



# MAXIMIZING YOUR INDOOR CYCLING EXPERIENCE

*LifeFitness*  
POWERED BY  ICG

# INDOOR CYCLING TRENDS

Group exercise took a major hit during the pandemic and group cycling seems to have been hit the hardest. What does the landscape look like for 2023 and beyond?

The indoor cycling industry benefited from a decade of growth due to the rise of boutique studios, however, the last few years have been challenging for indoor cycling.

COVID didn't allow for the typical indoor cycling experience where participants ride in close proximity providing the "pack" feel and group energy. Now, as memberships continue to increase and participants are back to regular workout schedules, there is still a hesitation to fully jump back on the saddle for indoor cycling classes.

2023 looks to be a transitional year for group indoor cycling. As class schedules are slightly reduced and class participation is slowly growing, one thing owners and operators agree on is, indoor cycling is still a necessary offering. Two examples of businesses that still see opportunities in the cycle category

are Barry's Bootcamp, which is launching a new chain of indoor cycling studios, and Xponential Fitness who has now grown its CycleBar boutique chain to over 260 open studios, with plans to further expand into international markets.

During this transition back to traditional levels of class schedules and indoor cycle participation, here are a few key factors that still drive the success of an indoor cycling program.

- 1. The Social Experience** - riding in a group still drives motivation and results compared to riding alone.
- 2. Rock Stars** - a quality instructor with appealing music will keep participants coming back for more.
- 3. The Environment** - a clean and fresh studio with nightclub inspired lighting and design, along with a pumping sound system and interactive screens make for a lasting user experience.
- 4. Programming** - variety in programming is necessary to meet the different needs and fitness levels of all participants. Instructor led "rhythm rides", performance based power or heart rate training, digital interactive gaming with leaderboards or races, and even virtual rides without a live instructor can provide the type of variety appealing to any participant.

Let's explore Programming a little further.

# WHAT IS A DYNAMIC INDOOR CYCLING OFFERING?

Indoor cycling now comes in many forms, from immersive forward motion video to make riders feel like they are cycling together through scenic landscapes, to competitive data representation that allows a group of riders in a class to compete against each other. In addition, with many fitness users wanting to track their workout progress, app-based data collection is also a key consideration for the modern indoor cycling studio.

# VARIETY IN PROGRAMMING CAN HELP YOU TO...

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Provide a unique immersive experience for members and to attract a wider audience

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Provide a wide range of indoor cycling formats that can flex to meet the changing needs of your member base

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Maximize class timetables by adding additional virtual classes to provide a more extensive offering to members

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Provide greater options to appeal to the mix of skill levels of both customers and instructors alike

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Reduce costs and improve class access options through a virtual offering

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Utilize wearable technology on multiple levels to help members reach their goals



# LET'S CONSIDER A DIGITAL INDOOR CYCLING OFFERING...

## WHAT DO YOU DO NEXT?

There are many aspects to consider when embarking on implementing a digital indoor cycling offering in your facility, and from our experience of working with thousands of sites globally, we know that the key to getting it right is planning properly at the front end.

If you can get this right, then engaging your customers in amazing experiences will be only a few steps away. We've broken down the key elements you need to consider.

