

Global Wellness Summit

**11th Annual Global Wellness Summit
Forecasting the Future of Fitness**

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Forecasting the Future of Fitness

[START RECORDING]

FEMALE VOICE: Hello everyone. Thank you for joining us in the salon this morning. We're about to begin, so if everyone can take their seats.

MS. SALLIE FRAENKEL: Okay. Good morning! Good morning everyone. Hello! I hope you're awake. I'm thrilled and delighted that you would come and join us. My name is Sallie Fraenkel. I'm President of the Mind, Body, Spirit Network in the United States. And I am delighted to be moderating what I believe is the very first ever fitness panel at the Global Wellness Summit. Okay. Now, I have, before I introduce and I have the panel introduce themselves, I have to stop and think to myself that it's very interesting that this is the Global Wellness Center and there's never been a fitness panel before. Now we know there have been fitness experiences, maybe many of us did the seven minute workout or the yoga or, I don't know, maybe you took a walk on the beach. But why is it that we've never come together, joined together, and shaped the future around fitness? So when Susie [phonetic] asked me to moderate this, I thought to myself well, that's kind of interesting because I am not a fitness expert, in the interest of full transparency. I have participated in fitness for a very long time and I decided that I would, I'm in sleeveless so I can show you that I really work hard to try to have a bicep. Okay? You know, not easy. I actually joked and said I was going to make every person on this panel roll up their sleeves, since I'm the only one in sleeveless, although I think Yamuna [phonetic] is too. And I'm sure their biceps look a lot better than mine. But I have consumed fitness for many years. I, you know, will give you a very brief background. I started, I joined, I guess, what was called a health club when I was in college because I gained so much weight from drinking beer, and that was my first experience with going to a fitness facility and working out. You know, through the years I was part of, experienced in the United States, the Jane Fonda aerobics craze. When step came to the United States, I couldn't wait to do a step class. When spinning came, I thought oh my goodness, this is incredible and I started spinning way before SoulCycle was even, you know, a glimmer in those young women's minds and eyes. And, from there, you know, I would say I have tried a

lot of fitness. In fact, one of the things that binds me with Tony de Leede, who's one of our panelists, who you'll meet shortly, is that we both share a love of trying different kinds of fitness. And I think that that is, you know, one of the inherently kind of fun aspects, you know? And what I'd like to do today, as we introduce our panel, is I want to make this a very fun and engaging session. I think a lot of us have sat in sessions where maybe people have talked too long, so we are going to be looking to you to ask a lot of questions. So don't feel like we're going to be talking at you; part of the thing, I think, that can be very key with fitness is having it be engaging and having it be entertaining and having it be interactive. Even, perhaps, if you're doing it in your own home. So enough from me, I'm going to walk down and start at my right, and ask each one of our panelists to introduce themselves, say what country they're from, and give us a very short introduction to what you do in fitness.

MR. TONY DE LEEDE: A very short introduction. My name's Tony de Leede, I'm from Australia. I've been in the fitness industry since 1981. I started in the United States, in Atlanta, where I started a women's only aerobics place. And back then, aerobics was the word. Morphed into middle market fitness, which became what I call a buffet which had everything from classes to equipment to all kinds of things. Moved back to Australia, got into another place called Fitness First. Looked at the industry, as I had for many decades, as to how it's been evolving, looked at the budget space, and those of you, the budget space, budget fitness has just exploded, or did start exploding 10-12 years ago. Planet Fitness, Anytime, Snap, all these places you see. Convenience Fitness. Then about five years ago, in a big way, there were some people early, like Kimberly on my left, boutique fitness started taking hold. And then you get disruptors like class passes—

MS. FRAENKEL: [Interposing] Okay. I'm going to cut you off now, because you're going through every single thing we're going to talk about. Suffice it to say, Tony has worked in every aspect of fitness since 1981. Thank you.

MR. DE LEEDE: Kind of like ice cream.

MS. FRAENKEL: Okay.

