

2022 YEAR IN REVIEW

Walla's Trends and Insights Report

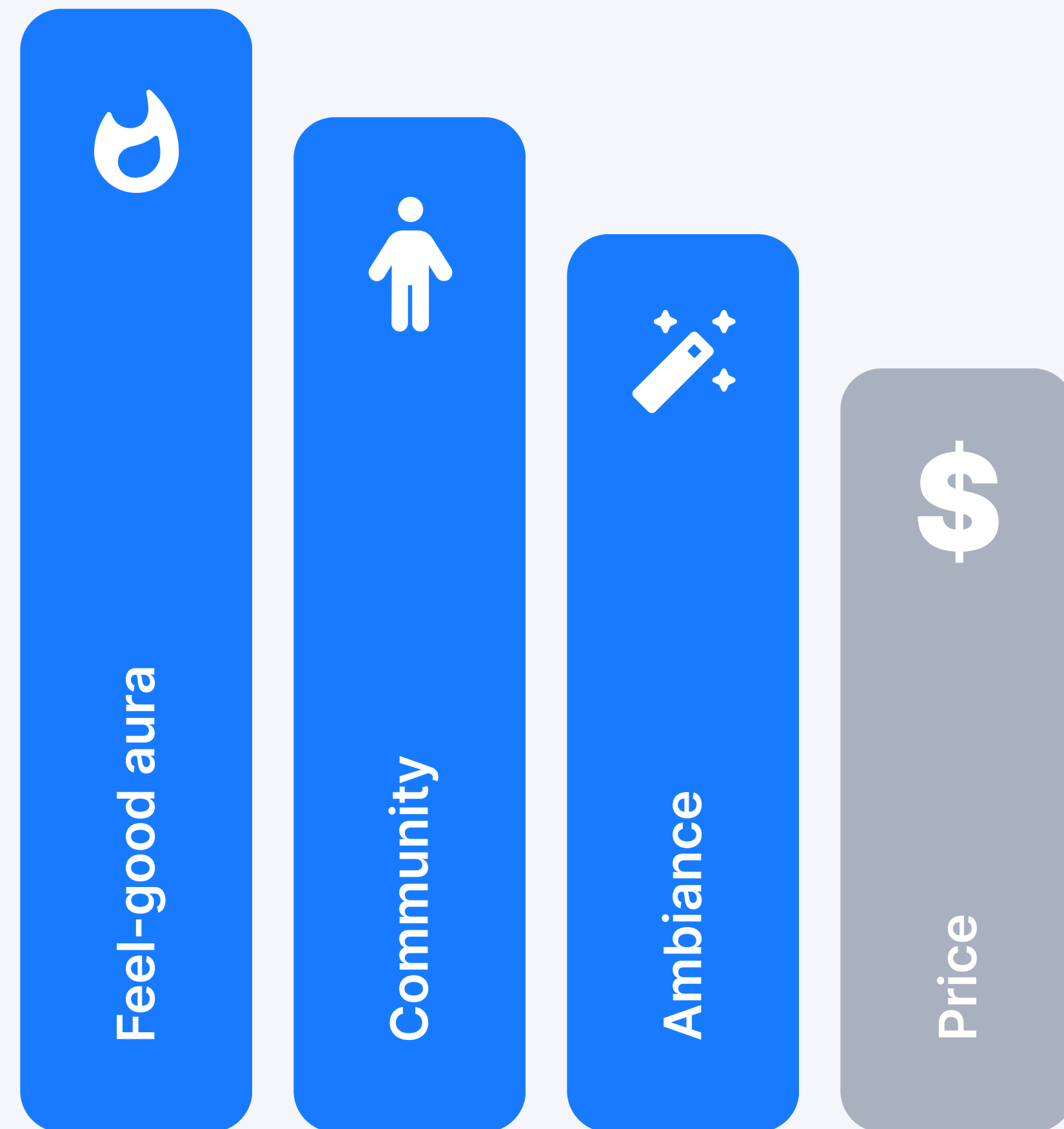
Measuring the Collective Impact of Boutique Fitness

The pandemic has permanently shifted and positively disrupted boutique fitness—and how we adapt to consumer demand. So how can studios collectively rise the tide of wellness? It starts with leveraging modern technology, growing together, and acknowledging the evolution of an industry poised to permanently change the world.

Boutique fitness studios account for **42% of all gym memberships**

And it's only going up. This high-quality, specialized fitness vertical that consumers are willing to invest in is projected to grow **over 17% by 2025.**





Features by priority in booking decisions

So, who is booking boutique fitness classes—and buying plans?

Millennials & Gen Z are the highest engaged with boutique fitness

These demographics prioritize a feel-good aura, community, and ambiance above price. They're looking for atmosphere and experienced instructors.

