

FIT

Health clubs and gyms are catching on to a fab trend, blending fitness with the remote working lifestyle.

*BY CHRIS RABBA*





# THE / WORKOUT WORK / Mashup

## **The Remote Working Wave Meets Health Club Innovation**

Thanks to the remote working boom – cheers, COVID-19 – the traditional office vibe’s taken a bit of a holiday. Remote workers often miss the buzz of office life and those cheeky coffee breaks. Health clubs, spotting a gap in the market, are now sprucing up their spaces to welcome this crowd.

Places like Equinox, along with other gyms, are now kitted out with zippy Wi-Fi, comfy workstations, and even meeting rooms. It’s like they’re morphing into coworking spaces with a fitness twist. Take the YMCA in Boston, for example – they’ve gone all out with a renovation to include a coworking space, tapping into the remote worker’s needs.

## **Stats: It’s More Than Just a Fad**

A survey by the Global Wellness Institute reveals a whopping 80% of remote workers are keen to mix work

and workouts. The International Health, Racquet & Sportsclub Association (IHRSA) chimes in with a stat showing a 30% jump in gym memberships from remote workers since 2020.

## **Perks for the Remote Workers**

- **Ace Work-Life Balance:** Blending work and exercise? That’s like having your cake and eating it too. It keeps you peppy and productive all day.
- **Happy Minds:** Exercise is a top-notch way to beat stress and keep the blues at bay. Plus, those yoga and meditation sessions? Pure gold for your noggin.
- **Nifty Networking:** Gyms are the new social hubs. Here, you can chinwag with fellow remote workers, making those connections that you miss out on when working from your sofa.
- **Fit as a Fiddle:** Regular gym time means you’re fighting fit, dodging those nasty chronic diseases and boosting your immune system.

## PERKS FOR THE HEALTH CLUBS

- **Membership Boom:** Attracting remote workers means more sign-ups.
- **Smart Use of Quiet Times:** Remote workers can pop in when it's quieter, letting the gym make the most of their regular down times.
- **Community Vibes:** By embracing remote workers, these health clubs are becoming more than just gyms – they're community hotspots, which is fab for their reputation.



# Success stories THAT'LL MAKE YOU SMILE

**The Wing in NYC:** It's a co-working space for women that packs in a gym. Talk about killing two birds with one stone!

**Gymbox in London:** Ever fancied a treadmill with a desk? Gymbox's 'Work It' space is your dream come true.

**WeWork and Gyms Holding Hands:** WeWork's getting cosy with local gyms, offering sweet deals for a mix of coworking and fitness.

**Life Time Work:** According to James O'Riley, president of Life Time Work which offers one of the available gym-coworking hybrids, the work model is revolutionary. He said that the idea to extend their gym into a comfortable gym-coworking hybrid came after they realized that some of their gym members liked to remote work in the lobby after working out.



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This mix of health clubs and remote working is reshaping the modern workforce's needs. These clubs are not just about getting fit; they're becoming lifelines for remote workers craving a balance between their professional and personal lives. And it's not stopping here. Expect more creative mashups in the fitness world, tailored for a crowd that loves a good work-flex and health combo.

**This trend isn't just a flash in the pan; it's a lifestyle shift that's jazzing up how we think about work and wellness. So, here's to more fun and fitness in our workdays!**