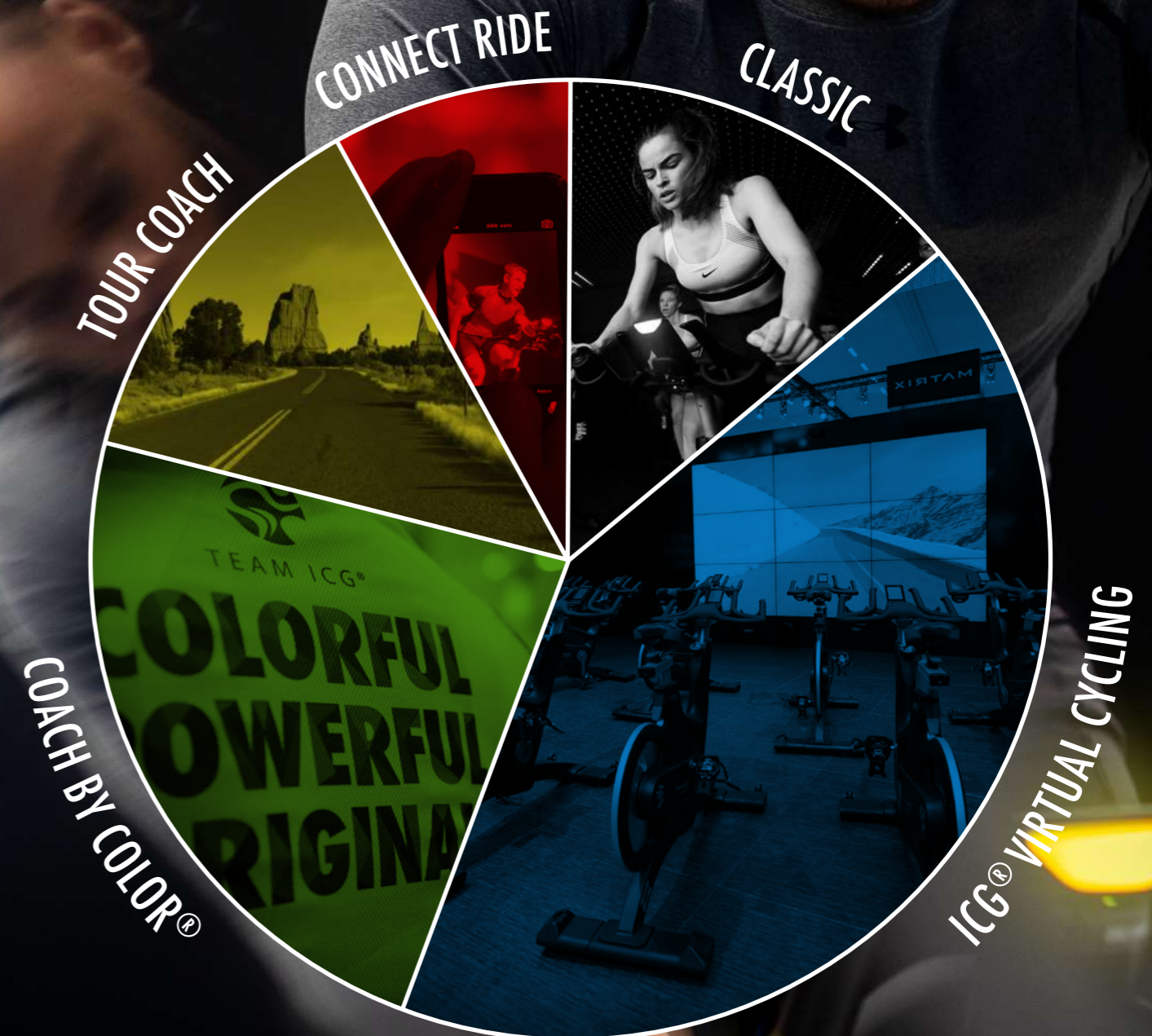
# UNDERSTANDING YOUR OFFERING

## WHO ARE YOUR MEMBERS AND WHO ARE YOU TRYING TO TARGET?

If your members love to compete then offering a wide range of competitive data-driven experiences would be perfect. If they prefer the energy and engagement of a class using forward motion video, then perhaps that offering should be stronger. The important thing is to choose a solution provider that allows for you to be flexible with your offering and gives you the widest choice of digital offerings to suit your members' (and even your non-members') needs. At Team ICG, we believe in offering a variety of experiences to attract and engage your members. From music to video, to power training and data-driven competition, we have an indoor cycling experience to suit you and ALL your members.

# THE ICG® EXPERIENCE

We can help every operator easily understand their offering by creating an experience wheel which allows facilities to visualise the breakdown of their multiple indoor cycling formats into one easy-to-understand offering. The experience wheel should reflect the member demographic and be tailored to suit your members needs precisely. The experience wheel below gives an example of a facility that offers a wide variety of classes to service a varied member base.



# WHAT WILL YOUR EXPERIENCE LOOK LIKE?

Whether you are an existing facility or creating a new indoor cycling space from scratch, there are many elements of the infrastructure you need to consider to create your member experience.



## BIKES

Bikes are an essential investment in being able to provide a variety of classes and in giving your members a brilliant riding experience. Strong frames, multiple adjustments and comfortable seats are a start, but a bike that outputs data and gives you the capability to use it in a meaningful manner during a class will improve the flexibility of your offering.



## TRAINERS

Trainers will be crucial to implementing and creating unique experiences, so ensure they are engaged and up-skilled. Teaching a digital indoor cycling class can be very different to a classic music-driven ride, so ensure training and development of your trainers is part of your implementation plan.



