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Haute école de gestion  
Genève

# **A Comparative Analysis of CrossFit Studios & Traditional Fitness Centers**

**Bachelor Project submitted for the degree of  
Bachelor of Science HES in International Business Management**

by

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By submitting this manuscript, the author declares that it constitutes their own original work. The author acknowledges full responsibility for the work's design; the acquisition, analysis, and interpretation of the data; as well as the formulation of conclusions within the work. Furthermore, the author asserts sole responsibility for the drafting of the manuscript and its thorough review for significant intellectual content. The author is accountable for all aspects of the work, including matters related to its accuracy and integrity.

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# Executive Summary

This bachelor thesis explores the impact of CrossFit on the fitness choices of individuals in Geneva, specifically focusing on the shift from traditional gyms to CrossFit studios. The objective of this project was to understand the factors driving this shift, assess the influence of CrossFit on fitness preferences, and provide strategic recommendations for traditional fitness centers to adapt and compete effectively.

The research employed a mixed-methods approach, combining surveys and in-depth interviews with fitness enthusiasts, CrossFit coaches, and fitness center owners. The findings reveal a significant preference for CrossFit among certain demographics, primarily due to its high-intensity workouts and strong sense of community. Participants highlighted the motivational benefits and supportive environment of CrossFit as key factors influencing their fitness choices.

The literature review supported these findings, indicating a global trend towards high-intensity, community-driven fitness models. Traditional gyms, while still popular, were often perceived as lacking in personalized training and community engagement, which are core strengths of CrossFit.

Based on these insights, several recommendations were formulated for traditional fitness centers in Geneva: **Improve Community Engagement, Incorporate High-Intensity Training, Focus on Personalized Training, Improve Member Experience & Leverage Digital Platforms.**

The fitness industry in Geneva is evolving, driven by the rising popularity of CrossFit. Traditional fitness centers must adapt by integrating successful elements of CrossFit while maintaining their unique strengths. This thesis provides actionable strategies for fitness businesses to navigate this changing landscape effectively, ensuring their competitiveness and relevance in the market.

By embracing these recommendations, traditional gyms can better serve their members, enhance their appeal, and regain market share. This study underscores the importance of continuous innovation and adaptation in the fitness industry to meet the dynamic needs and preferences of consumers.

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# 1. Introduction

The fitness industry is always changing due to new technology, shaped by shifting trends, emerging technologies, and changing consumer preferences. These dynamics are especially noticeable in Geneva, a place with a huge cultural diversity and international influence. Among all the workout alternatives accessible to its citizens, CrossFit is one phenomenon that has known how to win a lot of attention.

CrossFit represents more than just a simply workout programme; it's a global fitness culture characterized by community, intensity, and functional movement<sup>1</sup>. Its rapid rise to popularity has not only transformed individual workout routines but has also impacted the fitness industry as a whole. At the same time, classic fitness facilities, which have been established leaders in the field for a considerable time, are confronted with the task of adjusting to this shifting trend.

This study seeks to explore the complex of fitness preferences in Geneva, with a particular emphasis on how CrossFit impacts the local fitness scene. Through a comparative examination of CrossFit facilities and conventional gyms, this research aims to expose the factors that drive people's fitness decisions and the implications for businesses in this competitive environment.

## 1.1 Rationale

Geneva is an excellent example for examining how global fitness trends intersect with local consumer behaviors. With its diverse population of expatriates, diplomats, and locals, the city offers a dynamic environment where fitness preferences progress and adapt (*Geneva intercultural profile*). Understanding the factors behind these preferences is not only intellectually fascinating but also holds practical importance for businesses aiming to navigate the complexities of the fitness industry.

This research is quite relevant to the field of International Business Management, as it connects the gap between global trends and local markets. By making clear the impact of CrossFit on Geneva's fitness landscape, this research provide valuable insights for businesses operating in the fitness industry, whether is locally and/or globally. Additionally, it highlights the importance of recognizing and adapting to cultural variation in consumer behavior, a fundamental aspect of international business strategy.

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<sup>1</sup> Functional movement refers to exercises that train the body for activities performed in daily life, emphasizing multi-joint and multi-muscle movements that mimic real-life actions, such as lifting, squatting, pushing, and pulling.(Brandt)

## 1.2 Statement of Problem

The fitness landscape in Geneva is experiencing a significant transformation, influenced by the growing popularity of CrossFit, a global fitness sensation. This raises important questions about its impact on local fitness trends, consumer behaviors, and the wider fitness industry within this international city (*Pour les crossfiteurs, le sport comme nouvelle famille - Le Temps 2023a*).

Despite the rapid growth of CrossFit in Geneva, there remains an important scarcity of empirical research examining its influence on the local fitness environment. The existing literature primarily focuses on global trends in CrossFit participation and its broader implications for the fitness industry (*CrossFit Trend or Fad 2014*). However, the relevance of these findings to a city as culturally diverse and internationally influenced as Geneva remains largely unexplored.

The absence of research in this area highlights the urgent requirement for empirical studies focusing on how CrossFit impacts fitness preferences and behaviors within the Geneva community. The goal of this project is to fill this void by exploring connections between CrossFit, local cultural norms, socio-economic conditions, and individual motivations. Ultimately, the aim is to understand how CrossFit is changing the fitness scene in Geneva.

Moreover, the rise of CrossFit presents strategic challenges for traditional fitness centers in Geneva, requiring them to adapt to the changing preferences of consumers and the competitive pressures deployed by this new entrant. Understanding the drivers behind the shift towards CrossFit and the strategic responses of traditional fitness centers is essential for businesses to succeed in this dynamic market environment.

## 1.3 Primary problem addressed by this research is double:

**Understanding CrossFit's Impact:** to effectively understand how CrossFit has reshaped fitness preferences and habits in Geneva, including the motivations leading individuals to choose CrossFit over traditional fitness options.

**Addressing Strategic Challenges:** to evaluate the repercussions of CrossFit's rise on the business landscape, including the challenges faced by traditional fitness centers in retaining market share and adapting to changing consumer preferences.

By exploring these issues, this research seeks to provide valuable insights for fitness professionals, businesses, and policymakers, while also contributing to the broader

knowledge base of the global fitness industry. (*Pour les crossfiteurs, le sport comme nouvelle famille - Le Temps 2023b*)

#### **1.4 Research Objectives:**

- Decode how CrossFit has reshaped fitness preferences and habits in Geneva.
- Evaluate the implications of CrossFit's gained popularity on the business landscape, including traditional fitness centers.
- Provide strategic recommendations for fitness center managers in Geneva to adapt to changing consumer preferences and regain market share lost to CrossFit studios.

Following these objectives, this study adopts a mixed-methods approach, combining qualitative and quantitative data to fully explore the impact of CrossFit on local fitness trends in Geneva. Through exhaustive interviews, focus group discussions, participant observation, and surveys, the aim is to uncover the motivations driving individuals' fitness choices and the strategic challenges fitness center managers face.

## 2. Literature review

### 2.1 Introduction to the literature review

The landscape of fitness preferences and trends is continuously evolving, influenced by factors such as societal changes, technological advancements, and emerging fitness methodologies.

In recent years, the fitness industry has witnessed the rise of CrossFit, a high-intensity functional training program that has garnered widespread attention and participation worldwide. This *phenomenon* has animate considerable interest among researchers, fitness professionals, and enthusiasts alike, prompting inquiries into its impact on fitness habits, consumer behaviors, and business dynamics within local communities (*The Fitness Phenomenon*).

Geneva, known for its diverse population and international character, serves as an intriguing scene for examining the intersection of global fitness trends and local fitness cultures. As a cosmopolitan city with a vibrant fitness scene, Geneva provides a unique setting to explore the implications of CrossFit's popularity on traditional fitness centers and the broader fitness industry.

This literature review aims to explore existing research and scholarly conversation surrounding CrossFit's influence on fitness preferences, consumer behaviors, and business strategies. By analyzing relevant literature, this review seeks to uncover key insights, identify gaps in knowledge, and clear the way for a deeper understanding of the evolving fitness landscape in Geneva.

### 2.2 Scope and Definition of Key Concepts

In this section, the scope is described, and clear definitions of key concepts essential for understanding the research on the impact of CrossFit on fitness preferences and behaviors in Geneva, Switzerland, are provided.

Firstly, the focus of this study is on exploring existing research related to CrossFit and its influence on fitness trends within the context of Geneva. By focusing on this geographical area, the goal is to offer insights specifically relevant to the local fitness landscape while being aware of broader implications for the global fitness industry.

Central to the discussion is the concept of **CrossFit**, a high-intensity functional fitness program characterized by varied, functional movements performed at high intensity. CrossFit accentuates core strength, endurance, and flexibility through a combination of

weightlifting, aerobic exercise, and gymnastics (*Your Complete Guide to CrossFit (Including How to Start and The Best WODs to Try)* 2024).

Furthermore, this study delves into the notion of **fitness preferences**, which encloses individuals' inclinations, choices, and priorities regarding their fitness activities and routines. Understanding these preferences is crucial for discerning why individuals opt for CrossFit over traditional fitness centers or vice versa (Moffitt 2024).

Additionally, this study explores **fitness behaviors**, which surround the actions, habits, and routines individuals take part in to maintain or improve their physical fitness. This includes participation in specific fitness programs, frequency of exercise, and adherence to workout routines (*What is Behavioral Fitness? | Mental Health in Action | Allyson Mayo, DBH*).

Finally, the concept of **business dynamics within the fitness industry** is examined, focusing on how CrossFit's growth has influenced the operations, strategies, and competitive landscape of traditional fitness centers in Geneva. This involves considerations of market share, revenue streams, and customer engagement strategies employed by fitness businesses in response to changing consumer preferences.

### 2.3 Historical Context and Evolution of Fitness Trends

Fitness trends have evolved significantly over time, reflecting changes in society, culture, and technology. Understanding the historical context can provide valuable insights into the current fitness landscape.

In ancient civilizations, such as ancient Greece and Rome, physical fitness was highly valued, with activities like running, wrestling, and gymnastics forming essential parts of daily life and education. These early societies recognized the link between physical health and overall well-being (*History of Fitness*).

During the Industrial Revolution in the 18th and 19th centuries, urbanization and technological advancements led to sedentary lifestyles and a decline in physical activity levels. However, this period also saw the emergence of organized sports and recreational activities, which led to the foundation of modern fitness culture (Domungym 2023).

The late 19th and early 20th centuries witnessed the rise of physical culture movements, fueled by advocates like Eugen Sandow and Bernarr Macfadden, who promoted the importance of exercise for health and vitality. This era saw the establishment of

gymnasiums, fitness clubs, and the development of exercise equipment (Zealand ([www.bka.co.nz](http://www.bka.co.nz))).

In the mid-20th century, the emphasis on physical fitness grew with the recognition of its importance for national defense and public health. This led to initiatives like President Eisenhower's Council on Youth Fitness in the United States, which aimed to improve the fitness levels of the population (*The Federal Government Takes on Physical Fitness | JFK Library*).

The latter half of the 20th century witnessed the popularization of aerobics, sparked by figures like Jane Fonda and Richard Simmons, alongside the growth of commercial gyms and health clubs. This period also saw the emergence of new fitness modalities, such as bodybuilding, yoga, and martial arts, fostering diverse interests and preferences (*From Ancient Greece to Zumba: 50 Events, People and Trends That Have Shaped the History of Fitness (Part 2)*).