MS. KIMBERLY FOWLER: My name is Kimberly Fowler. I am the founder and CEO of YAS Fitness Centers. YAS stands for yoga and spinning. I started it back in 2001. There was really no boutique fitness at the time. There were no hybrids, so it was, I guess it was a disrupter in the space. I'm an author, done a bunch of DVDs and I'm a Rodale [phonetic] author.

MS. FRAENKEL: Great. Thank you. Lynne.

MS. LYNNE G. BRICK: Good morning, everyone. My name is Lynne Brick and I'm the President and Founder of, and owner of Brick Body Services, Inc. It's the umbrella company for a couple different fitness brands. Brick Bodies is our co-ed series of clubs located in Baltimore. We also have women only, Lynne Brick's Women's Health and Fitness also in Baltimore. But we also own the franchise rights for Planet Fitness. So, together, we have about 70 clubs and the Planet Fitness are situated in Seattle, Tennessee, Maryland, Washington DC, as well as Broward County, Florida. In addition to that, we, I was a former shock trauma nurse, which inspired me to literally fall into the fitness industry in the early eighties. So we've been at it for 35 years. But we've just recently launched our mental health awareness foundation, called the John W. Brick Mental Health Foundation. And our purpose is to help advance learning on how exercise benefits mental health.

MS. FRAENKEL: Wonderful. - - great. And Enrico?

MR. ENRICO BRACESCO: Good morning, everyone. My name is Enrico. I come from Italy and I'm the Global Commercial Director for Technogym. [phonetic] As you know, Technogym is a manufacturer and it's Technogym with a - - of The Wellness Company. In my capacity, I oversee the business worldwide. We are a very international business. Only 8% of our business is made in Italy, domestic market. So 90 plus percent of our business is generated worldwide from Americas to Australia. So what we get to see is a global view on fitness and wellness trends. We are the wellness company. That is to say that we were one of the very first companies and movers in the nineties to make the move and the transition from fitness, which meant, in the nineties, looking good, to wellness, which means feeling good. Having a holistic view of nutrition, positive mental attitude and

healthy and active lifestyle. So our strategy is the wellness on the go. Too much?

MS. FRAENKEL: Thank you.

MR. BRACESCO: Shall I stop?

MS. FRAENKEL: I am serious when I say I'm going to keep-

MR. BRACESCO: [Interposing] Sorry.

MS. FRAENKEL: No. Don't apologize. But I'm going to keep this moving, because I know from the audience point of view that we want to make sure that we get to hear a lot from you. And mostly things that are going to help everybody in the audience make their businesses better. And their lives. Yamuna.

MS. YAMUNA ZAKE: My name is Yamuna Zake and I've been developing wellness education for 38 years. My goal of my entire company is to create wellness education and products so that people can be self-empowered within their own bodies. So that means that we don't do fitness, per se, we help people think about body sustainable solutions; what does your body need at every decade? If you're 60 and you're trying to do when you did when you were 20-wrong decision. Okay? And so we really look at physiologically what can a body really do? And power through in every decade. And how that needs to change so that you can get better and better in your body, rather than break down and accept that you get older and you can't move. So we problem solve and we bring logic and order and commonsense to people and make the body easy to understand for the end user. You guys.

MS. FRAENKEL: You can keep the microphone because now Johannes, [phonetic] who's joining from us Germany.

MR. JOHANNES MIKENDA: Hello. My name is Johannes Mikenda. [phonetic] I'm from Germany working at Schloss Elmau, a property in Bavaria. I'm in the fitness industry for 20 years. I started young, I know. I've worked all the way in the food chain, you know, starting as instructor and now directing this area. I'm a sports scientist. And also facilitating yoga teacher trainings and stuff like that. So I see the fitness world from many angles and... Yeah.

MS. FRAENKEL: Thank you. Andrew. United Arab Emirates.

MR. ANDREW GIBSON: I'm the VP of Wellbeing for Acore. Do I have any time for any more?

MS. FRAENKEL: You definitely do.

