

Aviron Combines Technology + Fitness to Address Country Club Paradigm Shift

The nostalgia of country clubs is riddled with thoughts of an aging community gathered around a golf course focused solely on the social activity of the sport. While this history is undeniable, the same priorities may not be on par with today's club inhabitants. According to the Club Management Association of America (CMAA), club trends publication; fitness in private clubs is the fastest growing aspect in the industry and equally important amongst all age groups within the club.

Golf has been the decision-making platform for membership since the 1940's; however, society has changed and so have health expectations. Over the next 20 years it is anticipated that health, fitness, and inclusive recreation will topple the standards. CMAA recently commented, "over the next decade the average country club will look more like a sports center surrounded by a golf course."

With fitness playing a predominant role in membership values, Aviron took the opportunity to chat with Grant Worthington about Addison Reserve's core fitness values. Grant is the Director of Sports Operations at Addison Reserve, a private Platinum Ranked Club in Delray Beach, Florida. Addison Reserve is ranked number seven in the country with about 1400 members from 717 homes.

Grant led off with, "we see the industry trends, and honestly, people have been behind the technology trend for a long time and fitness is just catching up. It is a true testament to what companies like Aviron are doing; using a media component to change interaction with fitness."

Wellness has always been at the core of country clubs' ideology, but wellness perception has changed from an afternoon stroll around the course to an hour of high-intensity training as a norm. As younger members begin to seek out private clubs, technology will continue to be another dimension that is important to members.

Grant commented, "Technology is the single driving force of connectivity in our everyday life, we can see it in everything, and



▲ Grant Worthington,
Director of Sports Operations
at Addison Reserve

adding it to our fitness portfolio will allow us to track usage and acceptance among our membership. I think this will only become more important over time.”

The Aviron Tough Series incorporates the ability to track historical workout performance, connect with peers, and compete against top-rated athletes in their respective sports. After each workout, metrics are available to take a deep dive into heart rate stability, calories, and stroke rate performance. “As users create their usernames, they can engage with other members and this will incentivize them to come back to the machine and continually improve.”, Grant said.

A new generation is entering the “active aging” category, with Boomers playing catch-up and adapting to new fitness trends, Gen X has lived their adult lives predominately in the fitness and technology era and within the next five to ten years will be the largest group of inhabitants in private club communities. As this group begins to dominate this sector, the evolution of fitness equipment to accommodate this age group will be a compelling story to private clubs.



“ As trends are changing, so is the mindset of the club, and Addison Reserve’s new facility is a fantastic representation of members desires and preferences. The thoughtfulness, design, and use of technology throughout the facility proved the leadership that this private club will have within the South Florida fitness portfolio. ”

When designing a new fitness center, especially for private clubs, you look for fitness equipment that is high-tech/high-design, and can also easily accommodate the various ages and abilities of their members. With an Aviron Tough Series Rower, the experience varies between fierce competitions and games, to tranquil virtual experiences. As well, users have the ability to seamlessly switch between cardiovascular endurance, and resistance strength style

workouts, thanks to the innovative dual resistance systems, changing the game and pushing all age groups to improve their performance.

As trends are changing, so is the mindset of the club, and Addison Reserve’s new facility is a fantastic representation of members, desires and preferences. The thoughtfulness, design, and use of technology throughout the facility displayed the leadership that this private club will have within the South Florida fitness portfolio.

Grant capped off our conversation with, “Aviron gives us a leg up in the dense club-filled area of South Florida, it gives our top-of-the-line facility a little more differentiation and shows our members that we are paying attention to their needs and industry trends.”

