

# Fitness Fusion

**The unprecedented demand for club fitness amenities continues to climb.**

The past five years have seen extraordinary growth in the wellness sector of club facilities. Wellness offerings have expanded from a fitness room with tightly spaced equipment to multiroom studios and complexes which often include aquatics, spa and salon services, retail shops and food and beverage offerings.

There is a notable increase in the number of clubs striving to create facilities which support an array of exercise options for men and women of varying physical activity levels and ages as well as complementary on-site services such as nail and hair salons or physical therapy. The “one stop shopping” option with services provided by familiar faces encourages members to remain active at their clubs as they age in place.

Club leadership is responding with amenities designed to provide space for convenient custom- tailored services for members. Today’s wellness facility often encompasses individualized professional coaching, group sessions, high intensity interval training, strength training, physical therapy/rehabilitation, nutrition-centric menus and technology to monitor progress.

Inspirational environments are being created with emphasis on acoustics, abundant natural daylight in addition to indirect artificial light and state-of-the-art equipment positioned to capitalize on views of the natural environment, aquatic complex, golf course or outdoor exercise venue. **BR**

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**SAILFISH POINT FITNESS CENTER**  
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**THE BREAKERS OCEAN FITNESS**  
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