In the 21st century, technological advancements, social media, and changing lifestyles have reshaped the fitness industry. High-intensity interval training (HIIT), functional training, and boutique fitness studios have gained popularity, offering alternatives to traditional gym workouts (*HIIT is changing the way we work out, here's the science why it works*).

The arrival of CrossFit in the early 2000s marked a shift towards community-based, functional fitness programs emphasizing strength, endurance, and camaraderie. CrossFit's growth into a global phenomenon reflects changing attitudes towards fitness and a desire for more inclusive and dynamic workout experiences (*The Origin of Crossfit and Crossfit Workouts 2023*).

Today, the fitness landscape continues to expand, with trends like wearable fitness technology, online workouts, and virtual reality fitness experiences shaping how people engage with exercise. Understanding the historical trajectory of fitness trends provides context for current practices and informs future developments in the field.

## **2.4 Global Trends in CrossFit and Fitness Preferences**

The global rise of CrossFit as a fitness phenomenon has set off interest among researchers and fitness enthusiasts alike. Examining existing literature explains the trends shaping CrossFit's popularity and its impact on traditional fitness preferences.

Numerous studies have explored the factors contributing to CrossFit's attractiveness and its exponential growth worldwide. Research indicates that CrossFit's attention to

functional movements, varied workouts, and community engagement <sup>2</sup>resonates with individuals seeking a challenging and supportive fitness environment. Moreover, the camaraderie fostered within CrossFit communities has been identified as a key driver of adherence and long-term participation (*What keeps athletes in the gym? Goals, psychological needs, and motivation of CrossFit™ participants: International Journal of Sport and Exercise Psychology: Vol 16, No 5*).

CrossFit's influence has caused traditional fitness centers to reassess their offerings and adapt to changing consumer preferences. Studies have documented shifts in market dynamics, with some traditional gyms incorporating CrossFit-style training programs to retain clientele and attract new members (*Let's Go Fitness - CROSS TRAINING*). However, challenges persist, as CrossFit's distinctive culture and workout methodologies continue to draw fitness enthusiasts away from traditional fitness centers (*Business 2022*).

Comparative studies have explored differences and similarities in fitness preferences between CrossFit adherents and individuals who prefer traditional fitness activities (Kićanović et al. 2022). While CrossFit enthusiasts tend to prioritize functional fitness, intensity, and community interaction, traditional fitness center members may value access to specialized equipment, group fitness classes, or facilities such as pools and saunas. Understanding these distinctions is crucial for fitness center managers seeking to tailor their offerings to meet diverse consumer needs (*CrossFit vs Traditional Gym: What's The Difference? - A Charleston Perspective - Rhapsody Fitness*).

When analyzing these findings and studies from existing literature, valuable insights into global trends in CrossFit and fitness preferences are gained. These papers form the basis for investigating how these trends manifest within the context of Geneva's fitness landscape, informing strategic decisions for fitness businesses.

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<sup>2</sup> refers to the active involvement and interaction among members within a fitness community, fostering a sense of belonging and support through group activities, social events, and collective workout sessions. This engagement creates a supportive and motivating environment for participants. (*Building a Fitness Community: Importance and Online Strategies*)

## 2.5 Local Context: Fitness Landscape in Geneva

Geneva's fitness landscape includes a wide range of activities to suit different preferences and lifestyles. Studies have looked at the city's lively outdoor activities, growing wellness culture, traditional gyms, outdoor recreation options, and boutique fitness studios<sup>3</sup>. These activities reflect the city's commitment to promoting health and well-being among its residents (*ac-211230-Geneva\_Charter\_for\_Well-being\_WHO.pdf*).

### Popularity of CrossFit and Traditional Fitness Centers

In Geneva, CrossFit has emerged as a popular fitness choice among residents. Currently, there are several CrossFit studios dispersed across the city and its borders. These include:

- MLM CrossFit, 1217 Meyrin
- CrossFit Versoix, 1290 Versoix
- CrossFit Le Rouge, 1207 Genève
- CrossFit LORE, 1202 Genève
- CrossFit WaterField,
- CrossFit GVA, 1227 Carouge
- CrossFit GVA, 1201 Genève
- GO UP CrossFit, 1227 Carouge
- PTL CrossFit Geneva, 1212 Genève
- CrossFit Plan-Les-Ouates, 1228 Plan-Les-Ouates

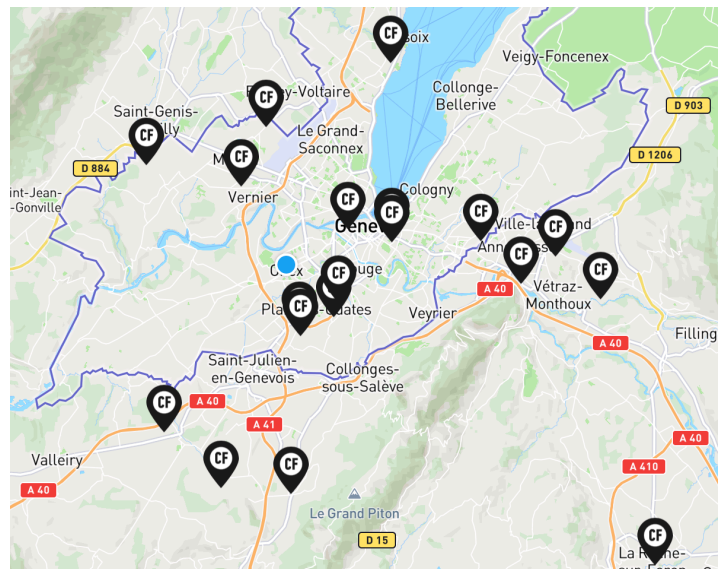


Figure 1 (Let's Find a Gym)

The growing number of CrossFit studios signifies the increasing demand for this dynamic fitness regimen among Geneva's fitness enthusiasts.

Additionally, Geneva owns approximately 30 traditional fitness centers, including private studios. These facilities offer a range of fitness equipment, classes, and facilities to provide various fitness preferences and goals.

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<sup>3</sup> are specialized, small-scale fitness centers that focus on a specific type of workout or fitness experience. They often provide a personalized and high-end environment, offering classes such as yoga, Pilates, spinning, or high-intensity interval training (HIIT), typically with a strong emphasis on community and personalized service.(Heinz)



## Rise of CrossFit in Geneva

Over the past decade, CrossFit has gained significant appealing among Geneva residents. Ten years ago, there was only one CrossFit studio in the city. However, the popularity of CrossFit has increase, leading to the establishment of ten studios within Geneva and several more across the border in France. This exponential growth emphasize the growing appeal and influence of CrossFit within the local fitness community.

## Influencing Factors on Fitness Preferences

Several factors influence fitness preferences in Geneva, including demographics, culture, and socioeconomic factors. Demographically, Geneva's diverse population contributes to a wide range of fitness interests and activities. Cultural influences shape the types of favourite fitness activities by residents, with diversified preferences based on individual backgrounds and interests.

Socioeconomic factors also play a significant role in determining fitness preferences. Income levels and access to fitness facilities may impact participation in different fitness activities. For instance, the average **annual membership** fee for a standard fitness center ranges from 600 to 1'320 Swiss Francs (CHF), with **monthly payment** (50 CHF and 110 CHF) options available (*Sign-up*)(*Let's Find a Gym*).

In contrast, **monthly** prices for CrossFit studios tend to be higher, ranging from 120 CHF giving you access to **one session per week** to 215 CHF for **unlimited sessions access per week**. These varying price points reflect the affordability and accessibility of different fitness options in Geneva's competitive market (*TARIFS | GO UP CrossFit - Carouge*).

When analyzing Geneva's fitness landscape, a deeper understanding of local trends and consumer behaviors is gained. This knowledge serves as a foundation for the research, informing the investigation into the impact of CrossFit on traditional fitness centers and providing valuable insights for businesses operating within the Geneva fitness industry.

### **3. Methods**

When conducting this research, a comprehensive and systematic methodology was employed to explore the impact of CrossFit on traditional fitness centers in Geneva. The methodology combined both qualitative and quantitative approaches to provide a well-built understanding of fitness preferences and behaviors among Geneva's residents.

A mixed-method approach was chosen for this study to ensure a comprehensive analysis of the fitness landscape in Geneva. This approach combines qualitative methods, such as interviews and focus groups, with quantitative methods, such as surveys. By integrating both methods, the aim was to capture in-depth insights from individual experiences and broader trends within the population. Ultimately, the goal is to stop losing market share and regain it.

#### **3.1 Data Collection Methods - Qualitative Methods - Interviews:**

##### **3.1.1 Participants:**

CrossFit Owners: Interviews were conducted with owners of various CrossFit studios in Geneva.

Fitness Center Owners: Interviews were also conducted with owners of traditional fitness centers in Geneva to provide a comparative perspective.

CrossFit Coaches: Coaches from different CrossFit studios were interviewed to gain insights into the operational aspects and member engagement strategies of CrossFit.

These interviews aimed to gather detailed information about the operational challenges, market dynamics, and strategic responses of both CrossFit and traditional fitness centers. Insights from owners and coaches helped us understand how CrossFit's unique features influence member retention and competition within the fitness industry.

#### **3.2 Data Collection Methods - Quantitative Methods - Surveys:**

##### **3.2.1 Participants:**

CrossFit Adherents: A survey was distributed among CrossFit members to collect data on their fitness preferences, motivations for choosing CrossFit, and their experiences with traditional fitness centers.

Fitness Center Adherents: A similar survey was distributed to members of traditional fitness centers to understand their preferences, reasons for continuing with traditional gyms, and their views on CrossFit.

### **3.2.2 Distribution:**

The surveys were distributed through social media platforms, primarily Instagram, using a QR code to facilitate easy access. This method ensured a wide reach and diverse sample.

### **3.2.3 Survey Design:**

The surveys included questions on demographic information, fitness habits, preferences, reasons for choosing their respective fitness centers, and satisfaction levels. Both multiple-choice and open-ended questions were included to capture quantitative data and qualitative insights.

The participants included a diverse group representing different demographics, ages, and experience levels in both CrossFit and traditional fitness centers. The selection of participants ensured a comprehensive understanding of fitness preferences and behaviors across different segments of Geneva's population.

## **3.3 Tools and Instruments - Interviews:**

Conducted in person or virtually using recording devices for accurate data capture. The interviews were semi-structured, allowing for flexibility in exploring various topics while maintaining focus on the research questions.

## **3.4 Surveys:**

Designed using Qualtrics, a robust survey platform that allows for detailed data collection and analysis. The surveys were accessible via a QR code to ensure ease of participation.

## **3.5 Rationale for Methodology**

The combination of qualitative and quantitative methods provided a comprehensive view of the fitness landscape in Geneva.

Qualitative methods allowed for deep exploration of individual experiences and perspectives, while quantitative methods enabled the identification of broader trends and patterns.

This mixed-methods approach was essential to capture the varied nature of fitness preferences and the impact of CrossFit on traditional fitness centers.

