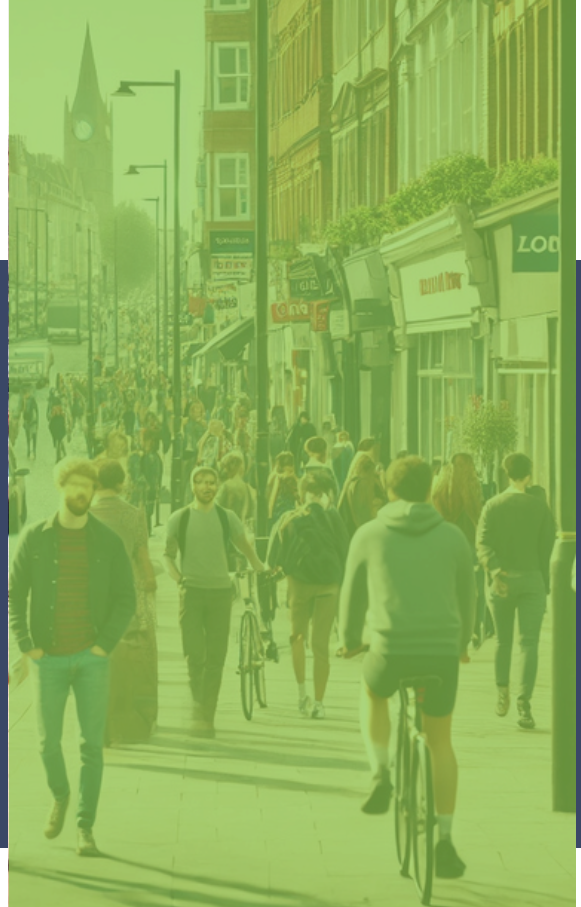


Smarter Expansion Starts with Data-led Insight

Client: Global Fitness Group



The Challenge

Our client, a global fitness brand, was planning a wave of new gym openings across the South of England. Their traditional approach to site selection relied on a mix of approaches including local scouting, a review of commercial property trends and an analysis of general population data.

While some new locations had performed well, others saw lower than expected member signups and retention rates. Their management team needed a way to validate expansion decisions with greater confidence and most importantly, avoid committing to sites that looked good on paper but underdelivered in practice.

The Solution

Using **Periscope**®, the team was able to layer behavioural insight onto their internal performance data which helped them to:



Identify whether local footfall was driven by residents, workers, or transient passersby — a key factor for membership retention



Exclude locations where local movement patterns didn't support recurring gym use e.g. retail-only footfall, limited evening activity



Compare candidate sites against their top-performing gyms to find similar patterns of affluence, lifestyle and pedestrian flow



Understand demand beyond standard postcode demographics, right down to daypart behaviour and movement clusters

We helped the team narrow their shortlist of 20 potential locations down to 7 high-confidence opportunities. By focusing on areas with comparable customer behaviours and stronger usage figures, they achieved a 30% increase in early membership uptake across the newly selected sites and a repeatable model for future location planning across Europe and North America.