MR. GIBSON: Okay. When I started, I'm English and I started my actual career, of where I am today, by studying exercise physiology at university, starting from 1979, only a few years old. And, actually, in those days in England, the only way into fitness was to be a physical ed. teacher. That was, we didn't have, there was no private leisure or anything else. It was just physical ed. was the only root into being a PE teacher. And that's before fitness really ever took off in the UK. Private fitness clubs hadn't started. So I've kind of been there quite a while.

MS. FRAENKEL: Thank you. Well, let's start off, I think it's really interesting that we have different people from different countries. And I've often heard that fitness trends begin in the United States. Raise on your hand, on this panel, if you agree with that statement. Okay. Kimberly. Tell me a fitness trend that you've seen that started in the United States that you think is really catching on. Or has caught on.

MS. FOWLER: Well, I mean you look at spinning. Johnny G. Started it in the late eighties and, obviously, it's insane right now.

MS. FRAENKEL: And where is Johnny G. from?

MS. FOWLER: Oh. Yeah, that's true. Johnny G. is actually from South Africa. He's actually from South Africa.

MS. FRAENKEL: So did it start in the United States? Does anybody on the panel know if spinning actually—

MS. FOWLER: [Interposing] Yes.

MS. FRAENKEL: --started in the—

MS. FOWLER: [Interposing] It did.

MS. FRAENKEL: Okay.

MS. FOWLER: I started with him. And it started in a garage. We built the bikes, you know, he was completely insane. In a good—

MALE VOICE: [Interposing] Still is.

MS. FOWLER: Still is. He's a good friend of mine. But yeah, it started in the U.S.

MS. FRAENKEL: Johannes, have you seen any trends that have come from the United States that have made their way to Germany that you think are of interest? Or visa-versa.

MR. MIKENDA: It's an interesting question. I mean first day here I went to the gym and as, you know, German I wanted to see the newest trends in the United States and what I see is Italian manufacturer in the gym in one of the best hotels in the states. So it's very interesting. I think it's very strongly interwoven. You know, sports, like the definition of sport is it started in the UK, you know, somewhere, 120 years ago. And there's many trends going in one direction and back. In the yoga business you can see that about ten years ago the Vinyasa movement, you know, it came to Europe and now it changed a lot in Europe. And we have our own identity in this. So more European teachers catch up to what's done in America.

MS. FRAENKEL: Can you just, very quickly, expand on how Vinyasa has changed in Germany? A little more specifically?

MR. MIKENDA: For example, I'm a certified Jivamukti teacher.

MS. FRAENKEL: Oh, Jivamukti.

MR. MIKENDA: Jivamukti yoga.

MS. FRAENKEL: Uh huh.

MR. MIKENDA: And if you teach Jivamukti in New York, pace is faster. You know, if you do it in Germany, you have to do it half the pace because people are not as fast paced and... So we changed many things in Europe because people are just a little bit different. And slow.

MS. FRAENKEL: Lynne, you look like you really want to answer this question.

MS. BRICK: You know, if you want to go back in time, step and low impact movements were definitely originated in the U.S. We know Jim Miller, personally know Jim Miller [phonetic] and Connie Stevens [phonetic] started this step concept just with wooden benches against walls as a form of rehab way back in the late eighties. And also with, low impact was invented by

accident at an idea convention because the facility, I think it was in San Diego, didn't have the capability of... Do you remember that? Your head is shaking. The capability of, the structural capability of a hundred to 200 to 300 people in each class jumping up and down simultaneously and the structure of the building was being compromised. So then everyone had to drop and do everything low impact. And I was one of the people to actually bring that to Europe. I was one of the first people to bring step to Spain and, because I travel internationally to teach teachers and train trainers and I had the wonderful blessing to be able to do that. So yeah, several... But fitness is an international language now and we all learn cultural variances from one another and it's beautiful.

MS. FRAENKEL: I want to go over to Andrew with that one, because Andrew travels the world as the VP of Wellbeing for Acore and, tell me, is fitness, how do you view fitness, your philosophy, and is it an international language in your world?