Global Boutique Fitness Studio Market Report 2022-2027: Rise in Subscriptions is Attributed to Today's Millennials' Preference for the Aura, Community, and Ambience Above the Price Paid

Types of fitness consumers are prioritizing:

Yoga

Multi-discipline

Pilates

HIIT

Barre

Strength Training

Supports longevity

Boxing

WHO ARE THE WALLA STUDIOS?

Walla serves studios in **65 cities** and **26 states**

Now, that's a lot of fitness.

63% of boutique
fitness studios are
more than five years old

You've stayed strong, resilient, and created a community of courage.

22% of new studios opened during the **COVID-19** pandemic

The timing may not have been perfect. It didn't stop you, though!

81% of studios are **committed to one location**

You might have had to downsize over the past two years, but you're determined to make your location excel—and get back to pre-pandemic numbers before considering expansion.

50% have switched software platforms

The value of easy-to-use, modern studio software that saves you time is clear.



"I love how user-friendly the Walla software is. Memberships are trending up, my team is happy—and it's great working with a company we align with."

DANIELLE, The River Yoga



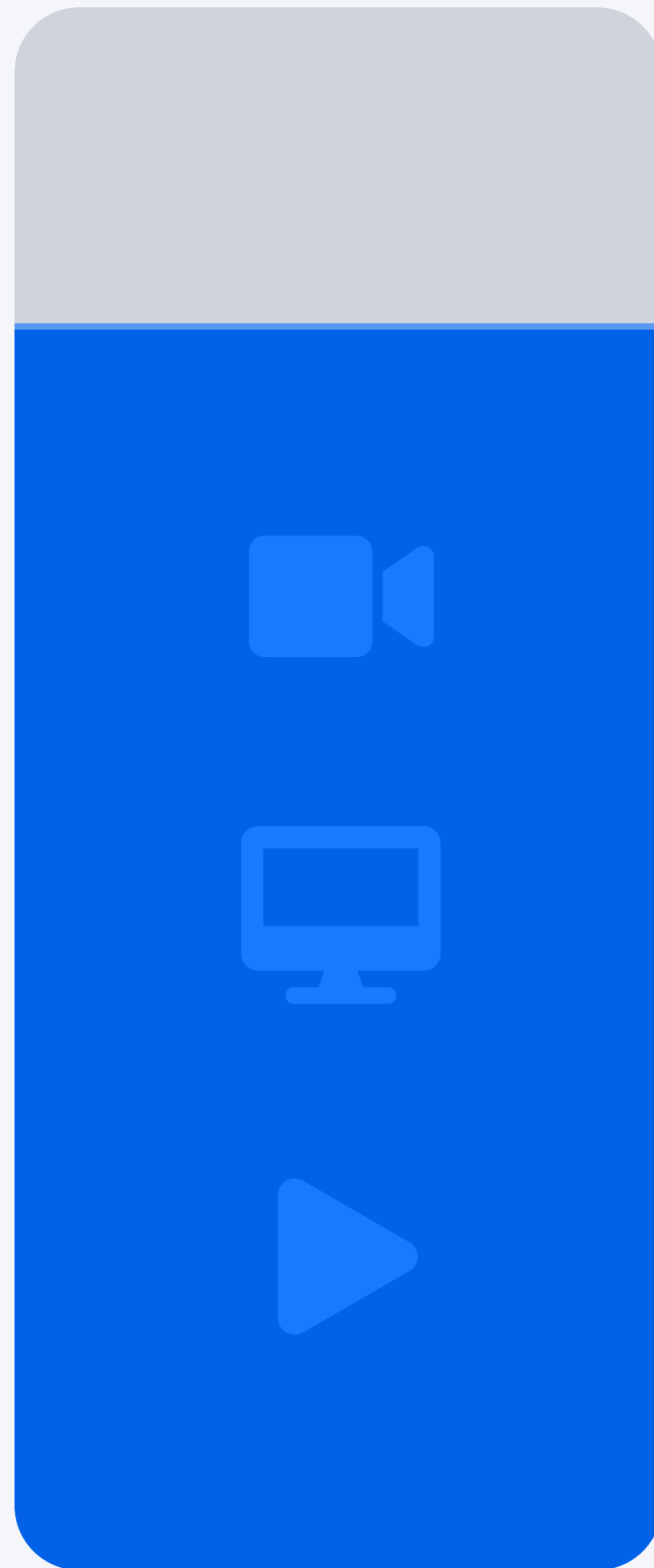
"If it were not for migrating to Walla I would not have had the gumption or fortitude to build out the software for a second studio."