## MUSIC

Music is a key element to every indoor cycling experience as it will help to keep riders motivated and engaged to power through tough sections. It will be the platform on which all coaches are currently coaching. Gift them with great sound and allow them to provide amazing experiences.



## LIGHTING

Lighting is another essential consideration that is often overlooked. The color and sequencing of light can have such a huge impact on a person's mood, so it should be considered carefully in the studio. Lighting can also be synced to the music to create a multi-dimensional experience.



## EQUIPMENT AND DESIGN

Equipment and design can include projectors, screens and sound systems and design should consider the number and layout of the bikes in relation to your studio space. The bikes can be orientated to face a screen and provide a cinema type experience for those classes that have a digital or visual format.

# GET EVERYONE INVOLVED!

Training is a crucial part of successfully implementing a digital indoor cycling offering as you are asking trainers to provide new experiences.

To ensure that the experience is engaging, the trainers must fully understand the drivers within each class format and how the planning process can be adapted to provide something that truly reflects the capabilities of each format of class.

A strong digital provider will have a variety of online and live training days to support the successful integration of all digital formats and will help your instructor team to fully understand the offering, so that they can be your front line of in-club promotion to your members

# TRANSITIONING TO DIGITAL

To implement any new program into a facility can be a challenge, however it is crucial to have a transition plan mapping out how your classes will change over time, what classes will be added and in what order. This will enable your staff to get members on board with the new offerings so it isn't a shock when they are added, and give your staff time to complete any training and get comfortable with the new formats.

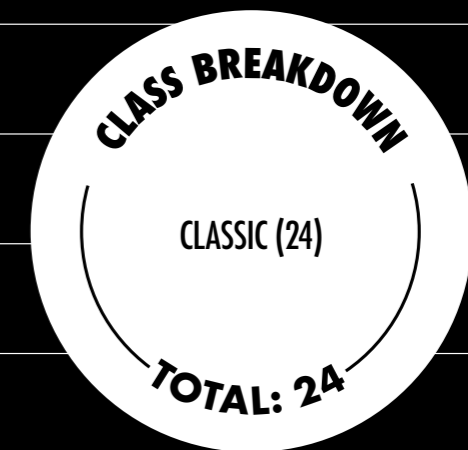
Here is an example of a transition plan from 'classic' indoor cycling to the full Team ICG offering.



## EXAMPLE STUDIO TIMETABLE

**KEY**  CLASSIC

ORIGINAL - DAY 0						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	06.15 – 07.00		06.15 – 07.00			
07.15 – 08.00				07.15 – 08.00		
					08.15 – 09.00	08.15 – 09.00
09.15 – 10.00		09.15 – 10.00		09.15 – 10.00	09.15 – 10.00	09.15 – 10.00
	10.00 – 10.45		10.00 – 10.45			
		12.00 – 12.45				
13.00 – 13.45						
18.15 – 19.00	18.15 – 19.00	18.15 – 19.00	18.15 – 19.00	18.15 – 19.00		
19.15 – 20.00	19.15 – 20.00	19.15 – 20.45	19.15 – 20.45	18.45 – 19.30		





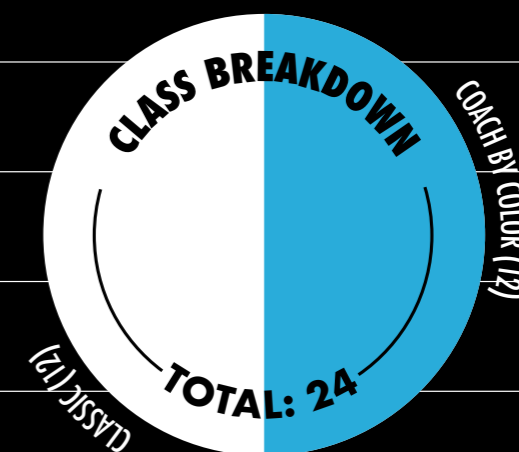
## EXAMPLE STUDIO TIMETABLE

**KEY**

CLASSIC COACH BY COLOR

### PHASE 1: COACH BY COLOR INTEGRATION - DAY 1

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	06.15 – 07.00		06.15 – 07.00			
07.15 – 08.00				07.15 – 08.00		
					08.15 – 09.00	08.15 – 09.00
09.15 – 10.00		09.15 – 10.00		09.15 – 10.00	09.15 – 10.00	09.15 – 10.00
	10.00 – 10.45		10.00 – 10.45			
		12.00 – 12.45				
13.00 – 13.45						
18.15 – 19.00	18.15 – 19.00	18.15 – 19.00	18.15 – 19.00	18.15 – 19.00		
19.15 – 20.00	19.15 – 20.00	19.15 – 20.45	19.15 – 20.45	18.45 – 19.30		