MR. GIBSON: Well, the first question you asked is so loadedly bias and I have to be very careful not to be, to be invited back to this country. But if you were in the rest of the world, you wouldn't be even asking-

MS. FRAENKEL: [Interposing] I'm sorry.

MR. GIBSON: --if America invented everything. Because America doesn't invent everything. It's just that America is very good at commercializing things and promoting things. So, yeah, we can say the fitness trends have got notoriety, because I say notoriety rather than anything else, they pass and they go. It becomes a trend. You know, I quite, I'm going to just finish quickly, because I know you're going to cut me off. But I kind of laugh at all these new trends come in and they're in for a year or so and out. So what's wrong with good old calisthenics and yoga and things like this? You don't need trends.

MS. FRAENKEL: I think that's really fascinating and a perfect segue to Yamuna. Maybe Yamuna, you want to talk a little bit about your philosophy towards fitness and some of these very quick in and out trends? What Andrew just spoke about?

MS. ZAKE: You know-

MS. FRAENKEL: [Interposing] Into the microphone.

MS. ZAKE: Oh. You know, I guess because I look at body sustainability, I really look, sit back and wait and go okay, so let's see what the injuries, the common injuries are going to be this one or this one or this one. And I can, you know, right now, I mean for the last few years CrossFit's been, you know, huge in the U.S. and we did an event at my studio and it was about, men only, and it was about 20 men and it was all—and the guy who was teaching it walked around and said, "Dude! Yom! What's your thing?" And each person was crushed—herniated discs, shoulder injuries, neck pain, knee injuries. And I just looked around and went I don't get it. And they were all like cheering each other for their injuries, you know? That it was manly. And I just—

MR. GIBSON: [Interposing] Battle scars.

MS. ZAKE: What?

MR. GIBSON: Battle scars.

MS. ZAKE: Yeah. Battle scars.

MS. FRAENKEL: Battle scars.

MS. ZAKE: And I just wow, you know, this is not my world. You know, my world is picking up the pieces.

MS. FRAENKEL: Tony, would you like, since you've been in so many segments of the market, I'd love to hear your view on longevity in exercise and some of the trends that come in and come out and how people can continue to stay fit.

MR. DE LEEDE: So, to answer the original question—trends from outside the United States.

MS. FRAENKEL: Yes. Please.

MR. DE LEEDE: And I'll give you one historical one—it's called Les Mills, [phonetic] which maybe of you may be familiar with. New Zealand company, very small company. Who just this year released BODYPUMP release #100. They started in the United States in 1982, sorry, seven, '92, I should say, or '94. I did attend and go through the certification of the first class and I still teach BODYPUMP. I'll suck my gut in for a second. So that's a historical trend that keeps on keeping on. Les Mills in the United States has been growing. A more recent trend, in the last year, that came out of

Australia, which we'll start to see more of around this country, called F45. It's, I don't want to say it's budget functional training. The facilities are budget to set up. Barry's Boot Camp, Orange Theory, some of you might know. Very expensive to set up, treadmills, Woodway Treadmills, most expensive treadmills out there. Cost 1.5 to 2 million, Barry's-three million, set up. Average F45-150-200,000. Functional Training, Functional Training is huge. Came out of Australia. So two significant... And F45's new. You will start to see it around. And, of course, there are other trends coming up, virtual, which I won't say it originated in Australia, but different variations of how virtual fitness is going to start to explode over the next few years.

MS. FRAENKEL: So Les Mills came from New Zealand.

MR. DE LEEDE: Yes.

MS. FRAENKEL: I'm curious to know in the audience how many people here have ever heard of Les Mills. Oh, this is really a good fitness audience because, you know, I had never heard of Les Mills until probably three days ago. And now I've been reading up on it and now I know. Has anyone here heard of F45, besides Tony? Far fewer. Okay. Interesting. Really interesting.

MR. DE LEEDE: It's only a year old in this country.

MS. FRAENKEL: It's only one year old. I'm going to turn this over to the audience. I think Wendy Bosalavage has a question and then, I don't see your name tag, so I can't call you by name, but you're going to tell me your name. So please tell me your name and where you're from.