MEGHAN, Motivate Barre & Nutrition



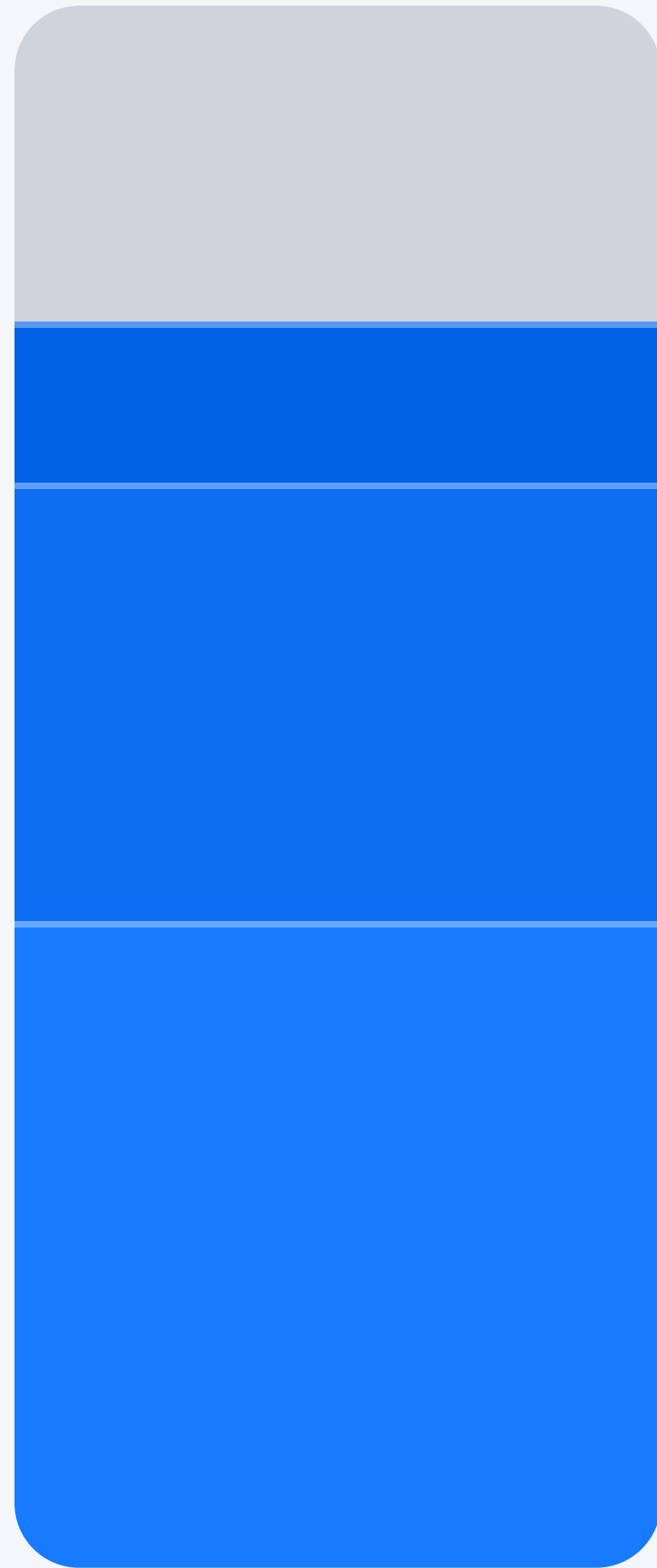
"Walla is a modern, intuitive platform that makes life easy on our clients, and business operations easy on my team."

CHARITY, Indie Yoga



72% use virtual or hybrid capabilities

Giving your clients fitness flexibility is a top priority in a world with high consumer expectations, evolving schedules—and ever-changing locations.