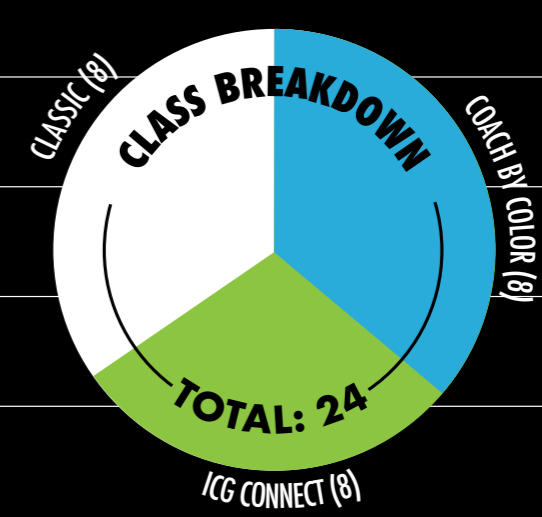
# EXAMPLE STUDIO TIMETABLE

## KEY

- CLASSIC
- COACH BY COLOR
- ICG CONNECT

### PHASE 2: ICG CONNECT INTEGRATION - DAY 30

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 06.15 – 07.00		<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 06.15 – 07.00			
<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 07.15 – 08.00				<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 07.15 – 08.00		
					<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 08.15 – 09.00	<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 08.15 – 09.00
<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 09.15 – 10.00		<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 09.15 – 10.00		<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 09.15 – 10.00	<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 09.15 – 10.00	<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 09.15 – 10.00
	<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 10.00 – 10.45		<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 10.00 – 10.45			
		<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 12.00 – 12.45				
<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 13.00 – 13.45						
<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 18.15 – 19.00	<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 18.15 – 19.00	<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 18.15 – 19.00	<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 18.15 – 19.00			
<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 19.15 – 20.00	<div style="background-color: white; width: 20px; height: 10px; margin: 0 auto;"></div> 19.15 – 20.00	<div style="background-color: #00AEEF; width: 20px; height: 10px; margin: 0 auto;"></div> 19.15 – 20.45	<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 19.15 – 20.45	<div style="background-color: #76D7C4; width: 20px; height: 10px; margin: 0 auto;"></div> 18.45 – 19.30		







