FITNESS INDUSTRY DESIGN TRENDS TO WATCH IN 2023

1

SOCIAL DISTANCE DESIGN UPDATE

- New design parameters
- Keeping up with the recommended 6' distance apart in design



2

RISING CONSTRUCTION COSTS

- 20 % to 30% increase due to inflation



3

RECOVERY OFFERINGS

- Focusing in spiritual, mental and physical help



4

REBIRTH OF STRENGTH TRAINING

- On the rise the usage of functional training and weights



5

UNISEX LOCKER & BATHROOM AREA



6

DRAMATIC LIGHTING

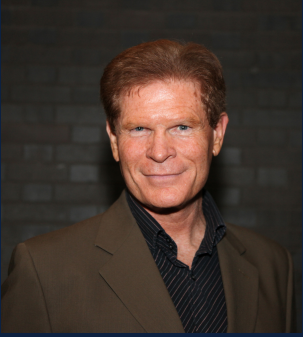
- Strong focus on LED lighting



7

INSTAGRAMABLE "SELFIE" WALLS





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In 2023, the health club industry will continue to recover and rebuild from the shock of the unprecedented COVID era. Here are some design trends we will see in 2023 and beyond.

1 SOCIAL DISTANCE DESIGN UPDATE

During COVID, many designers in a variety of industries such as hospitality, retail, and restaurants, were predicting new permanent design parameters, such as layouts that allow for social distancing, would be here to stay.

Fortunately, that fever has waned, so health clubs in 2023 will not have to think about keeping all equipment and furniture 6 feet apart.

However, cramming as much as possible into a space is a thing of the past.

New builds and renovations need to incorporate new mechanical systems for safer and cleaner air.

2 RISING CONSTRUCTION COSTS



In 2022, construction costs were up 20 percent to 30 percent due to inflation and material shortages from COVID-related issues. Costs likely will not decrease in 2023 and may even increase.

It takes a collaboratively focused effort by owners, architects/designers and contractors to get more for fewer dollars.

Solutions include:

- prioritizing what expenditures are needed, especially those that will have a direct impact on sales and retention.
- get competitive bids from contractors with track record of building projects that come in on budget.
- detailed plans make for a smooth bidding process and minimize change orders

3 RECOVERY OFFERINGS

Recovery options will continue to grow in 2023 focusing on physical, mental and spiritual health.

Space for stretching and cooling down is a must, but other options, will increasingly find their way into clubs:

- hydro massage
- cold therapy (in the form of pools, chairs, or cryotherapy units)
- relaxation pods
- red light therapy
- IV therapy
- compression sleeves
- massage guns

More club operators will add separate income-producing recovery areas.

In adding a recovery space, it is best to make a focused design commitment (400 square feet or more) that has a beautiful and soothing "spa-like" environment.

- specialty lighting
- sound-insulated walls
- semi-privacy units (panels or sheer curtains)



