



CNBC's Diana Olick: Boomers Spend Big Bucks For "Buff"



Boomer Fitness is revolutionizing the Fitness Industry

Baby-Boomers may be giving up work as they head into retirement, but they are certainly not giving up on working out. In fact, the 50-plus crowd is the fastest growing segment of the health club market. That presents a wide range of money making opportunities, and CNBC's Diana Olick investigated how health clubs are planning to cash in on this "older" new trend.

Olick says that as busy as boomers are, they are realizing more and more that exercise is the key to longevity. Now the industry is beefing up to meet their needs.

That's why Arleen Cauchi just opened "Boomer Fitness", or "B" Fit. At places like B-Fit you won't find 20 something's or Techno music. Nope, at Boomer Fitness it's all about fighting back. As Arleen Cauchi explained, "We've got bad shoulders, sore backs, injuries, knees and very few of us are happy with our level of fitness.

The idea is to stop worrying about looking like young "hotties" and start focussing on health. That's the same strategy that catapulted Curves to success. (It's now the 6th largest franchise in America, even bigger than Dominos Pizza.)

Having a place to go where other people have the same goals, the same challenges (is what sets us apart), said Curves CEO Gary Heavin. "And you're meeting those challenges together. That really empowers people to make change."

Curves caters to women over 35, offering a 30 minute fitness routine to fit into busy schedules and to fulfill doctors orders.

As the medical community continues to recognize exercise as a part of the health care continuum, we expect the health club industry to continue to grow at a substantial rate," commented Joe Moore, president of the International Health, Racquet & Sportsclub Association. In the nearly \$16 billion commercial health club industry, 50- plus is the fastest growing segment, and that means great opportunity for niche marketers.

Joe Moore added "The baby boom generation is a generation that has grown up with exercise and fitness facilities, therefore they're very demanding in the type of fitness facilities they want."

That's precisely why B-Fit offers specific circuits for golf and tennis; boomer-friendly sports.

As one club member told Olick, "I like the idea of specific targeted exercises for my golf."

It's all about catering to the client, whether it's the quick and simple no frills franchise or a more country club atmosphere that some clubs offer.

What's the bottom line? Olick says that although many Baby Boomers seek out health clubs for the sake of reducing, Boomer fitness is only getting bigger.



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Boomer Fitness is featured on CNBC

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