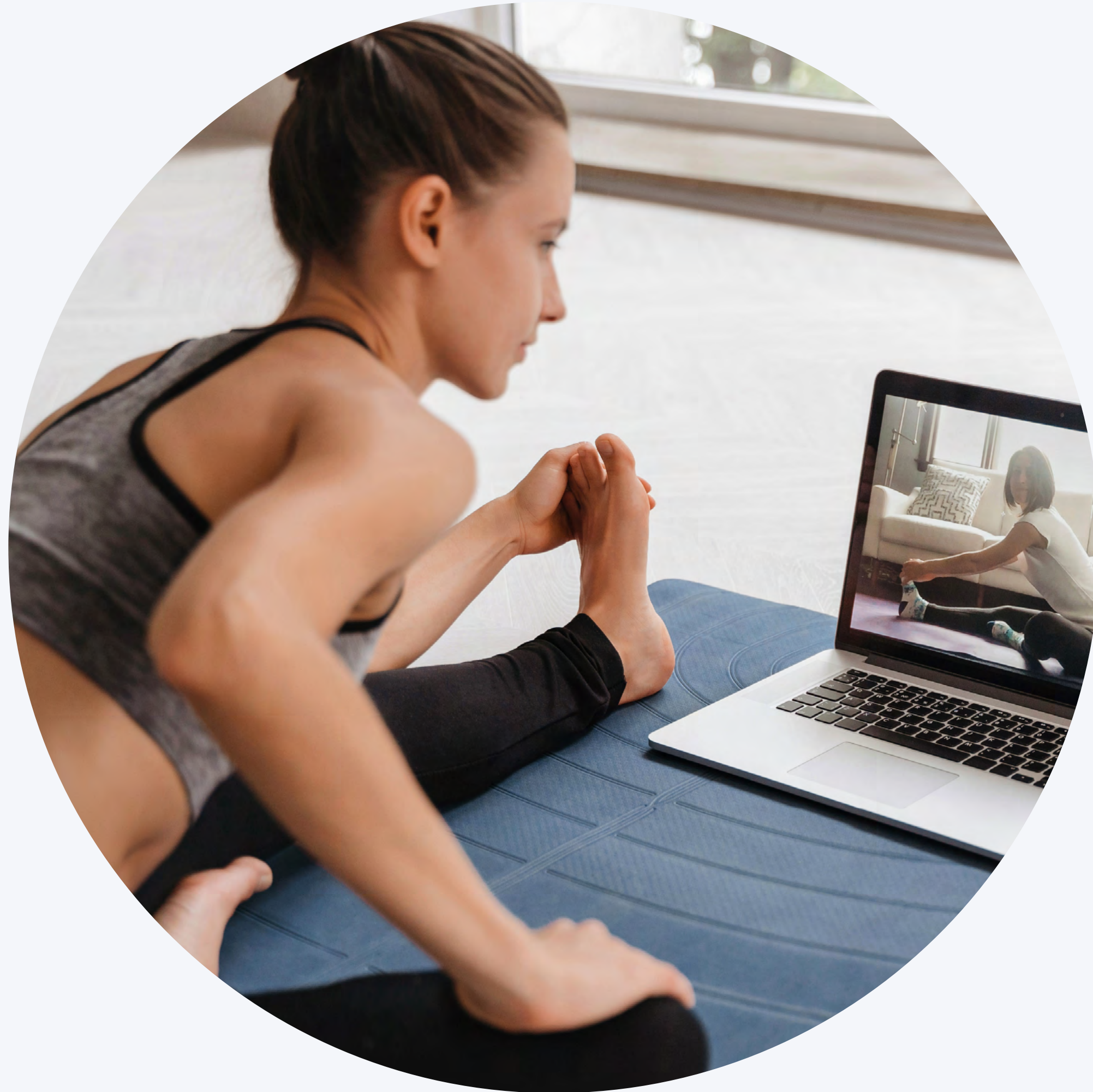


Of that 72%...

20% use video on demand (VOD)

35% use livestream

53% use both livestream and VOD



Livestream was the most popular virtual feature

That speaks to the power of a great instructor, real-time accountability, and how community can motivate every move.

60% earn
20+ new
clients a
month



15% earn
100+ new
clients a
month

New consumers are interested in your services,
and want you to help them stick with it!

More than half of studios report lower monthly visits post-pandemic.

And nearly 30% of studios don't know or track their new client rates.

It's an opportunity to leverage Walla's actionable, easy-to-understand reporting that enables studios to measure growth.



95% of studios use intro offers.

Offering a discounted month is the most popular option to convert new clients.

44% are unsure if your
conversion rate is
higher or lower than
pre-pandemic numbers

There's no better time than now to utilize Walla's reporting to establish meaningful metrics that can influence new client strategy.



15% of studios
have seen an **increase** in
revenue post-pandemic



20% of studios
have seen a **decrease** in
revenue post-pandemic

Over 40% of studios spend their marketing dollars on signage and Instagram ads

Diversifying marketing and investing in strategies—like optimizing your website and leveraging email marketing—can net results, nurture clients, and capture new leads without blowing your budget.

But marketing budgets for studios are **very inconsistent**

From \$200 to \$24,000 there is a huge opportunity to measure performance, track client engagement and create a marketing strategy that enables you to optimize spend in 2023—and leverage channels that work.

50% of you have considered selling your studio

It's been a tough few years for the fitness and wellness industry. And the threat of recession is real. But you've got grit, and you're willing to succeed.

Improve Internal Systems + Stabilize Programming

These are the two biggest goals for studios in 2023.

Technology is a top priority!



76.5% of studios want to focus on growth

And **over half of studios** want to get back to pre-pandemic attendance, staffing, and revenue levels.

Hope is powerful—and understanding the trajectory for success only benefits your business strategy.



“Boutique studios are clearly positioned to catalyze big change across the health spectrum. Empowering success with a sense of togetherness will be a welcome respite our industry desperately needs.”

LAURA MUNKHOLM

President and Co-Founder, Walla

Walla

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