

The Ceeland fitness and leisure industry has seen strong growth in the last 20 years. This growth can be attributed to:

- An increased awareness amongst people of all ages of the benefits of an active lifestyle.
- Various international initiatives to promote health and fitness.
- An increase in the number of affordable and accessible fitness and leisure facilities.

Categorisation and features of the industry

There are two main types of fitness and leisure provider in Ceeland: the mid to high quality fitness and leisure providers (of which Optima is one) and the budget gym providers.

	Mid to high quality providers	Budget gym providers
Approach to strategy	Differentiation	Low cost
Membership contract type	Fixed term membership (3 months, 6 months or annual)	No contract – pay as you go access
Facilities	<ul style="list-style-type: none"> – High quality gyms – Fitness classes – Pools – Spa facilities – Tennis/squash courts – Eating and relaxation areas 	<ul style="list-style-type: none"> – High quality gyms – Fitness classes
Accessibility	Fixed opening times Normally 7am–9pm	24 hours a day

Pricing

Prices charged by budget gym providers tend to be much lower than the prices charged by mid to high quality providers, such as Optima. This has proved to be very popular with many people in Ceeland, resulting in the budget gym sector growing rapidly in the last five years.