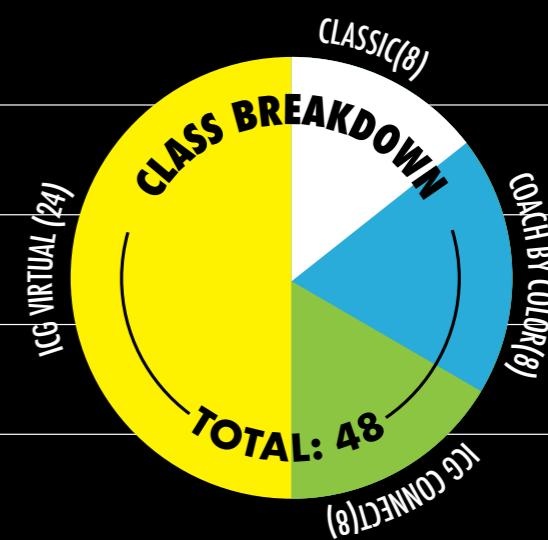
## EXAMPLE STUDIO TIMETABLE

### KEY

- CLASSIC
- COACH BY COLOR
- ICG CONNECT
- ICG VIRTUAL

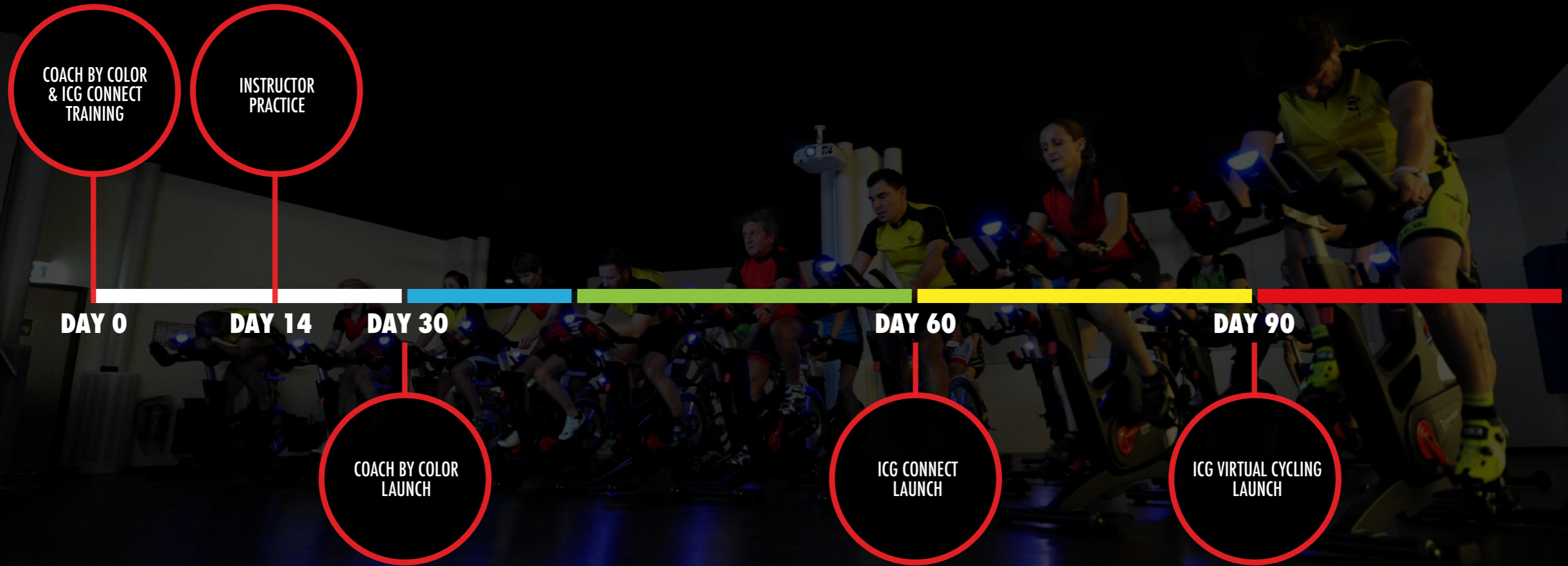
### PHASE 3: ICG VIRTUAL CYCLING INTEGRATION - DAY 60

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	06.15 – 07.00		06.15 – 07.00		06.15 – 07.00	
07.15 – 08.00				07.15 – 08.00	07.15 – 08.00	07.15 – 08.00
08.15 – 09.00		08.15 – 09.00	08.15 – 09.00	08.15 – 09.00	08.15 – 09.00	08.15 – 09.00
09.15 – 10.00	09.15 – 10.00	09.15 – 10.00	09.15 – 10.00	09.15 – 10.00	09.15 – 10.00	09.15 – 10.00
10.15 – 11.00	10.00 – 10.45	10.00 – 10.45	10.00 – 10.45	10.00 – 10.45	10.00 – 10.45	10.00 – 10.45
11.15 – 12.15	11.15 – 12.15	12.00 – 12.45	12.00 – 12.45	12.00 – 12.45	12.00 – 12.45	12.00 – 12.45
13.00 – 13.45	13.00 – 13.45	13.00 – 13.45	13.00 – 13.45	13.00 – 13.45		
	15.00 – 15.45	15.00 – 15.45				
18.15 – 19.00	18.15 – 19.00	18.15 – 19.00	18.15 – 19.00			
19.15 – 20.00	19.15 – 20.00	19.15 – 20.45	19.15 – 20.45	18.45 – 19.30		



# TRAINING & PROGRAMMING

## IMPLEMENTATION TIMELINE



# SUMMARY

The solution isn't only a case of buying the product and 'hey presto!' Having all stakeholders understand what you are aiming for and how the offering will change in advance of its integration will help to ensure that everyone feels a part of the change. Proper studio design, consideration of training and staggered integration, along with plenty of in-club communication to members will lead to increased attendance and wider appeal to a greater audience of cyclists and fitness users.

THANK YOU FOR CONTINUED SUPPORT  
WE ARE PROUD TO HAVE YOU AS PART OF ICG®

STAY CONNECTED WITH ICG®

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