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## Face Off of the Top 100 Clubs

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The recession led to lower revenue for many of the largest club companies in the country, but owners indicate hope for 2010.

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No one in the fitness business needs a tally of club companies' revenues to be convinced that 2009 was a rough year. The industry certainly encountered the most difficult economic year in its history.



That fact is reflected in this year's Top 100 Clubs list, which you can view in the attachment at the end of this story. Our annual list ranks club companies by revenue in the previous year. It is not meant to rank clubs based on quality or service.

Thirty-six club companies reported lower revenues for 2009 than they reported for 2008. We estimated a 4 percent decrease for another 11 companies from whom we did not receive forms this year but for whom we had self-reported numbers last year.

The good news is that despite the record number of companies with lower 2009 revenues, the decreases were generally in the single digits, compared to other industries where revenue decreased more steeply. It was much harder for owners to increase revenues in their core businesses last year, and because the economy did not allow many club companies to add new facilities in 2009, operators found it more difficult to offset the losses in their core businesses.

**24 Hour Fitness**, San Ramon, CA, continues as the top club company with \$1.325 billion in revenue. **LA Fitness**, Irvine, CA, ranks second with \$1 billion. LA Fitness added more than 50 sites last year—a growth rate of about a club a week that few companies in the industry can match.

**LA Fitness** and **Equinox**, New York, which ranks No. 6 at an estimated \$344 million, are on the list for the first time, not because they never qualified before, but because we previously were never able to make an accurate estimate on their revenue. This year, we



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RANK	COMPANY	REVENUE (MILLIONS)	REV CHANGE <sup>1</sup>	# SITES <sup>2</sup>	# STATES OPERATING IN	FOUNDED	# EMPLOYEES	# OPEN/ ACQUIRE	PROFILE
	Newtown Athletic Club, Newtown, PA (215) 968-0600	8	-6%	1 (O)	1 (PA)	1978	275	0	Multi-recreational health and fitness complex, catering to family members and youth programming.
<b>80</b>	Greater Midland Community Centers Inc., Midland, MI (989) 932-1993	7.7	-16%	5 (O)	1 (MI)	1917	579	0	Nonprofit multipurpose organization with five operating units.
<b>81</b>	Liebenow and Torok Inc., dba L&T Health and Fitness, Falls Church, VA (703) 204-1355	7.6	-1%	48 (M)	12 plus DC	1984	267	3 (N) 3 (A)	Women-owned health management company.
<b>82</b>	HealthQuest of Central Jersey LLC, Flemington, NJ (908) 782-4009	7.5	-11%	1 (O)	1 (NJ)	2000	285	0	Multipurpose family facility.
<b>83</b>	American Leisure Corp., New City, NY (845) 638-2201	7.2	-4%	68 (M)	3 (NY, NJ, FL)	1967	500+	5 (N)	Provides management and consulting services to the fitness, spa, recreation and lifestyle industries.
<b>84</b>	Beverly Hills Club, Beverly Hills, MI (248) 642-8500	6.9	3%	1 (O)	1 (MI)	1973	140	1 (A)	Multipurpose club catering to families and singles of all ages.

KEY: \* = Estimated 4 percent decrease due to recession. \*\* = Revenue derived from various financial sources. \*\*\* = Revenue for 12-month period ending Sept. 30, 2009. 1. Increases may reflect revenue growth through acquisition of new club openings. 2. (O) = Owned. (M) = Managed. (Ls) = Leased. (Li) = Licensed. (F) = Franchised. 3. (N) = New. (A) = Acquired. N/A = Not available.