GYM RETENTION BENCHMARK SCORECARD

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Five numbers tell you whether your gym is keeping its members. Write yours in the blank column, then tick the ones where you're on the right side of the line. Run it on the first of the month.

Gym: _____

Month: _____

Active members: _____

1 Your Numbers Against the Benchmarks

BENCHMARK	THE LINE	WHO MEASURED IT	YOUR NUMBER	ON TRACK
Annual retention	66.4% a year (higher is better)	HFA 2025 Benchmarking Report: 175 companies, 17,000+ facilities, 27 countries, 2024 data		☐
Monthly churn, members past day 90	2% to 3.5% a month, with a January spike (lower is better)	Gymdesk Benchmark 2026: 4,594 active gyms, mostly martial arts		☐
First-90-day loss	Nearly one in five new members (lower is better)	Gymdesk Benchmark 2026: 4,594 active gyms, mostly martial arts		☐
Fifth visit	Retention holds above 90% once a member reaches visit five	Xplor Mariana Tek boutique studio data, published October 2025		☐
Attendance	3+ visits a week: 23.2% cancel within 24 months. Under once every two weeks: 44.2%	Gymdesk Benchmark 2026: 801,000 memberships		☐

Each line comes from the source named beside it. Gymdesk Benchmark figures are Gymdesk's own platform data.

2 How to Work Out Each One

YOUR NUMBER	HOW TO WORK IT OUT
Annual retention	Members active today who were also active 12 months ago, divided by your members 12 months ago.
Monthly churn	Cancellations this month among members past day 90, divided by how many of those members you had on the 1st.
First-90-day loss	Of everyone who joined last quarter, the share who quit inside 90 days.
Fifth visit	Of last month's new members, the share who reached their fifth visit. Aim for the first 30 days.
Attendance mix	Sort your members by average visits per week into the four groups on page 2.

TIP

Split your members at day 90 before you calculate anything. Otherwise your newest members drag down the monthly number and hide in the annual one.

3 Your Attendance Mix

HOW OFTEN THEY TRAIN	CANCELED WITHIN 24 MONTHS (BENCHMARK)	YOUR MEMBERS	SHARE OF YOURS
Less than once every two weeks	44.2%		
About once a week	34.1%		
About twice a week	26.5%		
Three or more times a week	23.2%		

Gymdesk Benchmark 2026, 801,000 memberships at gyms that track attendance.

NOTE

Your rare visitors quit at about twice the rate of your regulars. Everyone in the top row is this month's call list.

4 If You're Below the Line

BELOW ON	WHAT IT USUALLY MEANS	FIRST MOVE	READ NEXT
Annual retention	Members are leaving, and you don't yet know where	Check the next three rows to find where	Gym retention strategies
First-90-day loss	New members never settle in	Plan their first five visits	Onboarding new members
Attendance mix	Too many rare visitors you haven't spotted	Make a list of everyone under once a week	5th-class cliff
Monthly churn above 3.5%	Settled members leaving over experience, billing, or community	Ask the last five who canceled why	Reduce gym churn
Members already gone	They've already left	Reach out to recent leavers	Win back former members

Get these numbers without the spreadsheet

Gymdesk records attendance at check-in, flags members who go quiet, and shows monthly churn in the member growth report.

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