MS. WENDY NIEREL-BOSALAVAGE: My name is Wendy Bosalavage. I'm from New York and my company is LIVunLtd. I started in the industry in fitness, but one trend that we're seeing that no one really mentioned, you said virtual, but livestreaming. So I have to give a shout out to Peloton because it's all about technology. So people are staying home, but they're being involved in a community of class and they're taking, you know, real time classes. And I see this as a trend. I think we'll be seeing more of it. I know, for a fact, other manufacturers are now going to be competing in that place. But I think livestreaming is here to stay.

MS. FRAENKEL: I think what's fascinating about Peloton, and it's something that I do enjoy doing, is that not only is it live streaming at home, you spend over \$2,000 for a bike and you pay for a monthly subscription. So talk about a revenue stream that keeps on going and going and going. Before I let you ask your question, I'm going to actually turn this over to Enrico because I'm curious to know if Technogym is moving into the livestreaming business.

MR. BRACESCO: Well, obviously this is something that we are carefully considering, because you are right actually, I can't remember your name. Wendy. Definitely Peloton opened up this business, but there are more players going into that. That is very interesting, because there is a tangible demand of fitness at home. Tangible demand of convenience fitness. And it's not only Peloton and fitness at home, but if you take hospitality, for example, convenience is another thing that springs to mind. When people, you know, go into a hotel and they don't want to bother going down into the health club, they want to have a fitness in the room. So, you know, having a facility there helps them with a virtual coach and instant real time fitness on demand is something that is actually going mainstream now. If I can come back to your other point before-the new trends that we see. On top of these very knowledgeable audience, panel, Rosa [phonetic] as an example, I would say also the high intensity interval training. Which doesn't mean necessarily CrossFit, definitely. Because we do agree that that can be dangerous. Virtual coaching, definitely. Outdoor fitness is another trend coming up very, very strongly. And that's the reason why, what I wanted to say at the very beginning, our strategy is called wellness on the go. That mean providing the consumer a technological platform to follow a healthy lifestyle regardless of the physical position they have. Regardless of where they are, be them at the doctor's, on vacation, traveling, at the gym, in the office, at work. So wherever. As a matter of fact, we manufacture, we provide solutions for not only, you know, traditional business like the health clubs or the hotels. You know, if I were to say to you that we send equipment to the U.S. military forces in Afghanistan for them to train-

MS. FRAENKEL: [Interposing] Yes.

MR. BRACESCO: --would you be surprised?

MS. FRAENKEL: No. Not - - .

MR. BRACESCO: Many people don't know that, but, you know?

MS. FRAENKEL: No. I wouldn't be surprised.

MR. BRACESCO: Traditional business just accounts for 60% of our turnover.

MS. FRAENKEL: Wow.

MR. BRACESCO: So that is still fitness, huh?

MS. FRAENKEL: That is. I would like to have our audience person, what is your name?

LINDSEY: My name is Lindsey. [phonetic]

MS. FRAENKEL: Lindsey, where are you from.

LINDSEY: I am originally Canadian, but I live in the United Arab Emirates. So I'm the Director of Wellbeing for Fairmont Raffles and M Gallery, so I work with-

MS. FRAENKEL: [Interposing] Oh wonderful.

LINDSEY: And - - .

MS. FRAENKEL: Okay. Great. And your question?

LINDSEY: Mine isn't so much a question, it's more a comment, I guess, that can kind of evolve into a question. But we've talked about all the trends inside gyms, but we haven't actually talked about the fitness trends outside in outdoor recreation in good old fashioned hiking and, you know, bicycling, kayaking, all those things that go outside. As well as the other trends that have come in like tough mudders and the iron mans that just continue to become larger and larger fads around the world. So it'd be interesting to hear how you guys feel about that and how it's affecting your businesses. Because a lot of it is-

MS. FRAENKEL: [Interposing] Let me, let me-

LINDSEY: --not - - .

MS. FRAENKEL: -- - - it around. Who would like to talk that hasn't talked recently? Johannes? Okay. - - .