When employing a diverse set of data collection methods and engaging a wide range of participants, the research aimed to provide comprehensive and actionable insights into the fitness industry in Geneva. The findings from this study are expected to inform strategic decisions for fitness center managers and contribute to the broader understanding of fitness trends in an international city context like Geneva.

## 4. Results

### 4.1 Quantitative Data Collection

In this section, the data collected from the survey responses are presented and analyzed. A total of 58 individuals participated in this survey (small scale), providing insights into their fitness preferences and behaviors. Below, the findings from the survey are detailed, focusing on demographics, location of practice, and specific questions related to fitness centers and CrossFit studios.

#### Demographic Information

##### Gender Distribution

- Male: 33 respondents (57%)
- Female: 23 respondents (40%)

##### Age Distribution

- 25-34 years: 38 respondents (66%)
- 35-44 years: 11 respondents (19%)
- 18-24 years: 7 respondents (12%)

##### Type of Sport Practice

Respondents were asked about their primary location for practicing their sport. The distribution of responses was as follows:

- Fitness Center: 24 respondents (41%)
- CrossFit Studio: 22 respondents (38%)
- Fitness Center and CrossFit Studio: 7 respondents (12%)
- Others: 5 respondents (9%)

The respondents who selected "Others" specified their locations as:

Outdoor, Home and Basketball field

## **Analysis of Results**

### Gender and Age Distribution

The survey results show a higher participation rate from males (57%) compared to females (40%), with a small percentage not specifying their gender. The majority of respondents fall within the age range of 25-34 years (66%), indicating that this age group is the most active in fitness activities in this sample. This age group is likely to have stable incomes and established fitness routines, which might influence their preferences and commitment to specific types of fitness centers.

### Preferred Location for Practicing Sport

The results indicate a relatively balanced preference between traditional fitness centers and CrossFit studios:

- Fitness Centers (41%) are slightly more popular than CrossFit studios (38%). This suggests that traditional gyms still hold a significant place in the fitness routines of many individuals.
- CrossFit Studios (38%) attract a substantial portion of the population, reflecting the growing trend of CrossFit and its appeal to fitness enthusiasts.
- A smaller group (12%) utilizes both Fitness Centers and CrossFit Studios, showing flexibility and a blended approach to fitness.
- The "Others" category (9%) highlights alternative fitness practices, such as outdoor activities, home workouts, and specific sports like basketball, indicating diverse fitness interests outside conventional gyms.

## 4.2 Results for Fitness Center Respondents

In this part, the responses from participants who primarily practice their sport at traditional fitness centers are analyzed. This analysis provides insights into their exercise frequency, motivations, satisfaction levels, and other relevant factors.

### Exercise Frequency

Regarding how often respondents exercise at a traditional fitness center per week:

- 3-4 times a week: 52.38%
- 1-2 times a week: 28.57%
- 5 or more times a week: 14.29%
- Less than once a week: 4.76%

The majority of respondents (52.38%) exercise 3-4 times a week, indicating a strong commitment to regular fitness activities.

### Membership Duration

Regarding how long respondents have been members of a traditional fitness center:

- More than 2 years: 71.43%
- Less than 6 months: 9.52%
- 6 months to 1 year: 9.52%
- 1-2 years: 9.52%

Most respondents (71.43%) have been members for more than 2 years, suggesting a high level of loyalty and long-term engagement with their fitness centers.

### Motivation for Joining

Regarding what motivated respondents to join a traditional fitness center:

- Convenience/location: 34.15%
- Variety of equipment and facilities: 34.15%
- Cost/affordability: 21.95%
- Other: 7.32%

- Personalized training options: 2.44%

Respondents who chose "Other" specified reasons such as a widespread increase in fitness awareness, the availability of group classes (e.g., yoga, Zumba, bodypump), and 24/7 access due to fingerprint entry.

### Satisfaction Levels

Regarding satisfaction with their traditional fitness center experience:

- Somewhat satisfied: 52.38%
- Very satisfied: 33.33%
- Neutral: 9.52%
- Somewhat dissatisfied: 4.76%
- Very dissatisfied: 0.00%

The majority of respondents are satisfied with their fitness center experience, with 33.33% being very satisfied and 52.38% somewhat satisfied.

### Appealing Aspects of Traditional Fitness Centers

Regarding what aspects of traditional fitness centers respondents find most appealing:

- Variety of equipment and facilities: 41.46%
- Convenience/location: 29.27%
- Cost/affordability: 21.95%
- Other: 4.88%
- Personalized training options: 2.44%

Respondents who selected "Other" highlighted the variety of gym classes and extensive opening hours as appealing aspects.

### Importance of Social Aspect

Regarding the importance of the social aspect of exercising at a traditional fitness center:

- Not very important: 28.57%
- Very important: 23.81%



- Neutral: 23.81%
- Somewhat important: 14.29%
- Not important at all: 9.52%

The responses show a mixed view on the social aspect, with some valuing it highly (23.81% very important) and others considering it less significant (28.57% not very important).

#### Injuries or Health Concerns

Regarding whether respondents have experienced any injuries or health concerns related to their traditional fitness center workouts:

- No: 71.43%
- Yes: 28.57%

Most respondents (71.43%) reported no injuries or health concerns, indicating a relatively safe experience.

#### Recommendations to Others

Regarding whether respondents would recommend traditional fitness centers to others as a fitness option:

- Definitely yes: 66.67%
- Probably yes: 28.57%
- Not sure: 4.76%
- Probably not: 0.00%
- Definitely not: 0.00%

The majority of respondents (66.67%) would definitely recommend traditional fitness centers, with no respondents expressing a strong negative view.

### **4.2.1 Analysis of Results for Fitness Center Respondents**

The data collected provides a comprehensive overview of the preferences and experiences of fitness center users:

- **Exercise Frequency and Commitment:** Most users exercise regularly, with a significant portion (52.38%) working out 3-4 times a week, demonstrating strong commitment and routine in their fitness activities.
- **Long-term Membership:** A high percentage (71.43%) of users have been members for more than two years, indicating satisfaction and loyalty to their fitness centers.
- **Motivations:** Convenience, location, and a variety of equipment are the primary motivators for joining fitness centers, with group classes and accessibility also playing important roles.
- **Satisfaction Levels:** The majority of respondents are satisfied with their fitness centers, with no one being very dissatisfied, reflecting positively on the overall experience provided by these facilities.
- **Social Aspect:** The importance of the social aspect varies among respondents, suggesting that while it is significant for some, others prioritize different aspects of their fitness experience.
- **Safety and Recommendations:** Most users report no injuries and are willing to recommend fitness centers to others, indicating a positive and safe fitness environment.

These findings highlight the strengths of traditional fitness centers in terms of equipment variety, convenience, and user satisfaction, while also pointing out the areas where improvements can be made, such as personalized training options and the social environment.

### 4.3 Results for CrossFit Respondents

This section presents the analysis of responses from participants who primarily practice their sport at CrossFit studios. The data provides insights into their exercise frequency, motivations, satisfaction levels, and other relevant factors.

#### Exercise Frequency

Regarding the frequency of attending CrossFit classes per week:

- 3-4 times a week: 73.68%
- 5 or more times a week: 15.79%
- 1-2 times a week: 10.53%
- Less than once a week: 0.00%

The majority of respondents (73.68%) attend CrossFit classes 3-4 times a week, indicating a high level of commitment.

#### Membership Duration

Regarding the length of time respondents have been practicing CrossFit:

- More than 2 years: 68.42%
- 1-2 years: 15.79%
- Less than 6 months: 10.53%
- 6 months to 1 year: 5.26%

A significant portion (68.42%) of respondents have been involved in CrossFit for more than 2 years, showing a strong dedication to this fitness regime.

#### Motivation for Starting CrossFit

Regarding motivations for starting CrossFit:

- Desire to improve overall fitness/health: 32.56%
- Desire for a new challenge: 25.58%
- Recommendation from friends/family: 23.26%
- Curiosity about the CrossFit workout style: 13.95%

- Other: 4.65%

Respondents who selected "Other" specified reasons such as resuming physical activity and following an injury.

### Satisfaction Levels

Regarding satisfaction with their CrossFit experience:

- Very satisfied: 78.95%
- Somewhat satisfied: 21.05%
- Neutral: 0.00%
- Somewhat dissatisfied: 0.00%
- Very dissatisfied: 0.00%

The majority of respondents (78.95%) are very satisfied with their CrossFit experience, indicating a high level of satisfaction.

### Appealing Aspects of CrossFit

Regarding what aspects of CrossFit respondents find most appealing:

- Varied and challenging workouts: 36.54%
- Sense of community and camaraderie: 25.00%
- Personalized coaching and support: 23.08%
- Competitive aspects (e.g., competitions, leaderboards): 15.38%
- Other: 0.00%

The varied and challenging workouts are the most appealing aspect for respondents, followed by the sense of community and camaraderie.

### Importance of the Social/Community Aspect

Regarding the importance of the social/community aspect of CrossFit:

- Very important: 63.16%
- Somewhat important: 26.32%
- Neutral: 5.26%

- Not very important: 0.00%
- Not important at all: 5.26%

A majority (63.16%) consider the social/community aspect very important, highlighting the significance of camaraderie in CrossFit.

#### Injuries or Health Concerns

Regarding whether respondents have experienced any injuries or health concerns related to their CrossFit practice:

- No: 52.63%
- Yes: 47.37%

The responses are relatively balanced, with a slight majority (52.63%) not experiencing any injuries or health concerns.

#### Recommendations to Others

Regarding whether respondents would recommend CrossFit to others as a fitness activity:

- Definitely yes: 78.95%
- Probably yes: 21.05%
- Not sure: 0.00%
- Probably not: 0.00%
- Definitely not: 0.00%

The majority of respondents (78.95%) would definitely recommend CrossFit, indicating strong support for the fitness activity among its participants.

### 4.3.1 Analysis of Results for CrossFit Respondents

The data collected from CrossFit respondents provides a comprehensive overview of their preferences and experiences:

- **Exercise Frequency and Commitment:** Most respondents attend CrossFit classes regularly, with a significant portion (73.68%) participating 3-4 times a week, demonstrating high commitment.
- **Long-term Engagement:** A high percentage (68.42%) have been practicing CrossFit for more than two years, indicating sustained interest and dedication.
- **Motivations:** Improving overall fitness/health and seeking new challenges are primary motivators, with recommendations from friends/family also playing a significant role.
- **Satisfaction Levels:** The vast majority are very satisfied with their CrossFit experience, reflecting positively on the program's effectiveness and appeal.
- **Appealing Aspects:** Varied and challenging workouts, along with a strong sense of community, are the most appealing aspects of CrossFit, highlighting the program's unique attributes.
- **Social/Community Importance:** The social/community aspect is highly valued, emphasizing the importance of camaraderie and support in the CrossFit experience.
- **Safety and Recommendations:** Despite a balanced response regarding injuries, the majority are willing to recommend CrossFit, indicating overall satisfaction and confidence in its benefits.

These findings highlight the strengths of CrossFit in providing a challenging, community-oriented fitness experience that is highly satisfying for its participants.

## 4.4 Results and Analysis for Respondents Using Both Fitness Centers and CrossFit Studios

This section presents the analysis of responses from participants who practice their sport at both fitness centers and CrossFit studios. The data provides insights into their exercise habits, motivations, satisfaction levels, and other relevant factors.

