



101 Programming Strategies for Engaging Members in Health/Fitness Clubs

Stephen J. Tharrett, Teresa Thomason

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A club or facility without programming is like a smart phone that can't access the Internet; it may look cool and sound cool, but if it can't get you connected, what good is it? Since programming is intertwined with so many aspects of a club or facility's success (e.g., sales, retention, and revenue), it behooves operators to embrace the concept of programming and to identify programming strategies that will fuel the success of their brand.

If delivered properly, programming can contribute to the overall success of your business, whether you operate a commercial health club, community recreation center, or other type of health/fitness facility. *101 Programming Strategies for Engaging Members in Health/Fitness Clubs* features 101 programming ideas and strategies that can bring new life to your club or facility. Topics covered include: Aquatics, Adventures, Fitness, Group exercise and mind/body, Alternative and complementary medicine and health promotion, Recreation and sports, Spa, Youth

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