MR. MIKENDA: Just to answer this and also the comment from before. You know, we talked, so many presenters talked the

last few days about digital detox? About communities? About touch and the magic of touch. And this is answering exactly your question because we see in the destination spa people want to be touched. People want to do digital detox. And they don't want to work out in an online class when they are in a magic place. They want to go out, hike, and, I mean it's not new. It's like you said before, you know, hiking, yoga, swimming, skiing, in our area is very strong. And I think in a destination spa, out of the perspective of a destination spa, digital offerings are there and we were one of the first hotels offering them, but they are hardly used in our setting. And-

MS. FRAENKEL: [Interposing] I think it's a very good point well taken and obviously, and I always say this, wellness is not one size fits all. That's why there's always going to be people who want digital, stream, you know, livestreaming, digital online classes, people who want the creation of community, and love to go to classes. I mean people, you know, so the beauty, the wonderful thing is there seems to be quite a lot of room and quite a lot of spectrum for having fitness inside/outside. I agree with you 100%, when I talk about fitness, hiking is a critical part of it. Walking outside. I know Spartan races are like, you know, everybody's talking about them, I have no intention of doing one, but, anyway. Lynne.

MS. BRICK: Thank you. To answer your question, yeah, we create programs to help train people to participate in those tough mudders and Spartan races and what not. But I wanted to just make a comment about convenience, because it's a word that we've thrown around this morning already and with the Planet Fitness model, even though it is a budget model, you know, I'm not sure if you're aware or familiar with the model, but we are the judgment free zone. There are close to 11 million people that are members of nearly 1,400 clubs throughout the world and now in Canada and Dominican Republic and Puerto Rico and, so it's expanding outside of the U.S. and the interesting fact about that is that we provide Tootsie Rolls. We have one evening a month where we provide pizza. And one morning a month where we provide bagels. Now, don't freak out. The purpose is to explain to people that they can live a normal life, they can have their cake and eat it too. You can still make changes. And we are changing millions of people's lives every single day. It's phenomenal. And the

judgment free zone is their compelling brand promise. If you're not familiar with it, I recommend that you go. And, in addition to that, we have a black card spa with massage, so we include the mind body experience. Hydro massage therapy, so you can do a massage with your regular clothes, a seated massage. Beauty angel with red light collagen therapy and power plate so you're enhancing your beauty from the inside out as well as some tanning, but, to help enhance Vitamin D. Judgment free, even though I'm making lots of faces. What I do want to say that I think is really remarkable about the concept of Planet Fitness, even though I haven't been into one is one of the things, a pervasive theme we hear here is the idea of making wellness accessible to many more people. And, from a fitness point of view, probably the fitness world has done a much better job of making fitness much less expensive and more accessible.

MR. GIBSON: Well, I'll argue that.

MS. BRICK: Okay. Please.

MR. GIBSON: Okay. Because—

MS. BRICK: [Interposing] I love having Andrew on any panel.

MR. GIBSON: Because—

MS. BRICK: [Interposing] Because he brings the most controversy.

MR. GIBSON: Because the true, I mean I'm reminded of Jan's presentation this morning when we looked at spas in hotels and we said oh, well, I'm talking to the converted here, because you all get it, you understand fitness. The same with the luxury hotels, they get spas, but, you know, the economy hotels didn't have spas, didn't have fitness, they encourage smoking and stuff. So, actually, if you really want to look at fitness to get to the masses, don't study fitness clubs and all of this stuff. Study societies. Look at what Denmark and Holland do to get their citizens fitter, by encouraging them to cycle around. Look at activities and designs of buildings that are actually encouraging people to move, that's when you start hitting the masses. It's not the latest trend in spinning or the latest gadget on this, it's actually getting societal moves. And it's also big things, in Dubai, where I live, they've just put in 700 kilometers of cycling track, some of them that will be - - down for people to move. Rubberized tracks. All sorts of things that are

going on. Taxis - - carbonated drinks and cigarettes. We've got fitness equipment along the beaches for people to use. This is a wellness city and that's making their citizens fit.

