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ENTICE GYM MEMBERS WITH GIFTS!

SURVEY REVEALS MEMBERS WANT INCENTIVES

A survey carried out by Promotions81 reveals the majority of gym users want promotional gifts upon joining a club. 180 members were surveyed across 5 random London clubs to discover what gym members thought about promotional goods.

- A third (33%) received a gift when they joined the gym for the first time and all respondents found it useful.
- Of the two-thirds who did not receive a gift, 50% commented that a gift upon joining would have been a good incentive.
- 50% of all respondents had received free gifts at previous gyms.
- 56% of all respondents would find promotional gifts "useful"; 33% regarded them as "useless"; and 11% perceived gifts to be "cheap".
- Feedback from gym members reveal the types of gifts they would like to receive are:
 - Gym bags/rucksacks;
 - Gym clothes i.e. t-shirts;
 - Free passes for friends and family;
 - Water bottles;
 - Towels;
 - More personal training.

The results highlight the important role promotional activity plays to increase gym memberships, as more and more people look to incentives as a further means of motivation for joining the gym.

Chris Cope, Managing Director of Promotions81 comments, "Sales promotion in the form of discounts will only work for so long before consumers' expectations drift towards free gifts. [Promotions81] source clubs with more of the gifts gym members want to see and use, rather than gimmicky goods that are irrelevant to health and fitness, as evident in the feedback we received from the survey."

-Ends-

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About Promotions 81

Promotions 81 was founded in 1997 by Chris Cope and Carl the City fan. The company is the leading supplier of promotional goods (for example, staff uniforms, water bottles, sports bags, referral gifts) to the leisure industry. Currently 8 out of 10 of the top health and fitness operators in the UK use Promotions 81. The philosophy is to provide quality products on time and within budget; all done with great customer service.