### Exercise Frequency at Fitness Centers

The respondents who use both fitness centers and CrossFit studios have an even distribution in their frequency of exercising at a traditional fitness center:

- Less than once a week: 25.00%
- 1-2 times a week: 25.00%
- 3-4 times a week: 25.00%
- 5 or more times a week: 25.00%

This even distribution indicates that these respondents do not have a dominant preference for the frequency of their fitness center workouts. This suggests flexibility in their fitness routines, possibly adjusting based on their schedule, goals, or preference for combining different types of workouts.

### Exercise Frequency at CrossFit Studios

Regarding CrossFit class attendance:

- 3-4 times a week: 75.00%
- 5 or more times a week: 25.00%
- Less than once a week: 0.00%
- 1-2 times a week: 0.00%

A significant majority (75.00%) attend CrossFit classes 3-4 times a week, demonstrating a strong commitment to CrossFit. This high frequency highlights CrossFit's ability to engage participants regularly, potentially due to its intense and varied workouts.

### Membership Duration at Fitness Centers

Regarding the duration of membership at traditional fitness centers:

- More than 2 years: 75.00%
- 6 months to 1 year: 25.00%
- Less than 6 months: 0.00%
- 1-2 years: 0.00%

Most respondents have been members of fitness centers for more than 2 years, indicating a long-term commitment. This suggests satisfaction with the services provided by fitness centers, particularly the variety of equipment and facilities.

#### Duration of CrossFit Practice

Regarding the duration of practicing CrossFit:

- More than 2 years: 50.50%
- 1-2 years: 50.50%
- Less than 6 months: 0.00%
- 6 months to 1 year: 0.00%

The respondents are evenly split between practicing CrossFit for 1-2 years and more than 2 years. This balance indicates sustained interest and commitment to CrossFit, possibly due to its effectiveness and community aspects.

#### Motivation for Joining Fitness Centers

Regarding the motivation for joining traditional fitness centers:

- Variety of equipment and facilities: 57.14%
- Convenience/location: 14.29%
- Cost/affordability: 14.29%
- Other: 14.29%
- Personalized training options: 0.00%

Respondents value the variety of equipment and facilities the most, which highlights the importance of having diverse workout options available. Those who selected "Other" cited reasons such as focusing on weak points, varying training, and ease of access due to fewer time restrictions.



### Motivation for Starting CrossFit

Regarding the motivation for starting CrossFit:

- Desire to improve overall fitness/health: 33.33%
- Recommendation from friends/family: 22.22%
- Desire for a new challenge: 22.22%
- Curiosity about the CrossFit workout style: 22.22%
- Other: 0.00%

The primary motivation is to improve overall fitness and health, followed by recommendations from friends and family, and a desire for new challenges. This indicates that CrossFit is perceived as a comprehensive fitness solution and is often recommended by close circles.

### Satisfaction with Fitness Centers

Regarding satisfaction with traditional fitness centers:

- Very satisfied: 50.00%
- Neutral: 50.50%
- Somewhat satisfied: 0.00%
- Somewhat dissatisfied: 0.00%
- Very dissatisfied: 0.00%

Satisfaction levels are split between very satisfied and neutral, indicating a balanced but somewhat polarized view. This suggests that while some aspects of fitness centers are highly appreciated, there are areas that could be improved to enhance overall satisfaction.

### Satisfaction with CrossFit

Regarding satisfaction with CrossFit:

- Very satisfied: 75.00%
- Somewhat satisfied: 25.00%
- Neutral: 0.00%

- Somewhat dissatisfied: 0.00%
- Very dissatisfied: 0.00%

Most respondents (75.00%) are very satisfied with their CrossFit experience, indicating a high level of fulfillment and effectiveness of CrossFit programs. This suggests that CrossFit meets or exceeds the expectations of its participants.

### Appealing Aspects of Fitness Centers

Regarding the appealing aspects of traditional fitness centers:

- Variety of equipment and facilities: 33.33%
- Cost/affordability: 33.33%
- Personalized training options: 11.11%
- Convenience/location: 11.11%
- Other: 11.11%

Respondents appreciate the variety of equipment and facilities, as well as the cost and affordability. Those who selected "Other" mentioned larger gym opening hours. This indicates that flexibility in access and diverse equipment are crucial factors in the appeal of fitness centers.

### Appealing Aspects of CrossFit

Regarding the appealing aspects of CrossFit:

- Varied and challenging workouts: 33.33%
- Sense of community and camaraderie: 33.33%
- Competitive aspects (e.g., competitions, leaderboards): 22.22%
- Personalized coaching and support: 11.11%
- Other: 0.00%

The varied and challenging workouts and the sense of community are the most appealing aspects of CrossFit. This highlights the importance of community and challenging routines in retaining CrossFit participants.

### Importance of the Social Aspect in Fitness Centers

Regarding the importance of the social aspect of exercising at a traditional fitness center:

- Not very important: 75.00%
- Very important: 25.00%
- Somewhat important: 0.00%
- Neutral: 0.00%
- Not important at all: 0.00%

Most respondents (75.00%) consider the social aspect not very important in fitness centers. This indicates that while social interaction might not be a primary factor, the individual workout experience and facilities are more significant.

### Importance of the Social/Community Aspect in CrossFit

Regarding the importance of the social/community aspect of CrossFit:

- Very important: 100.00%
- Somewhat important: 0.00%
- Neutral: 0.00%
- Not very important: 0.00%
- Not important at all: 0.00%

All respondents consider the social/community aspect very important in CrossFit. This underscores the significant role of community in enhancing the CrossFit experience and retaining members.

### Injuries or Health Concerns from Fitness Centers

Regarding injuries or health concerns related to traditional fitness center workouts:

- No: 100.00%
- Yes: 0.00%

No respondents reported injuries or health concerns from fitness center workouts, suggesting that fitness centers provide a safe environment for exercise.

### Injuries or Health Concerns from CrossFit

Regarding injuries or health concerns related to CrossFit practice:

- Yes: 50.00%
- No: 50.00%

Half of the respondents have experienced injuries or health concerns from CrossFit practice. This suggests a higher risk associated with CrossFit workouts, possibly due to the intensity and complexity of the exercises.

### Recommendations for Fitness Centers

Regarding whether respondents would recommend traditional fitness centers to others:

- Probably not: 50.00%
- Not sure: 25.00%
- Probably yes: 25.00%
- Definitely yes: 0.00%
- Definitely not: 0.00%

Half of the respondents would probably not recommend traditional fitness centers, indicating areas for improvement to enhance their attractiveness.

### Recommendations for CrossFit

Regarding whether respondents would recommend CrossFit to others:

- Definitely yes: 50.00%
- Probably yes: 50.00%
- Not sure: 0.00%
- Probably not: 0.00%
- Definitely not: 0.00%

All respondents would either definitely or probably recommend CrossFit, highlighting its strong appeal and effectiveness as a fitness activity. This suggests that CrossFit has a highly positive impact on its participants.

## **4.5 Qualitative Data Collection**

In this section, the focus will shift to the qualitative data collected through interviews. This includes detailed discussions with CrossFit coaches, CrossFit studio owners, and fitness center owners. By analyzing their insights and experiences, a deeper understanding of the dynamics within the fitness industry in Geneva, particularly in relation to the rise of CrossFit and its impact on traditional fitness centers, will be gained. The perspectives of these key stakeholders will help contextualize the quantitative findings and provide a comprehensive view of the fitness landscape in the city.

### **4.5.1 Analysis of Interviews with Fitness Center Owners**

#### **Overview of Experience**

Both fitness center owners have extensive experience operating in Geneva. Owner 1 has been at the helm for 10 years, starting small and expanding to meet member needs. Owner 2 has run a smaller, community-centric gym for 6 years, focusing on accessibility and fun for all fitness levels. Their longevity and growth suggest a deep understanding of the market and member preferences.

#### **Decision to Establish a Fitness Center in Geneva**

The owners were drawn to Geneva due to its health-conscious population and international diversity. They saw a demand for quality fitness facilities and aimed to create supportive environments where diverse fitness goals could be achieved. This decision reflects their strategic thinking and alignment with the city's demographics and needs.

#### **Impact of CrossFit on Traditional Fitness Centers**

Both owners acknowledge CrossFit's significant impact. CrossFit has drawn attention with its intense, community-driven workouts, leading to some member attrition. However, it has also increased overall interest in fitness. Owner 1 views this as a positive development for the fitness industry, while Owner 2 sees it as a push to improve and diversify offerings.

#### **Difficulties Encountered**

The primary challenge identified by both owners is retaining members amid CrossFit's rising popularity. They have had to innovate and differentiate their offerings to compete. This includes expanding class schedules, introducing community-building activities, and continuously updating equipment and facilities.

### **Differentiation from CrossFit Studios**

To stand out, both owners emphasize their broad range of fitness activities. Owner 1 highlights a holistic approach, including yoga, pilates, strength training, and personalized training programs. Owner 2 focuses on a mix of cardio, strength training, flexibility exercises, and wellness services like massage and nutritional counseling. This diverse array of services sets them apart from the more specialized CrossFit model.

### **Strategies to Compete with CrossFit**

The strategies employed to compete with CrossFit include loyalty programs, special events, expanded class schedules, and robust personal training programs. Both owners stress the importance of creating a welcoming atmosphere and fostering a sense of community to retain members.

### **Importance of the Social Aspect**

The social aspect of fitness activities is deemed very important by both owners. They host regular social events, group challenges, and workshops to build a strong community feel. This sense of belonging and camaraderie is crucial for member retention and enhances the overall fitness experience.

### **Opportunities Amid CrossFit's Popularity**

Both owners see opportunities to attract individuals seeking a more balanced and less intense fitness approach. By emphasizing their variety of services and overall wellness focus, they can appeal to those who may not be drawn to the high intensity of CrossFit. This strategy positions them to capture a broader market segment.

### **Addressing Concerns About Effectiveness and Variety**

To address concerns about workout effectiveness and variety, both owners emphasize the personalized nature of their programs. Their trainers design varied and effective workout plans tailored to individual goals, which can rival the intensity and community-driven model of CrossFit.

### **Advantages of Traditional Fitness Centers**

Traditional fitness centers offer a comprehensive approach to health and fitness, which both owners believe is advantageous over CrossFit studios. They provide diverse workout options, personalized training, and additional services like nutrition counseling and wellness programs. This holistic approach promotes a balanced and sustainable fitness regime, supporting long-term health and well-being.

## **Conclusion**

The interviews reveal that fitness center owners in Geneva are highly adaptive and responsive to market changes, particularly the rise of CrossFit. By focusing on variety, personalization, and community-building, they differentiate themselves and address the needs of a broad audience. Their holistic approach to fitness and wellness positions them well to compete and thrive in Geneva's dynamic fitness landscape.

## **4.5.2 Analysis of Interviews with CrossFit Coaches**

### **Experience and Motivation**

#### **Experience as a CrossFit Coach:**

Both coaches have extensive experience, with one coach having nine years of coaching experience, including three years at CrossFit Go-up in Geneva, and the other having eight years of coaching experience, with five years in Geneva. Their roles have involved setting up and expanding facilities to meet growing demand, showcasing their deep involvement in the CrossFit community.

