In December of 2006 ACSM’s Health & Fitness Journal published its first worldwide fitness trends survey with commentary by four well known international experts within the commercial, community, clinical, and corporate wellness sectors. The trend analysis was repeated in 2007, 2008, 2009, 2010, 2011, and 2012. Now in its 7th year, the 2013 survey reveals trends within the fitness industry to help club owners and practitioners establish direction for their programs in the coming year. The results of the 2013 survey are summarized below, compared against the previous years’ survey results. The commercial health club (for profit) can use this information to build exciting new, high-volume, low-cost, and profitable innovative programs. Corporate health promotion programs can develop stimulating novel approaches to improving employee fitness and morale while decreasing absenteeism. Recognizing the clinical characteristics of this survey, medical fitness centers can capitalize on the growing trends of medical referrals, especially those dealing with childhood obesity. Community-based programs (not-for-profit) will find the survey results to be of benefit because of its public health implications.

I. Definitions
   Fad - A fashion that is taken up with great enthusiasm for a brief period of time; a craze (http://dictionary.reference.com).
   Trend - a general development or change in a situation or in the way that people are behaving (http://dictionary.cambridge.org).

II. Survey Construction
   A. 37 entries (The final list was potential trends that could be applicable in commercial, community, clinical, and corporate settings)
   B. Used “Survey Monkey” (www.surveymonkey.com)
   C. The survey was designed so that the respondent could finish within 15-20 minutes.
   D. As a bonus incentive, respondents were able to leave their mailing information and compete for a free copy of ACSM books and $100 gift card.
   E. Survey was constructed using a Likert-type scale ranging from a low score of 1 to a high score of 10 (plus additional space for comments).
III. Survey Dissemination
   A. There were 29,630 surveys sent out (an increase of 37% from the previous year)
   B. 3,346 responded for a return rate of 11%.
   C. Responses were received from all over the world including Asia, Europe, Australia, Africa, North America and South America.

IV. The final step was to collate the responses and rank-order them from highest to lowest and determine the fitness trends for 2013.

V. International experts commented on the fitness trends including Osnat Fliess Douer, Ph.D. (Wingate College, Israel), Paul Sorace, MS, RCEP (Cardiac Prevention and Rehabilitation, Hackensack Medical Center, New Jersey), Desirée Nathanson, MS, DTR (Atlanta, Georgia), and Trudy Moore-Harrison, Ph.D. (University of North Carolina, Charlotte).

“Take Away Messages”

The 2013 world-wide survey of fitness trends helps the health and fitness industry make critical programming decisions. The results are applicable to commercial, clinical, corporate, and community fitness programs. While no one has been able to accurately predict the future, this survey helps to track trends in the field that will help program directors and personal trainers make important business decisions. Around the world, the health & fitness industry continues for the most part to be unregulated by either local or federal law. This sometimes leads to practices within the industry that prove to be unsafe to clients. In the past two years, there has been an escalation of reports that clients are getting seriously injured by unqualified health & fitness instructors (mostly by personal trainers who are not properly educated and inexperienced). At some point, the industry will need to either develop its’ own best practices or someone will do it for them.

As is listed in the study, there are several organizations that are attempting to help the industry regulate itself. ACSM does this study each year to determine if trends identified in the past continue to be trends and to identify any new trends in the health & fitness industry. This helps owners of health clubs (regardless of type) to either continue offering the same types of programs or to develop new ones. For example, since Pilates fell out of the top 20 trends for 2011, many clubs are now considering dropping them in favor of Boot Camp types of programs since they seem to be more popular.

Pilates may have outlived its usefulness as an exclusive exercise program. It is a bit more expensive for health clubs to deliver a Pilates program and in this world-wide economic recession in which we still find ourselves, clients have less discretionary income to use for exercise programs. It appears as though people are looking for a basic exercise program that still contains the kind of regiment of Pilates. So, two reasons seem to be in play: people are looking for more basic exercise programs and club owners are looking for ways to deliver programs more economically. Health clubs should seriously consider two groups of potential clients: the elderly and children who are overweight or obese. People are generally living longer (the elderly) and children are getting fatter. These two facts are not going away any time soon. Fitness professionals should consider these two groups as new potential sources of income.
Top 10 World-Wide Fitness Trends for 2007 through 2013

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<th>2007</th>
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References
Team USA Athletes: Preparation and Performance in Pursuit of Olympic Gold

Randall L. Wilber, PhD, FACSM
Senior Sport Physiologist
United States Olympic Committee (USOC)

ACSM Health and Fitness Summit
Las Vegas, NV
12-15 March 2013

Team USA Athletes: Preparation and Performance in Pursuit of Olympic Gold

Introduction
Team USA Goals for Summer and Winter Olympics
VANCOUVER 2010 Recap
LONDON 2012 Recap

Use of Sport Science in the Preparation of Team USA Athletes
Talent ID
Periodization of Training
Altitude Training
Recovery
Monitoring of Overtraining
Sport Nutrition
Technical Analysis
Mental Training

Sport Science and Sports Medicine Support at the Olympics
BEIJING 2008
LONDON 2012

Looking Ahead
SOCHI 2014 Winter Olympics
RIO 2016 Olympics
PYEONGCHANG 2018 Winter Olympics
TBD 2020 Olympics