

Anytime Fitness Arrives in The Netherlands, Opens First Club in Susteren

"Anytime Fitness, the world's largest and fastest-growing co-ed fitness club chain continues to accelerate its international expansion -- this time, with the opening of its first club in the Benelux region (Belgium, Netherlands, Luxembourg) in Susteren, Netherlands. Susteren opens its doors a year after a master franchise agreement was signed to bring the Anytime Fitness concept to the Benelux region -- a plan that aims to open as many as 150 clubs over the next 10 years... In its pre-sale, Susteren signed up 154 members, and now averages 15-25 new members every week. Gulpen's pre-sale is currently underway, on pace to sign up 150 members, and scheduled to officially open at the end of August. The third club to open in the Netherlands will be in Landgraaf, slated for an October opening."

<http://www.prnewswire.com/news-releases/anytime-fitness-arrives-in-the-netherlands-opens-first-club-in-susteren-126233653.html>

Cancer Patients Should Exercise

"A report by Macmillan Cancer Support has suggested that cancer patients should get at least 150 minutes of exercise every week. The charity explained that traditional advice for patients to rest while they received their treatment no longer held true. The report, Move More, said 1.6 million cancer survivors in the UK were not getting enough exercise.... The report also highlighted earlier research that showed breast cancer patients who took the recommended amount of exercise reduced their risk of dying from the disease by 40%. It also said that bowel cancer survivors could reduce their risk by 50%, and prostate cancer patients by 30%, if they exercised regularly."

<http://www.hc2d.co.uk/content.php?contentId=19374>

Draft of Irish Vetting Legislation Released

The Irish Government has launched the National Vetting Bill, which will be discussed in the next session of the Dail (Parliament). This bill is intended to place the vetting of persons working with children or vulnerable adults on a statutory basis and includes a section covering sports, fitness, and leisure facilities.

<http://www.justice.ie/en/JELR/Pages/PR11000151>

Money Spinner

Health Club Management investigates how to make your indoor cycling studio pay its way

“Indoor cycling is no doubt a popular class, if not a phenomenon – but is it paying its way? With some studios lying empty for over 90 percent of operating hours, it could actually be costing you money. From increasing participation, to virtual classes, to setting up standalone group cycling studios, here we look at ways to maximize your ROI.”

Read on...

<http://www.health-club.co.uk/digital/index1.cfm?codeid=23243&CFID=28518755&CFTOKEN=69996102>

Receive a complimentary *Health Club Management* Digital Subscription

<http://www.leisuremedia.com/indexDIGI2.cfm?subject=DIGIsubs>

Board Service: An Opportunity to Give Back

There may be no finer way to give back to the industry than serving on IHRSA's Board of Directors. The IHRSA Board of Directors is an experienced team of leaders chosen to serve IHRSA and the health club industry and to provide guidance, strategic direction and insight that have lasting global impact.

The deadline to apply is 16 September 2011. For more information or to apply, [click here](#) to download the 2012-2016 Board of Directors Application (PDF).

Link to:

[Download 2012-2016 Board of Directors Application \(PDF\)](#)

Are You the Decision Maker for Equipment Purchases? Want to Win a US\$100 Gift Card?

IHRSA and Sports Club Marketing Surveys are conducting a survey on health club equipment in order to help suppliers better understand the needs of club operators. If you meet the following criteria we would love to have you participate:

1. You are the decision maker/buyer of fitness equipment
2. You have access to the number and brand of equipment purchased in 2010

As a thank you for participating, you will receive a copy of the *IHRSA International Health Club Equipment Benchmarking Report: Club Operator edition* and be entered in a drawing to win one of three US\$100 Amazon.com Gift Cards.

Responses are needed by 14 September. All information will be kept confidential.

[Complete the Survey](#)

<http://www.sportsmarketingsurveysusa.com/surveys/ihrsa2011/hc2010new.htm>

European Industry Issues and Trends

IHRSA is asking our industry leaders in Europe to provide their observations about the current industry operations, and comment on the trends and issues which confront you as a club operator. Participation should only take 10 minutes, responses will be kept confidential, and all contributors will receive a summary of the

responses as a thank-you for contributing. To participate in this survey please reply to this email and we will send you further information.

Featured *CBI* Article – Nordic Ambition: CEO Olav Thorstad has Expansive Plans for SATS

SATS' CEO Olav Thorstad intends to turn the chain's past achievements, new budget brand, and ambitious product development initiatives into a major Nordic presence.

<http://www.ihrsa.org/cbi/2011/7/28/sats-ceo-intends-to-turn-the-chains-past-achievements-new-bu.html>

The 11th Annual IHRSA European Congress 27-30 October 2011 | Milan, Italy

Don't miss the 2011 IHRSA European Congress, which will be taking place 27-30 October in Milan, Italy.

The educational programming includes presentations on Sales, Social Media, Retention, Low-Cost Gyms, Personal Training, and more!

Plus insider tours of Milan's finest health clubs, the opportunity to meet your colleagues from throughout Europe, and a Supplier Showcase.

To view the complete programme or to register visit www.ihrsa.org/congress or contact intl@ihrsa.org.

Ask an Industry Leader

Dag Lee and Bryan O'Rourke discuss the return on investment (ROI) you can expect when expanding your facility and building a new facility in this week's *Ask an Industry Leader*.

Q: "How can we compare the return on investment between adding on additional space to our current facility and opening a new facility?"

<http://www.ihrsa.org/home/2011/8/8/expanding-your-club-vs-building-a-new-location-which-has-a-h.html>

The Conversation

The follow tweets were recently sent from IHRSA's Twitter Account

Zumba Tops the UK Gaming Charts for the Seventh Consecutive Week

150+ Industry Leaders At Your Disposal

Corporate Wellness Returns \$6 for Each \$1 Spent

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