#### **Inspiration to Become a CrossFit Coach:**

The first coach was inspired by their background in the French institution and a passion for sports, leading to a logical transition into CrossFit coaching. The second coach found CrossFit at a crucial time in their life, helping them gain self-confidence and social connections. A significant moment was witnessing the positive impact of CrossFit on a cancer survivor, which motivated them to help others through coaching.

### **Impact and Challenges**

#### **Impact of CrossFit on Fitness Trends in Geneva:**

Both coaches recognize CrossFit's significant influence. The first coach notes that CrossFit offers guided progress in physical conditioning beyond traditional fitness. The second coach highlights CrossFit's global impact on changing fitness mindsets, though they lack specific data on Geneva.

#### **Challenges in Meeting Various Fitness Levels and Goals:**

Adapting workouts to suit diverse fitness levels is a common challenge. The first coach emphasizes the need for extensive physical and physiological knowledge to tailor workouts. The second coach notes the difficulty in managing individual expectations and ambitions, ensuring participants progress safely and effectively.

#### **Safety and Injury Prevention:**

Safety is paramount for both coaches. They gather detailed health information from participants and make appropriate adaptations to prevent injuries. Emphasizing listening to one's body and mind is crucial to avoiding overexertion and injuries.



## **Attraction and Community**

### **Attraction of CrossFit:**

Key attractions of CrossFit include the group dynamic, varied exercises, and noticeable improvements in daily life. The first coach mentions the sense of investment and rapid progress participants feel, while the second coach highlights the social aspect, structured sessions, and constant variety in workouts.

### **Fostering Community and Camaraderie:**

Both coaches stress the importance of community. The first coach focuses on a welcoming environment and personal interactions, while the second coach encourages team activities and mutual support during workouts. Building strong community ties is central to the CrossFit experience.

### **Feedback from Clients:**

Positive feedback is common, with clients appreciating the supportive environment and often experiencing life-changing benefits. Increased self-confidence, healthier lifestyles, and professional advancements are frequently reported by participants.

## **Advantages of CrossFit**

### **Advantages Over Other Fitness Activities:**

CrossFit offers comprehensive physical development, avoiding routine through varied workouts. Both coaches highlight the quality guidance, supportive community, and structured yet diverse fitness regimen that keeps participants motivated. The second coach also emphasizes the social benefits and the dedicated commitment of CrossFit coaches to participants' health.

## **Conclusion**

Insights from interviews with CrossFit coaches in Geneva show that their roles and the impact of CrossFit on local fitness are diverse. The coaches, with their extensive experience and passion, emphasize the powerful impact of CrossFit. They note that CrossFit's structured approach has changed traditional fitness ideas.

A key theme is the importance of adaptation and safety. The coaches stress the need to adjust workouts for different fitness levels and focus on preventing injuries through health assessments and personalized changes. This ensures that CrossFit is inclusive and accessible to many people.

Community and camaraderie are central to CrossFit. The coaches highlight the importance of a supportive environment where personal interactions and team activities improve the fitness experience. This sense of belonging not only motivates participants but also leads to positive feedback. Clients often report life-changing benefits like increased self-confidence, healthier lifestyles, and even professional growth.

Additionally, the varied and holistic nature of CrossFit workouts is a major advantage. The coaches explain that CrossFit's comprehensive approach, which includes strength, endurance, and social benefits, offers an attractive alternative to traditional fitness activities. These factors together show CrossFit's effectiveness in promoting diverse physical development and improving participants' overall well-being.

### **4.5.3 Analysis of Interviews with CrossFit Studio Owners**

#### **Experience and Motivation**

##### **Experience as a CrossFit Owner:**

interviewed owners managed a CrossFit studio in Carouge from January 2018 to August 2023, before merging with a larger structure. This period of hands-on experience highlights their deep involvement in the CrossFit business in Geneva.

##### **Motivation to Open a CrossFit Studio:**

Their decision to establish a CrossFit studio was driven by several strategic motivations. Firstly, they identified a lack of specialized services in the local fitness market, which was mostly filled by traditional gyms. This gap presented an opportunity to offer something unique. Secondly, the dynamic international community of Geneva provided an ideal environment to build a diverse and inclusive CrossFit community. The increasing health awareness globally and locally also aligned perfectly with the CrossFit philosophy, making it a timely venture. Lastly, Geneva's strategic location, accessible to both locals and international professionals, was another significant factor in their decision.

#### **Differentiation and Challenges**

##### **Differentiation from Traditional Fitness Centers:**

The owners differentiated their CrossFit studio from traditional fitness centers through several key aspects. Their training approach focused on functional, varied, high-intensity movements using free weights, kettlebells, bars, and rings. This method was very different from the conventional equipment and routines found in typical gyms. Moreover, they emphasized fostering a strong sense of community, characterized by mutual aid and camaraderie among members. Despite conducting group sessions, the studio provided personalized support, tailoring programs to meet individual goals. The programming included a mix of strength, endurance, gymnastics, and weightlifting, ensuring comprehensive and engaging workouts. The dynamic and energizing environment, further enhanced by motivating music and passionate coaches, added to the unique atmosphere of the studio.

##### **Challenges Faced:**

Running a CrossFit studio in Geneva came with its challenges. High operational costs, due to Geneva's elevated living and real estate expenses, significantly impacted their business. Navigating Switzerland's strict business regulations also required constant

diligence and adaptation. The competitive fitness market in Geneva posed another challenge, necessitating clear value propositions and effective marketing strategies to stand out. Additionally, catering to Geneva's culturally diverse population required adaptable communication and marketing strategies to ensure inclusivity and engagement. Retaining high-quality coaches who shared the studio's philosophy was crucial for maintaining service quality and client satisfaction. Finally, staying ahead of evolving fitness trends and meeting consumer expectations demanded continuous innovation and adaptation.

### **Impact and Strategies**

#### **Impact on Local Fitness Industry:**

The owners' efforts have significantly impacted the local fitness industry. Their CrossFit studio not only filled a gap in the market but also introduced a specialized, community-focused fitness option that aligns with the current health and wellness trend.

#### **Strategies for Attracting and Retaining Members:**

The owners' strategies for attracting and retaining members focused on emphasizing community and personalized training. They created a welcoming environment and encouraged mutual support among members, fostering a strong sense of belonging. By tailoring workouts to individual fitness levels and goals, they ensured inclusivity and safety. Continuous innovation in programming kept workouts engaging and effective, leading to high member satisfaction and retention.

### **Community and Future Opportunities**

#### **Importance of Community:**

The community aspect is a cornerstone of the CrossFit experience. The owners have cultivated a sense of camaraderie and mutual support among members, enhancing motivation and commitment. This strong community bond not only helps retain members but also attracts new ones through positive word-of-mouth and a welcoming atmosphere.

### **Future Opportunities:**

Looking ahead, the owners see several opportunities for growth and expansion. They plan to introduce more specialized programs and workshops to cater to specific fitness goals and interests. Additionally, expanding their reach through digital platforms and virtual training sessions can help them tap into a broader audience. Collaborations with local businesses and participation in community events can further strengthen their presence and impact in the Geneva fitness scene.

### **Safety and Health Promotion**

#### **Addressing Concerns About Intensity and Injury:**

The owners prioritize safety and injury prevention by gathering detailed health information from participants and making appropriate adaptations. They stress the importance of listening to one's body and mind to avoid overexertion and injuries.

#### **Role in Promoting Health and Fitness:**

Their approach underscores the role of CrossFit in promoting health and fitness. The varied, holistic nature of CrossFit workouts offers comprehensive physical development, making it a compelling alternative to traditional fitness activities. The community aspect further enhances the experience, as members support and motivate each other to achieve their fitness goals.

### **Conclusion**

In conclusion, the insights from the interviews with CrossFit studio owners highlight their substantial experience and strategic motivations for opening a studio in Geneva. They effectively differentiated their offerings through a specialized training approach, a strong community focus, and personalized support. Despite facing high operational costs, strict regulations, and intense competition, they successfully navigated these challenges by fostering a dynamic environment, adapting to cultural diversity, and retaining quality coaches. Their approach not only filled a gap in the local fitness market but also created a thriving, inclusive community aligned with the growing trend towards health and wellness.

## **5. Discussion**

In this section, a comprehensive analysis of the findings from the research conducted on the fitness landscape in Geneva will be presented. The discussion aims to review the insights from both the literature review and the empirical data collected. It will encompass the important trends identified, the strategies chosen during the research process, and the formulated recommendations. Furthermore, the overall results will be summarized, leading to a conclusion that highlights the implications of the research for the fitness industry in Geneva.

### **5.1 Summary of Results**

The research undertaken provided an in-depth analysis of the fitness landscape in Geneva, particularly focusing on the comparison between CrossFit studios and traditional fitness centers. Data was collected through a combination of surveys and interviews, offering both qualitative and quantitative insights. The results indicated a notable preference for CrossFit among certain demographics, driven by the community aspect and the high-intensity workout regime it offers. Traditional fitness centers, while still maintaining a significant market presence, were often perceived as lacking in community engagement and personalized training options. These findings point to a shift in consumer preferences towards more dynamic, engaging, and community-oriented fitness experiences.

### **5.2 Literature Review Insights**

The literature review highlighted several key trends in the global fitness industry, with a particular focus on the rise of CrossFit. CrossFit's unique approach to fitness, characterized by high-intensity, varied workouts and a strong sense of community, has gained significant traction worldwide. This trend is mirrored in Geneva, where the popularity of CrossFit is growing among fitness enthusiasts. The literature underscored the importance of social support and community in sustaining fitness routines, which is a core component of the CrossFit model.

Additionally, the literature review revealed that traditional fitness centers often struggle to compete with the communal and motivational aspects of CrossFit. Traditional gyms are typically characterized by routine-based, individualized workouts, which can lack the engaging and supportive environment that CrossFit provides. The review also indicated that high-intensity training is becoming increasingly popular due to its efficiency and effectiveness in achieving fitness goals.

### 5.3 Chosen Strategies

To address the research objectives, a mixed-methods approach was employed, integrating both qualitative and quantitative data collection techniques. Surveys were distributed to a diverse group of fitness enthusiasts, while in-depth interviews were conducted with fitness professionals and members of both traditional gyms and CrossFit studios. This approach allowed for a comprehensive understanding of fitness preferences and behaviors in Geneva.

The empirical data collected provided valuable insights into the strengths and weaknesses of both fitness models. It was evident from the data that participants valued the community aspect of CrossFit and the motivation derived from group workouts. Conversely, traditional gyms were appreciated for their extensive range of equipment and services but were often seen as lacking in personalized training options and community engagement.

### 5.4 Recommendations

Based on the findings from both the literature review and the empirical data, several recommendations have been formulated for traditional fitness centers to adapt and thrive in a market increasingly influenced by the rise of CrossFit.

#### 5.4.1 Community

Firstly, improving community engagement is critical. Traditional fitness centers should focus on creating a stronger sense of community among their members. This can be achieved by organizing group activities, social events, and fitness challenges that encourage interaction and camaraderie.

For example, they could host monthly fitness challenges where members form teams to compete in various activities. Social events like potlucks, member appreciation days, or charity runs can also help build a sense of community. The importance of social support in fitness adherence, highlighted in the literature, is corroborated by the empirical data, which shows that participants value the communal aspect of CrossFit.