Photo Courtesy of The Covery designed by ODSI

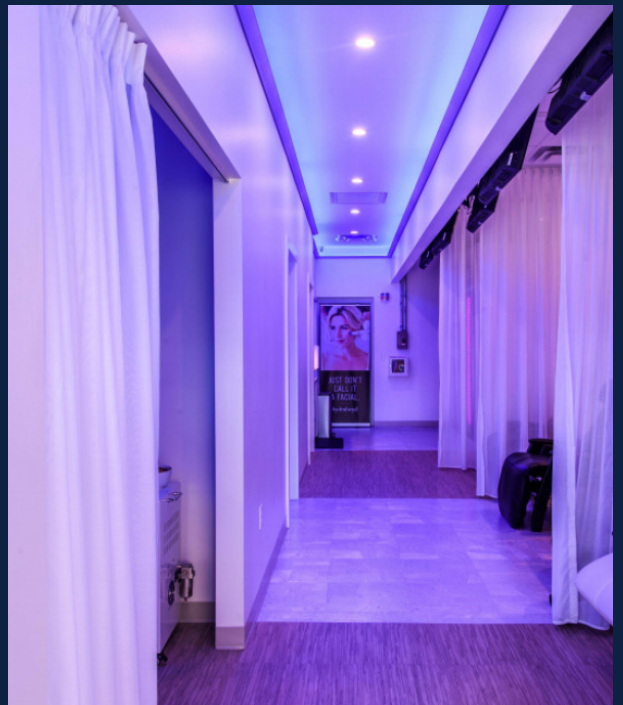


Photo Courtesy of The Covery designed by ODSI



Photo Palm Beach Sports Club, FL designed by ODSI

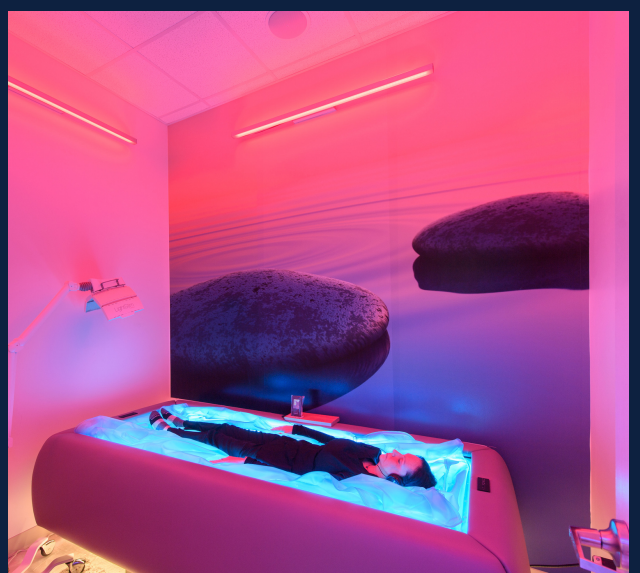


Photo Courtesy of The Covery designed by ODSI

4 REBIRTH OF STRENGTH TRAINING

2023 will see a continued rebirth of strength training and functional training. Cardio is strong, but usage is down. Machines are and will always be popular, but free weights, multi-purpose cable units are growing in popularity, especially among Generation Z and Millennials. And within this 18- to 40-year-old group, women will be using free weights and racks more than ever.

More space for these areas is a good idea even if it may mean less space for cardio and machines.

Free weight and functional training areas should no longer be just a space in the back of the club but should be "wow" spaces:

- combining spaciousness
- dynamic lighting
- accented flooring
- eye-catching branding
- large graphics
- specialized finishes



Photo Palm Beach Sports Club, FL
designed by ODSI



Photo wall graphic Gold's Gym, IL
designed by ODSI



Photo HOF, CA training space
designed by ODSI

5 UNISEX LOCKER & BATHROOM AREA

Unisex locker/bathroom areas have been gaining popularity in smaller studios and will find their way into larger clubs in 2023.

A common locker area combined with private bathrooms, showers, and changing room saves space, rent costs and construction dollars.

It provides even more privacy with private bathrooms and changing rooms. The key is to make the area attractive and easily visible.



Photo PBSC, FL designed by ODSI



Photo Efit, SC designed by ODSI

6 DRAMATIC LIGHTING

More focus on LED lighting will be a growing trend in clubs. Lighting is the single biggest design change in club environments and can add:

- drama
- excitement
- relaxation

Lighting options include cove, colored, theatrical, pendants, scones and LED strip lighting. Always install them with a dimmer so the light levels can be controlled as desired.



Photo Regymen Fitness designed by ODSI

7 INSTAGRAMABLE "SELFIE" WALLS

One thing that Gen Z and Millennials love is social media posting. Make sure to have your brand and name as a key part of a very visible instagrammable wall - maybe a neon club name.

If you do this, it will get used and add to your marketing.

2023 is a pivotal year for clubs. People are still needing healing from COVID because the fear, stress and lack of physical activity during COVID linger.

Therefore, opportunities abound for club operators to create environments that are welcoming, exciting and inspirational.



Photo PBSC, FL designed by ODSI



Photo Global Fitness, MA designed by ODSI



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