MS. FRAENKEL: I think that's really an amazing point. It's very true that we've learned, for those who have been at the summit in the past, that if wellness, if we don't do it, it may well become mandated, which is the point that you're sort of raising, that countries are getting to the point where they're, you know, it's interesting that, when you're forced to walk or, you know, forced to not be driving in a car. Five minutes. Okay. We only have five minutes. That's hard to believe. That's hard to believe. Okay. There's two questions in the back-Sharon [phonetic] and Amy, and Christy. [phonetic] And, okay. We're going to have just questions now. Wow, I didn't get to ask my favorite question because I thought we had a little more time. But I might have to ask my favorite question. So Christy.

CHRISTY: Gosh. I have to do my - - breathing right now because my heart rate's going up a little bit, but what do you all think the entry level is for people who are growing up in this world? For example, my mom is really interested in boot camps and some of these things. How can we, as an industry, make it comfortable for all ages to actually join and participate.

MS. FRAENKEL: Kimberly, you want to answer that?

MS. FOWLER: Well, I was going to throw that over to Tony because he has a concept that addresses that. So.

MS. FRAENKEL: Tony, would you like to answer that?

MR. DE LEEDE: Please. We've only got five minutes, right? It's a big, look, god. For your mother who's, you know, what age?

CHRISTY: Sixty four.

MR. DE LEEDE: Yeah. Same age as me. We are the forgotten generation as it relates to fitness, absolutely. There's lots of different ways. I mean, you know, I'm working on something that specifically addresses your mother, but, again, it's a long discussion, but it is a bigger discussion - - and I don't want to take up too much of your time. But, you know, just be aware, for all of you, that millennials, everybody's chasing millennials and everybody's catering to millennials. And Gen X. And some of the baby boomers.

Some. Fifty percent of the baby boomers, like maybe your mother and my sister, have never been in a health club in their lives, have never done any kind of a class in their lives. Have never done a boot camp and they are, they just want to live 20 years well. They have no interest in being fit anymore, they just want to live well for another 20-25 years. And that's one of the challenges for our industry is how do we cater to the forgotten generation, being the baby boomers. So I'll just leave it at that for now.

MS. FRAENKEL: Amy, did you want to ask a question?

AMY RETAY: Sure. Amy Retay, Director of Spa and Fitness here at the Breakers. And what I've seen over the past few years, we offer complementary fitness classes to our guest and members here and we have gone from 70 classes a week down to about 45. And to Andrew's point of it's the spin, it's water aerobics, it's circuit training, it's the core classes that our guests really, because we track the attendance and that, that they really want. But what we have seen more recently is family fitness demand increasing. And currently, if you have been to our Ocean Fitness facility here, it's a few years old now, we have designed it and geared it towards more of our demographic, our older population. And I just—we have bikes here on property. We obviously have the beach and the pools. But if you can speak to trends or, or not necessarily trends, but what you've seen success stories in family fitness that we could consider here.

MS. FRAENKEL: Oh boy. I'm—which one—family fitness. One person can answer that. Who wants to, who feels they can speak—this may not be the right panel to answer that question, so... Okay. Johannes.

MR. MIKENDA: As we offer a lot of family activities, but same again, when we offer activities for families, what we do is, again, go to nature, you know? Like combinations of outdoor activities—hikes. A very new trend that we follow, which is really amazing, is e-biking. Because with the e-bike, you can take kids and other people and the whole family can go together. And this is really amazing and—or skiing, you know, is very easy because you have a slope for kids and you have slopes for adults and then they meet and they go together, and so this is the way we solve this.

MS. FRAENKEL: Thank you. Sharon, [phonetic] did you wish to ask a question?

SHARON KOLKKA: Yes.

MS. FRAENKEL: And, by the way, Lena, [phonetic] your timing is off, because we have five more minutes. I'm very, very-it says till 12:20.

MS. LENA BOUTON: That's correct. I gave you five minutes, it's six minutes.

MS. FRAENKEL: Thank you.