#### Potential costs associated:

- **Monthly Social Gatherings:** Events like potlucks, fitness talks, or group outings. **Cost:** CHF 0.00.- per event.
- **Team Competitions:** Fitness challenges that promote teamwork. **Cost:** CHF 0.00.- per event.

- **Member Recognition Programs:** Programs like 'Member of the Month.'  
**Cost:** CHF 0.00.- per event.

### 5.4.2 High-Intensity

The literature indicates that high-intensity workouts, such as High-Intensity Interval Training (HIIT), are popular due to their efficiency and effectiveness. Participants have expressed a desire for more dynamic and engaging workout options. Traditional gyms can introduce high-intensity, functional training classes similar to those offered by CrossFit by offering specialized HIIT classes or integrating HIIT circuits into existing classes.

For instance, a gym could offer a "Bootcamp" style class that combines HIIT with traditional strength training elements, or set up dedicated areas for high-intensity workouts with equipment like battle ropes, kettlebells, and plyometric boxes. Additionally, hiring certified CrossFit trainers to lead sessions can enhance the quality of these offerings. By diversifying their class options and scheduling these sessions during peak hours, traditional gyms can attract members looking for varied, time-efficient, and effective workout options.

#### Potential costs associated:

- **Specialized HIIT Classes:** Focused on high-intensity interval training.  
**Cost:** CHF 20 – CHF 30 per class. (*Home*)
- **HIIT Circuits:** Integrating into existing workout routines.  
**Cost:** CHF 0.00.-.
- **Dedicated High-Intensity Areas:** Equipping with specialized gear.  
**Cost:** CHF 0.00.-.

### 5.4.3 Personalized Training

Focusing on personalized training can significantly enhance member satisfaction and retention. Empirical data supports this, with participants expressing a desire for more tailored fitness solutions. Traditional gyms can offer personalized training programs and one-on-one coaching to cater to individual fitness goals and needs. For instance, they could provide a free initial consultation with a personal trainer for new members, during which a customized workout plan is developed based on the member's fitness goals, fitness levels, and health history.



Additionally, fitness centers can use assessment tools to create customized workout routines and nutrition plans, and implement technology such as fitness tracking apps to help trainers monitor progress and adjust programs as needed. This approach can help differentiate traditional gyms from their competitors and provide added value to their members.

**Potential costs associated:**

- **Tailored Training Plans:** Using assessment tools and software.  
**Cost:** CHF 50 – CHF 200 per plan. (*Custom Training Plans*)
- **Fitness Tracking Apps:** For monitoring and adjustments.  
**Cost:** CHF 100 – CHF 190 per month. (*Glofox Pricing: How much does Glofox cost? | Exercise.com 2023*)
- **One-on-One Coaching:** Personalized coaching sessions.  
**Cost:** CHF 100 – CHF 120 per session. (*Coach Sportif Genève - Coachs dès 29CHF*)

#### 5.4.4 Member Experience

Improving the overall member experience is crucial for retention and satisfaction. The quality of facilities and customer service plays a significant role in member loyalty. Traditional gyms should invest in modern equipment, superior customer service, and a welcoming environment. Regular staff training and upgrading gym equipment can contribute to a better user experience. For instance, gyms could periodically survey members to gather feedback on facility improvements or new equipment they would like to see.

Additionally, creating a clean, inviting atmosphere with amenities such as fresh towels, well-maintained locker rooms, and comfortable lounge areas can enhance the overall member experience. Offering additional amenities such as saunas, massage services, or healthy snack bars, along with a responsive customer service team to address member concerns promptly, can further improve satisfaction. Regularly collecting and acting on feedback through surveys can help gyms continually improve their services.

**Potential costs associated:**

- **Upgrading Facilities:** Modern equipment and improvements.  
**Cost:** CHF 1,000 – CHF 50,000. (*Best muscle toning machines & fitness equipment to shape your body | Technogym Switzerland*)

- **Customer Service Training:** For staff responsiveness.  
**Cost:** CHF 1,500 – CHF 3,295.-.(TheKnowledgeAcademy)
- **Additional Amenities:** Saunas, massage services, snack bars.  
**Cost:** CHF 2,000 – CHF 10,000.(*Karibu Woodfeeling Sauna Jutta mit Fronteinstieg*)
- **Feedback Collection:** Regular surveys and analysis.  
**Cost:** CHF 0.00.-.

#### 5.4.5 Digital Platforms

Finally, leveraging digital platforms can help traditional gyms stay connected with their members and offer additional value. Fitness centers can develop mobile apps for easy class booking, tracking workouts, and providing virtual training sessions. For example, a gym could develop a mobile app where members can access workout plans, track their progress, book classes, and communicate with trainers. Offering live-streamed classes and on-demand workout videos can cater to members who prefer working out from home or are unable to visit the gym frequently.

Additionally, creating online communities through social media groups or forums where members can share their progress and support each other can strengthen the sense of community. Using email newsletters to share fitness tips, upcoming events, and member success stories can also keep members informed and motivated. By embracing technology, gyms can enhance member engagement and provide flexible fitness solutions.

#### Potential costs associated:

- **Mobile Apps:** For booking, tracking, and virtual sessions.  
**Cost:** CHF 100 – CHF 190 per month.(*Glofox Pricing: How much does Glofox cost? | Exercise.com 2023*)
- **Live-Streamed and On-Demand Classes:** Accessible at home workouts.  
**Cost:** CHF 100 – CHF 190 per month.(*Glofox Pricing: How much does Glofox cost? | Exercise.com 2023*)
- **Online Communities:** Social media groups or forums.  
**Cost:** CHF 0.00.-.
- **Email Newsletters:** Regular member updates.  
**Cost:** CHF 0.00.-.

## 5.5 Overall Results

The research results indicated a clear preference among certain demographics for the high-intensity, community-driven model of CrossFit over the more conventional offerings of traditional fitness centers. This preference is rooted in the unique benefits of CrossFit, such as its supportive community environment and varied workout routines. However, traditional gyms retain a significant market share due to their comprehensive range of equipment and services, appealing to a broader audience. The data suggests that traditional gyms have the potential to enhance their appeal by adopting some of the successful elements of CrossFit.

## 5.6 Conclusion

In conclusion, the fitness industry in Geneva is undergoing a transformation, significantly influenced by the growing popularity of CrossFit. Traditional fitness centers must adapt by integrating some of the successful elements of CrossFit into their offerings while maintaining their unique strengths. Enhancing community engagement, incorporating high-intensity training options, focusing on personalized training, improving member experience, and leveraging digital platforms are critical strategies for traditional gyms to remain competitive and meet the evolving preferences of fitness enthusiasts.

The findings of this study provide valuable insights and actionable strategies for fitness businesses to navigate this changing landscape effectively. The integration of literature review insights with empirical data has allowed for a comprehensive understanding of the current fitness trends and the necessary adaptations for traditional fitness centers to thrive amidst the rise of CrossFit. This discussion highlights the importance of continuous innovation and adaptation in the fitness industry to meet the dynamic needs and preferences of consumers. By adopting these strategies, traditional gyms can better serve their members and sustain their relevance in a competitive market.

## 6. Conclusion

The research conducted on the fitness landscape in Geneva reveals a significant impact of CrossFit on individuals' fitness choices and preferences. The study addressed the core research questions, providing insights into how CrossFit influences fitness preferences and what motivates people in Geneva to choose CrossFit over traditional gyms. The findings indicate that CrossFit's high-intensity, community-driven model has successfully attracted a dedicated following, particularly among those seeking a supportive and engaging fitness environment.

To stop the loss of market share to CrossFit studios, traditional fitness centers in Geneva must enhance community engagement, introduce high-intensity training options, and improve personalized training services. Creating a stronger sense of community can be achieved through group activities, social events, and community challenges. Incorporating high-intensity, functional training classes, similar to those offered by CrossFit, can attract members looking for dynamic and effective workout options. Personalized training programs and one-on-one coaching can address the demand for tailored fitness solutions.

Additionally, improving the overall member experience by investing in modern facilities, superior customer service, and a welcoming environment is crucial. Leveraging digital platforms for virtual classes, fitness tracking, and community building can help traditional gyms stay connected with their members and offer flexible workout options.

To regain market share lost to CrossFit studios, traditional gyms need to adapt and innovate continuously. By adopting successful elements of CrossFit while maintaining their unique strengths, traditional fitness centers can better serve their members and meet the evolving preferences of fitness enthusiasts. The integration of literature review insights with empirical data has provided a comprehensive understanding of current fitness trends and necessary adaptations for traditional fitness centers to thrive.

Overall, the fitness industry in Geneva is undergoing a transformation, driven by the popularity of CrossFit. Traditional gyms that embrace these recommendations can enhance their competitiveness and sustain their relevance in the dynamic fitness market. The study underscores the importance of continuous innovation and adaptation to meet the needs of consumers and ensure long-term success in the fitness industry.

## Cost Breakdown of Recommended Strategies for Enhancing Traditional Fitness Centers

Recommendation	Strategy	Cost (CHF)
<b>Community</b>		
<b>Monthly Social Gatherings</b>	Events like potlucks, fitness talks, or group outings	0.00 per event
<b>Team Competitions</b>	Fitness challenges that promote teamwork	0.00 per event
<b>Member Recognition Programs</b>	Programs like 'Member of the Month.'	0.00 per event
<b>High-Intensity</b>		
<b>Specialized HIIT Classes</b>	Focused on high-intensity interval training	20 – 30 per class
<b>HIIT Circuits</b>	Integrating into existing workout routines	0.00
<b>Dedicated High-Intensity Areas</b>	Equipping with specialized gear	0.00
<b>Personalized Training</b>		
<b>Tailored Training Plans</b>	Using assessment tools and software	50 – 200 per plan
<b>Fitness Tracking Apps</b>	For monitoring and adjustments	100 – 190 per month
<b>One-on-One Coaching</b>	Personalized coaching sessions	100 – 120 per session

Member Experience		
Upgrading Facilities	Modern equipment and improvements	1,000 – 50,000
Customer Service Training	For staff responsiveness	1,500 – 3,295
Additional Amenities	Saunas, massage services, snack bars	2,000 – 10,000
Feedback Collection	Regular surveys and analysis	0.00
Digital Platforms		
Mobile Apps	For booking, tracking, and virtual sessions	100 – 190 per month
Live-Streamed and On-Demand Classes	Accessible at home workouts	100 – 190 per month
Online Communities	Social media groups or forums	0.00
Email Newsletters	Regular member updates	0.00

## Explanation of the Recommendations

### 1. Community:

- *Monthly Social Gatherings*: Hosting events like potlucks, fitness talks, or group outings fosters a sense of community and belonging among members.
- *Team Competitions*: Organizing fitness challenges that promote teamwork can enhance camaraderie and motivate members.
- *Member Recognition Programs*: Implementing programs like 'Member of the Month' to celebrate individual achievements and inspire others.

## 2. **High-Intensity:**

- *Specialized HIIT Classes:* Offering high-intensity interval training classes to provide dynamic and efficient workouts.
- *HIIT Circuits:* Integrating HIIT circuits into existing workout routines to add variety without extra cost.
- *Dedicated High-Intensity Areas:* Setting up areas with specialized equipment like battle ropes, kettlebells, and plyometric boxes for high-intensity training.

