



# How fit is your condo's gym?

## *Benchmark predicts top trends in condo fitness amenities for 2012*

BY MARK J. STABLES

**A**s the landscape of how Canadians live and exercise continues to evolve, the number of people opting for the convenience, luxury and lifestyle that condominium living offers is on the rise. With continued, rapid growth in condominium living, burgeoning new communities are being created, and a shift in the way people pursue health and exercise is following suit. As a steadily increasing number of new condo projects are launched and completed in Canada's robust condo market, purchasers will continue exploring new ways to cultivate an active, healthy lifestyle in their new community.

In a very competitive marketplace, purchasers are health-conscious, well educated and thanks to record-low interest rates, getting into the market earlier. This (healthy) competition has been a strong motivator for condominium developers to get creative and deliver what they promised in the sales and marketing material:

exceptional fitness and lifestyle amenities. Given the demographic of today's urban condo dweller and the awareness of health and fitness, it's no surprise that condo fitness amenities have become the most highly coveted, sought after and used amenity in each building.

Thankfully, days of the 20 Minute Workout, step aerobics classes, ab rollers, multi-gyms, rubber flooring and substandard equipment are finally coming to a seemingly interminable end.

### **Now, let's get started...**

**1 |** Condo developers will spend significantly more money on benchmarking their condo gyms; working alongside fitness consultants who'll design, equip and brand their fitness amenities offering professional health and fitness consulting services to attract new purchasers and increase brand loyalty and recognition for repeat purchasers.

**2 |** Fitness amenities in condos will continue growing in physical size (incorporating multiple studio spaces for classes) and in demand, taking over the title as the most-used lifestyle amenity (if there was any doubt in 2011).

**3 |** Health and fitness classes, programming delivered by professionals in condo fitness amenities (such as TRX, Gravity, yoga) will gain popularity (giving traditional gyms a good run for their money – pun intended).

**4 |** Fitness equipment technology will evolve – new cardio machines in 2012 will feature Internet-ready capability and iPod docking for personal music/movie enjoyment.

**5 |** Cultivating a wellness community within a condo will be "in vogue" – experts providing health and fitness seminars and education for urban condo dwellers.

**6 |** Condo purchasers paying hundreds of dollars in monthly maintenance fees will shift away from large-chain gym memberships; instead favouring the value, convenience, programming and privacy their condo's gym offers.

**7 |** Fitness equipment will incorporate functional training such as Technogym's Kinesis Stations. Personal health and fitness services: personal training, physiotherapy, acupuncture/chiropractic will increase in popularity as

will semi-private classes such as Gravity, Spinning, TRX suspension training and yoga. These trends will continue to support the landscape of how condo dwellers exercise and stay healthy at home.

**8 |** Functionally designed fitness amenities that are bespoke to the building's demographic, will create more of an "experience," which may include hardwood floors, wifi, and chill-out/seating areas for pre/post workout socialization.

How will your condo's gym measure up in 2012?



Mark J. Stables is founder of Benchmark Group and Movement Haus. He is a renowned fitness and wellness expert with over 15 years experience in the industry. Working with hundreds of urban condominium dwellers, Mark has experience and insight into the design of condo fitness amenities and the way people use them. As the landscape of fitness continues to evolve, this in-depth knowledge of health and fitness coupled with his passion for architecture and design yields an optimal exercise environment for today's urban athlete. Visit online at [movementhaus.com](http://movementhaus.com), email [info@movementhaus.com](mailto:info@movementhaus.com) or call 416.428.3536.