



# Why People Join, Leave, and Stay with Health /Fitness Clubs: The Ultimate Handbook of Member Retention

*Stephen J. Tharrett, Paul Bedford*

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Driving membership retention is vital to the short-term and long-term profitability of a club. Why People Join, Leave, and Stay with Health/Fitness Clubs: The Ultimate Handbook of Member Retention is a guide for club owners and operators that: Details industry experiences with membership growth and retention; provides an in-depth look at the facts about membership retention; Offers information on the attitudes, beliefs, and behaviors of people regarding exercise, and how these impact the industry's ability to improve member retention; Takes a look at the reasons consumers give for joining a club, remaining a club member, and, lastly, terminating their membership experience; Discusses business models and strategies that can significantly enhance a club's ability to retain its members.

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