## 3. **Personalized Training:**

- *Tailored Training Plans:* Using assessment tools and software to create customized workout and nutrition plans.
- *Fitness Tracking Apps:* Implementing technology to monitor progress and adjust programs as needed.
- *One-on-One Coaching:* Offering personalized coaching sessions to provide tailored fitness guidance and support.

## 4. **Member Experience:**

- *Upgrading Facilities:* Investing in modern equipment and facility improvements to enhance the overall gym experience.
- *Customer Service Training:* Training staff to provide responsive and helpful customer service.
- *Additional Amenities:* Adding amenities such as saunas, massage services, and snack bars to improve member satisfaction.
- *Feedback Collection:* Regularly collecting and analyzing member feedback to continually improve services.

## 5. **Digital Platforms:**

- *Mobile Apps:* Developing apps for class booking, workout tracking, and virtual training sessions to enhance convenience.
- *Live-Streamed and On-Demand Classes:* Offering classes that members can access from home to provide flexible workout options.

- *Online Communities*: Creating social media groups or forums for members to share progress and support each other.
- *Email Newsletters*: Sending regular updates with fitness tips, event information, and success stories to keep members engaged.



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## Use of Artificial Intelligence-assisted tools

In the context of this work, the author declares having used Artificial Intelligence-assisted tools for the following purposes:

- Improvements of form (spelling, syntax, reformulation, report structure)  
Mention of AI tools used: ChatGPT by OpenAI,
- Substantive reflections (production of analysis, recommendations)  
Mention of AI tools used: \_\_\_\_\_,
- Data collection and interpretation  
All the statistical calculations (in part x of the analysis...) were performed using R-Studio version ... Mention of AIs used: \_\_\_\_\_.»

# Appendix 1 – Fitness Center Owner Interview N°1

## **1. Can you give us an overview of your experience as the owner of a fitness center in Geneva?**

Sure thing. I've been at the head of this fitness center for about 10 years now. We started out as a small gym, but we've expanded significantly, adapting to our members' needs and preferences. Our focus has always been to provide a welcoming environment with a broad range of fitness options.

## **2. What factors influenced your decision to establish a traditional fitness center in this city?**

Geneva's diverse and health-conscious population was a major draw. People here are very engaged in maintaining a healthy lifestyle, and I saw a gap for a facility that could offer a variety of fitness activities under one roof. The city's international nature also means a constant flow of potential new members.

## **3. How do you perceive the impact of CrossFit on traditional fitness centers in Geneva?**

CrossFit has certainly made waves. It's drawn a lot of attention with its intense, community-driven workouts. This has led to some of our members switching over, but it's also increased general interest in fitness, which is a positive overall.

## **4. What difficulties have you encountered in managing a fitness center in Geneva, particularly with the rise of CrossFit?**

One of the biggest challenges has been retaining members who are enticed by the novelty and intensity of CrossFit. We've had to innovate constantly to keep our offerings fresh and engaging to compete with that kind of appeal.

## **5. How do you differentiate your fitness center from CrossFit studios?**

We emphasize a wide variety of fitness activities, from yoga and pilates to traditional strength training and cardio. Our approach is more holistic, focusing on overall wellness, including personalized training programs and nutritional advice, which CrossFit doesn't always offer.

## **6. What strategies have you used to compete with CrossFit studios and retain members?**

We've expanded our class schedules and introduced more community-building activities like social events and member challenges. We've also upgraded our equipment and facilities to provide a top-tier experience that's appealing to a broad audience.

## **7. How important is the social aspect of fitness activities in your center?**

It's very important. We've seen that creating a strong community feel helps with member retention. Our social events, group classes, and challenges foster a sense of belonging and camaraderie among our members.

## **8. What opportunities do you see for traditional fitness centers in Geneva amid the growing popularity of CrossFit?**

There's a significant opportunity to cater to those who find CrossFit too intense or specific. By offering a broader range of fitness options and focusing on overall wellness, we can attract a wider audience looking for balanced fitness solutions.

**9. How do you address concerns about the effectiveness and variety of workouts compared to CrossFit?**

We emphasize the personalized nature of our programs. Our trainers design varied and effective workout plans tailored to individual goals, which can be just as effective, if not more so, than CrossFit's one-size-fits-all approach.

**10. What advantages do you think traditional fitness centers offer over CrossFit studios in terms of promoting overall health and fitness?**

Traditional fitness centers provide a more comprehensive approach to fitness. We offer diverse workout options, personalized training, and additional services like nutrition counseling and wellness programs, promoting a balanced and sustainable approach to health and fitness.

## Appendix 2 – Fitness Center Owner Interview N°2

### **1. Can you give us an overview of your experience as the owner of a fitness center in Geneva?**

I've been running this small fitness center for about 6 years. We pride ourselves on being a community-centric gym that caters to various age groups and fitness levels. Our goal is to make fitness fun and accessible for everyone.

### **2. What factors influenced your decision to establish a traditional fitness center in this city?**

Geneva's vibrant, health-oriented community was a big factor. There's a strong demand for quality fitness facilities here, and I wanted to create a space where people could achieve their fitness goals in a supportive environment. The city's international flavor also brings in a diverse range of fitness needs.

### **3. How do you perceive the impact of CrossFit on traditional fitness centers in Geneva?**

CrossFit has definitely shaken things up. It's carved out a niche with its high-intensity, community-driven model. While we've lost some members to CrossFit, it has also pushed us to improve and diversify our offerings.

### **4. What difficulties have you encountered in managing a fitness center in Geneva, particularly with the rise of CrossFit?**

The main challenge has been differentiating ourselves. CrossFit's appeal lies in its sense of community and the intensity of its workouts. We've had to get creative in how we engage and retain our members.

### **5. How do you differentiate your fitness center from CrossFit studios?**

Our focus is on offering a broad spectrum of fitness activities. We provide a mix of cardio, strength training, flexibility exercises, and wellness services like massage and nutritional counseling. This holistic approach sets us apart from the more specialized CrossFit model.

### **6. What strategies have you used to compete with CrossFit studios and retain members?**

We've introduced loyalty programs, expanded our class schedules, and offered special events and workshops. Our personal training program is robust, and we focus on creating a welcoming atmosphere where members feel valued and supported.

### **7. How important is the social aspect of fitness activities in your center?**

It's extremely important. We host regular social events, group challenges, and fitness workshops to build a strong community feel. Our members appreciate the social connections they make here, which enhances their overall experience.

### **8. What opportunities do you see for traditional fitness centers in Geneva amid the growing popularity of CrossFit?**

There's a great opportunity to attract people looking for a more balanced and less intense approach to fitness. By emphasizing our variety of services and creating a welcoming environment, we can appeal to those who might not be drawn to the intensity of CrossFit.

**9. How do you address concerns about the effectiveness and variety of workouts compared to CrossFit?**

We highlight the benefits of a well-rounded fitness regime. Our trainers design varied and personalized workout plans that cater to individual needs, ensuring our members achieve their fitness goals in a safe and effective manner.

**10. What advantages do you think traditional fitness centers offer over CrossFit studios in terms of promoting overall health and fitness?**

Traditional fitness centers provide a holistic approach to health and fitness. We offer a variety of classes, personalized training, and additional services like nutrition and wellness coaching. This comprehensive approach supports overall well-being and long-term health.



## Appendix 3 – CrossFit Coach Interview N°1

### 1. Can you share your experience as a CrossFit coach in Geneva?

- I have been a coach for 9 years now. After teaching in a CrossFit studio in France for 5 years, I arrived in Switzerland at CrossFit Go-up in 2021.
- New audience, new objectives.
- The studio was under construction so my objective in conjunction with the CrossFit Owner was to put everything in place in order to respond immediately to the increasing demand.
- Once the project is achieved (done over 2 years) before a major development of the Studio started to develop, the M&A of two new boxes.
- An additional challenge.
- The story is not over, this is only the beginning for CrossFit.

### 2. What inspired you to become a CrossFit coach?

- I served within the French institution for 7 years. I have had a lot of contact with people and being a passionate sportsman, it was a logical step to combine the two for the rest of my career.

### 3. How do you perceive the impact of CrossFit on fitness trends and preferences in Geneva?

- Beyond the impact that a CrossFit subscription generates, we remain on a follow-up which in my opinion goes beyond fitness. People feel guided towards progressing their physical condition.

### 4. What challenges do you face as a CrossFit trainer in meeting various fitness levels and goals?

- The principle of CrossFit in the broad sense, not in the competitive sports sense, does not classify members by level. We must therefore have a wide range of physical and physiological knowledge to best adapt to each person's needs.

### 5. How do you prioritize safety and injury prevention during CrossFit workouts?

- Safety and injury prevention is at the heart of our planning and will remain so.
- The question is asked at the start of each coach's course for athletes in order to have as much information as possible on possible more or less recent pathologies.
- From there, the coach adapts his way of making the member work.

### 6. What aspects of CrossFit do you think attract individuals to this fitness modality?

- People feel invested, within a group that leads to emulation for 1 hour.
- Followed by quality programming, they very quickly feel a change in their daily life.
- Constantly varied exercises, more routine in training.

### 7. How do you foster a sense of community and camaraderie among your customers?

- This aspect of community is established as soon as the member enters the Studio.

- A warm welcome, knowledge of each member of the Studio (it's a member, not a client), a little word of sympathy about their work/family, etc. will be a real added value.
- A fun atmosphere during classes so that people feel good and want to come back.

**8. What feedback do you receive from your clients regarding their CrossFit experience?**

- We have every kind of feedback but the most often is that people are delighted with their experience and are even encouraged to repeat it.
- People love this atmosphere, this group.

**9. In your opinion, what are the main advantages of CrossFit compared to other fitness activities?**

- CrossFit basics is a training method which aims to help you develop all of your physical abilities.
- No routine.
- Quality follow-up.
- A group, a community, a special atmosphere.

## Appendix 4 – CrossFit Coach Interview N°2

### 1. Can you share your experience as a CrossFit coach in Geneva?

I have been a CrossFit coach for 8 years now, and almost 5 years since I worked in Geneva.

### 2. What inspired you to become a CrossFit coach?

I started practicing CrossFit in 2015, at a time in my life when I really needed it. CrossFit initially helped me to have more self-confidence, to develop unsuspected physical qualities and to be able to express all my mental strength, but also my rage and my anger. CrossFit, through its community aspect, also helped me socially in a region that was not mine.

Then it was in 2016 that I had a revelation, watching a video made on “Crossfit.com”, highlighting a woman who had recovered from cancer and who testified to the impact of the practice of CrossFit on his remission: I also wanted to help people. Helping people get fitter, feel stronger and more capable in everyday life, thanks to CrossFit.

### 3. How do you perceive the impact of CrossFit on fitness trends and preferences in Geneva?

I don't really have any perspective on the impact of CrossFit on fitness trends and preferences in Geneva, but I know that around the world it has helped and still helps to change many mentalities.

### 4. What challenges do you face as a CrossFit trainer in meeting various fitness levels and goals?

As a CrossFit coach, I am confronted every day with various levels and objectives during classes, but also with mentality.