MS. BOUTON: Because I've been on panels all day and they go long.

MS. FRAENKEL: - - . No worries.

MS. BOUTON: So, but - - .

MS. FRAENKEL: I do not go long. You have not, you didn't come to my art of the panel. I have-okay. Sharon.

MS. KOLKKA: Okay. In some ways I'm probably going to be asking the million dollar question with five minutes to go. We all know, I think, when we talk about wellness, fitness or exercises is a huge component and if exercise was a pill, we would give it to everyone in the world and everyone would need to take it. So we all should be doing it. We know that our people should be doing it. We know we should be getting our communities to do it. I came out of the fitness industry in the eighties and the nineties and I moved into destination spas. So I understand the world, as you know. I know many of you up there. Adherence.

MS. FRAENKEL: That's an excellent-

MS. KOLKKA: [Interposing] That's my question.

MS. FRAENKEL: And I think we're going to end this panel by going one at a time, quickly, as to how you think to the point of adherence. Not just starting, but continuing. And I'm going to start with Andrew and then we're going to work our way down.

MR. GIBSON: Well, I think that, I can't predict trends, but I can say there are three things that I think are going to make a massive impact on fitness. One is virtual reality. - - is tracking what you're doing. And the third one is gaming. So

if you've got those three elements in it, you're going to get people bought in and you're going to get them less likely to leave.

MS. FRAENKEL: Okay. Johannes. Pass the mic down. Short answer-adherence.

MR. MIKENDA: Nothing to add on this. Just one little thing I would say-experience. You know, you can add on the experience, especially if you have-

MALE VOICE: [Interposing] - - fourth one.

MS. FRAENKEL: Okay.

MR. MIKENDA: Yeah.

MS. FRAENKEL: You can't still a fourth one from Johannes.

MR. MIKENDA: That's it.

MS. FRAENKEL: Yamuna.

MS. ZAKE: I think it's about bringing logic, intelligence, into everything so that people actually can figure out is this good for me or not. If I have these problems in my body, maybe walking isn't a great thing, even though the whole world tells me it's great. So that really bringing commonsense and logic to each person in their fitness.

MS. FRAENKEL: Enrico.

MR. BRACESCO: Customize and personalize wellness. And that is only possible through the proper use of a technological platform.

MS. FRAENKEL: Lynne.

MS. BRICK: Connecting people to people, members to members, participants to participants, through amazing experiences. But remember the high touch with the high tech. I think wellness and fitness have combined. That's what I'm seeing in, I come from fitness and I really think that that has become one. You can't have one without the other.

MS. FRAENKEL: But how is that going to make people adhere to fitness?

MS. BRICK: It's a full body. It's not just working out, but then—my newest location I have a wellness center and I have a juice bar and—

MS. FRAENKEL: [Interposing] So you're saying they'll adhere if you make the environment suck, more sticky.

MS. BRICK: Yes.

MS. FRAENKEL: Have them come—

MS. BRICK: [Interposing] Exactly.

MS. FRAENKEL: --have them stay. Then they'll work out and do other things.

MS. BRICK: Yes.

MS. FRAENKEL: Okay. Tony.

MR. DE LEEDE: I think number one, in my mind, is commitment not to yourself, but to somebody else. I have found personally and I think with everybody, if I commit to somebody that I'm going to go walk or go cycle or go everywhere, it's a lot easier to commit to someone else, because you let yourself down far more easily than you let somebody else down. So I guess find some workout buddies, whether it be, whatever you do, try and do it with a friend, because commitment to someone else will keep you going longer than commitment to yourself.

MS. FRAENKEL: I think that's great. I want to thank you guys. I'm sorry, we never seem to have enough time, but thanks so much to the panel and thank you for your attention.

MS. BOUTON: Sorry. On behalf of the hotel, I just want to make you aware of the lunch change location. Lunch was going to be on the Ocean Lawn, but it's extremely windy and hot, so it's right across the hallway in the Venetian Ballroom. There's a beautiful vegan and vegetarian menu buffet. Enjoy.

[END RECORDING]