



INDUSTRY-SPECIFIC BRIEFING KC SMALL BUSINESSES

Surviving the World Cup Surge

Overview

Kansas City and its regional partners will welcome hundreds of thousands of domestic and international visitors during the 2026 FIFA World Cup™. For fitness centers, this presents a unique dual opportunity: for short-term revenue and long-term member acquisition. Success will depend on delivering flexible, visitor-friendly access, maximizing short-term usage and upselling services, creating a strong, experience-driven environment and converting visitors into ongoing members where possible.

Industry -Specific

Personal Services: Fitness Centers

OPPORTUNITY

Visitors seeking everything from workouts to recovery to wellness services, are seeking convenient, high-quality, flexible fitness solutions — leading to increased exposure and trial usage.

Global Visibility for KC Area

The World Cup will bring:

- International fans
- Corporate sponsors
- Media organizations
- Team staff and families

Johnson County Advantage

- Health & Wellness Demand Is Strong
 - 82 million Americans plan to prioritize fitness
 - Estimated \$60 billion in annual spending on fitness and wellness
- *During major events, visitors will seek:*
 - Short-term gym access
 - Recovery and wellness services
 - Structured workouts while traveling

Johnson County Opportunity

- Capture:
 - Hotel guests
 - International visitors
 - Families and casual users

[DOWNLOAD THE
KC GAME PLAN PLAYBOOK](#)



THE REALITY

- Membership Retention Drives Profitability
 - Retention rates average 69–75%
 - Losing members is more costly than acquiring new ones
- Consumer Spending Pressure Exists
 - Declining consumer confidence entering 2026 may impact discretionary spending
- Labor Is the Largest Expense
 - Staffing must align with peak usage times
 - Many facilities rely on:
 - Part-time staff
 - Contract trainers
- Highly Competitive Market
 - Competitors include:
 - Other gyms and studios
 - Boutique fitness concepts
 - At-home fitness alternatives

WIN THE CUSTOMER

Visitors will choose fitness centers that are:

- Flexible & Accessible
 - Day passes or short-term memberships
 - Extended hours or 24/7 access
- Conveniently Located
 - Near:
 - Hotels
 - Event venues
 - High-traffic corridors
- Easy to Use
 - Clear layout and navigation
 - Minimal onboarding friction

BUILD THE EXPERIENCE

The industry is shifting toward experience-driven fitness environments.

- Design for Experience & Engagement
 - Modern gyms emphasize:
 - Open layouts
 - Clear zoning
 - Community spaces
- Offer Diverse Programming
 - Strength training
 - Group classes (yoga, cycling, HIIT)
 - Specialized programs
- Leverage Key Trends
 - Wearable tech integration (top trend)
 - Programs for older adults
 - Mental health and wellness offerings

MAXIMIZE THE REVENUE

Drive Non-Dues Revenue

- Beyond memberships, revenue comes from:
 - Personal training (~9% of revenue mix)
 - Classes and programs
 - Food, beverage, and merchandise
- Offer Visitor Packages
 - Daily or weekly passes
 - World Cup-specific packages
 - Group or family access
- Optimize Capacity During Peak Times
 - Adjust staffing schedules
 - Expand class offerings
 - Use booking systems to manage demand

continued on next page



BE WORLD-READY

- International visitors will expect:
 - Simple sign-up and payment options
 - Clear pricing and service offerings
 - Clean, modern, and well-maintained facilities
- Operational details matter:
 - Locker rooms and showers
 - Towels and amenities
 - Multilingual signage where possible

FIVE THINGS FITNESS CENTERS MUST DO WELL

- Maximize Member Retention
 - Retention is the primary profit driver
- Expand Non-Dues Revenue
 - Leverage training, classes, and services
- Optimize Staffing & Operations
 - Align labor with peak usage times
- Deliver a Strong Member Experience
 - Focus on environment, engagement, and community
- Adapt to Consumer Trends
 - Incorporate technology, wellness, and personalization

STILL HAVE QUESTIONS?
CONTACT ECJC TODAY!

The World Cup presents a high-visibility, short-term demand surge for fitness centers.

- For Kansas City and Johnson County operators, this is an opportunity to:
 - Capture incremental revenue from visitors
 - Showcase facilities to new audiences
 - Convert short-term users into long-term members
- The facilities that succeed will focus on:
 - Flexible access and pricing
 - Experience-driven environments
 - Operational readiness for peak demand
 - Strong service and member engagement