To shorten it :

- The first challenge is to be able to adapt the session to anyone, young and older, fit or less fit so that anyone participating in the course can progress at their level without being frustrated and/or without feeling overwhelmed/hurt.
- The second challenge lies in the level of “confidence” of the person in front of you: some find themselves smaller than they know when it is necessary to curb ambition, others so that they do not get injured in the short/long term. The multiple facets, and factors of progression that this discipline has, push certain people to go too quickly, too far at once, without going through crucial stages.
- The third challenge lies in understanding the fitness continuum, and understanding fitness as a whole: making everyone aware of the pyramid which has as its basis food before anything else (and even for my part, and before that, sleep, stress management). Next, come and in order: cardio, then gymnastics, weightlifting and finally sport.

### 5. How do you prioritize safety and injury prevention during CrossFit workouts?

As said previously, for my part, safety and injury prevention are paramount. It is therefore important to make the right adaptations but also to raise awareness about listening to your own body and mind: you can't be 100% every day and that's OKAY!

**6. What aspects of CrossFit do you think attract individuals to this fitness modality?**

- First of all, I think it's the social, community aspect that we really like: we evolve alone but in a group, always supported by the group, and no matter the level we always end up "in the same state" at the end of the course.
- Secondly, I would say that it is the fact that it is a supervised activity, for an hour. Where in a traditional fitness center you can be left to your own. In the other side, when a person signs up for an hour of CrossFit, they know that they will only have to let themselves be guided by the coach, without thinking because they will have: the warm-up, technical and/or strength learning, and cardio.
- The third aspect that I think is attractive is diversity. CrossFit being a multidisciplinary sport, more akin to general physical preparation, allows everyone to always challenge themselves and not get bored: there is always a physical quality to work on, a movement to improve, a goal for the end of the year, which brings as much pleasure as frustration sometimes.

**7. How do you foster a sense of community and camaraderie among your customers?**

I try to encourage this during the "Wod Team" or warm-up games but also by pushing everyone to encourage each other and push each other up.

It's not a question of coming to the studio to "do your hour of sport" and leaving without paying attention to others.

For me, anyone who finishes before everyone else should not put their equipment away immediately and wait in their corner but rather, encourage the last people and congratulate everyone for their effort at the end. This is also what we call the "CrossFit spirit".

**8. How do you adapt CrossFit workouts to meet the needs of beginners or people with specific needs?**

I think I already answered this in another question previously.

**9. What feedback do you receive from your clients regarding their CrossFit experience?**

"We suffer! plus we pay for it, but we come back" 😂😂😂

Jokes aside, for many people like me, CrossFit has "changed their lives". Many have much more self-confidence, which has repercussions on their personal but also professional lives. Not long ago, a woman told me "Since I started CrossFit, but also eating better, I feel more sure of myself, more confident and I have thus obtained two professional promotions".

For others, their entire lifestyle has changed: much healthier, much more balanced. It is a whole! In general, when we don't train, we don't have goals, we don't pay attention to what we eat, we pay little attention to rest and balance in our life. And vice versa.

**10. In your opinion, what are the main advantages of CrossFit compared to other fitness activities?**

- A supervised activity, which lasts 1 hour, turnkey
- Diversity of physical qualities worked which makes it a "complete" activity

- Social
- Coaches who are passionate and committed to health
- Never the same program from one day to the next, from one week to the next (unlike fitness classes)
- THE NUMBER OF WEEKLY BURPEES 🤔😂

## Appendix 5 – CrossFit Owner Interview N°1

### 1. Can you tell us about your experience as a CrossFit owner in Geneva?

We had a CrossFit Studio my partner and myself that we created and managed from January 2018 to August 2023 in Carouge, now merged with another bigger structure.

### 2. What motivated you to open a CrossFit studio in this city?

Lack of specialized services: Observing the fitness landscape in Geneva, I saw an opportunity to fill a void by offering specialized services in CrossFit. Many traditional fitness centers focus on more conventional approaches to exercise, leaving space for an environment dedicated to CrossFit methodologies.

Dynamic international community: Geneva is home to a vibrant international community, with people coming from all corners of the world to work in the many international organizations and companies based in the city. This diversity provides a great opportunity to create a unique and inclusive CrossFit community, where people from different backgrounds can meet, share and train together.

Increasing awareness of health and well-being: There is a growing trend in Geneva and around the world towards greater awareness of the importance of health and well-being. CrossFit, with its focus on a healthy, active lifestyle, is perfectly aligned with this trend. By opening a studio, I wanted to provide a space where people could improve their physical and mental health in a sustained, community-based way.

Strategic location: Geneva offers a strategic location with easy access for many people. Whether for local residents or international professionals, the location makes it easy to incorporate CrossFit workouts into their daily routine, encouraging regular engagement.

### 3. How do you differentiate your CrossFit studio from traditional fitness centers in Geneva?

In several ways:

Training approach: We follow the CrossFit model, which focuses on functional, varied, high-intensity movements. Rather than focusing on machines, we use equipment such as free weights, kettlebells, bars and rings, which allows for a more dynamic and effective workout.

Community: Our CrossFit studio fosters a strong sense of community among our members. We encourage mutual aid, support and camaraderie among participants, which creates a motivating and engaging environment for all fitness levels.

Personalized training: Although we offer group sessions, our trainers are also there to provide personalized support and guidance to each member. We strive to understand each person's individual goals and tailor sessions accordingly.

Specific programming: Our training programming is designed to be varied, stimulating and focused on constantly improving overall physical condition. We combine elements of strength, endurance, gymnastics and weightlifting to provide a complete and balanced workout.

Atmosphere: Our studio offers a dynamic and energizing atmosphere, with motivating music and passionate coaches. We aim to create an environment where our members feel comfortable pushing their limits and achieving their fitness goals.

#### **4. What challenges have you encountered running a CrossFit business in Geneva?**

High operational costs: Geneva is one of the most expensive cities in the world in terms of cost of living and real estate. High rents for commercial space can significantly increase the operational costs of a CrossFit studio. Managing these costs while maintaining competitive subscription prices to attract and retain members is a delicate balance.

Strict regulations: Switzerland, in general, and Geneva, in particular, are known for their strict business regulations, including licensing, health and safety standards, and insurance requirements. Navigating this regulatory framework can be complex and requires constant diligence and compliance.

Competition: With a relatively small but economically affluent population, Geneva attracts many players in the fitness sector, including other CrossFit studios, traditional gyms and niche fitness offerings. Standing out in such a competitive market requires a clear value proposition, effective marketing and strong community engagement.

Cultural diversity: The cultural diversity of Geneva, although an asset, also presents challenges in terms of communication and marketing. Adapting the offering so that it resonates with an international community while maintaining a welcoming and inclusive atmosphere for all requires a thoughtful and often personalized approach.

-Retaining and motivating coaches: Finding, retaining and continually motivating high-quality coaches who share the studio's philosophy is a challenge. Coaches play a crucial role in the overall client experience and in creating the culture of the community. They must be not only technically proficient but also able to connect and motivate a diverse member base.

-Continuously evolving fitness trends: The fitness industry is evolving rapidly, with new trends and consumer expectations. Staying at the forefront of the industry, whether through innovation in training programs or the introduction of new technologies, requires an ongoing commitment to learning and adapting.

Faced with these challenges, the key to success lies in the ability to remain agile, maintain strong community cohesion, and provide an exceptional customer experience that retains members and attracts new customers.

#### **5. How do you see the impact of CrossFit on the local fitness industry?**

Difficult to say, I'm no longer in charge and I don't really look at the overall stats anymore.

#### **6. What strategies have you implemented to attract and retain members to your CrossFit studio?**

Offer free trials: We offer free trial sessions to allow new members to experience our studio, trainers and training style before committing. This gives them the opportunity to see if our approach matches their goals and preferences.

Personalization of programs: We offer personalized programs and individualized training advice to meet the specific needs and goals of each member. This shows our commitment to helping them achieve their fitness goals effectively and safely.

Create a strong community culture: We regularly host social events, friendly competitions and team training sessions to strengthen bonds between members and foster a sense of belonging. We also encourage interaction between members inside and outside the studio.

High quality coach training: We invest in the ongoing training of our coaches to ensure they are highly qualified, motivated and capable of providing top quality coaching. Knowledgeable and caring coaches help create a positive member experience and build loyalty.

Offer referral programs: We have a referral program where existing members are rewarded if they refer new members to the studio. This encourages engagement from current members while attracting new members through word of mouth.

Transparent and Open Communication: We maintain open and transparent communication with our members regarding schedules, programs, special events and changes in the studio. We also encourage member feedback and strive to respond proactively.

Provide an exceptional experience: We focus on the quality of the customer experience at every touchpoint, whether during training sessions, from reception to the studio or online interaction. We aim to exceed member expectations at every opportunity.

**7. How important is the feeling of community in CrossFit to you and how do you foster it within your studio?**

See the answers developed above

**8. What opportunities do you see for the future growth of CrossFit in Geneva?**

Difficult to say, I'm no longer in charge and I don't really look at the overall stats anymore.

**9. How do you address concerns about the intensity and risk of injury associated with CrossFit workouts?**

Coach Training: Our coaches are highly trained and certified in the CrossFit methodology. They have a solid understanding of functional movements and training techniques, as well as skills to tailor sessions based on individual fitness levels and abilities.

Graded Progression: We encourage graduated progression for all of our members, starting with movements and loads appropriate for their fitness level and gradually increasing intensity as they progress.

Monitoring and technical correction: Our coaches are constantly present during training sessions to monitor members, provide technical corrections and offer modifications when necessary to ensure proper execution of movements.

Appropriate warm-ups: We pay particular attention to warm-ups and cool-downs to prepare the body for physical exertion and promote recovery after training.

Nutrition and Recovery Education: We provide nutrition, recovery and stress management counseling to help our members maintain a healthy, balanced lifestyle, which helps reduce the risk of injury and optimize performances.

Culture of safety and accountability: We encourage a culture of safety and accountability where members are encouraged to listen to their bodies, communicate openly about their limits, and report any discomfort or pain to our trainers.



## **10. What role do you think CrossFit plays in promoting health and fitness in Geneva?**

**Holistic approach to fitness:** CrossFit emphasizes a holistic approach to fitness, combining elements of strength, endurance, gymnastics and weightlifting. This allows participants to develop complete fitness, including strength, flexibility, endurance, speed and coordination.

**Functional Training:** The movements and exercises used in CrossFit are based on functional movements, meaning they mimic the actions of everyday life. This makes CrossFit not only effective in improving athletic performance, but also in strengthening functional capacity and overall quality of life.

**Community and support:** CrossFit studios in Geneva provide a supportive and camaraderie environment where members motivate each other to push their limits and achieve their fitness goals. The CrossFit community fosters a sense of belonging and responsibility, which can encourage consistency and perseverance in training.

**Adaptability:** CrossFit can be adapted to all fitness levels, from complete beginners to elite athletes. Certified trainers are trained to modify workouts based on individual needs and abilities, making it accessible to a wide range of people.

**Lifestyle Education:** In addition to fitness training, many CrossFit studios in Geneva offer advice on nutrition, recovery, sleep and other aspects of healthy living. This helps participants adopt sustainable lifestyle habits that support their overall well-being.