

We been involved in past 2 years with the town planner calendar and we have been very successful attracting new business and new members into the gym. Since we do this on the month of january and december. This creates a lot of urgency for people to come into the gym , redeem their week pass and sign up for a membership after the pass is over. This type of marketing generated more tours daily and added about 3 to 4 memberships a day.



Giuliano Lopez

membership and marketing director

La Fitness Round lake beach,IL



LA FITNESS
ONE WEEK PASS
ROUND LAKE BEACH
540 E. Rollins Rd.
(847) 752-6841

Redeem this Seven Consecutive Days Pass at the Round Lake Beach LA Fitness® Sports Club. Redeemable by non-members only. Must be 18 years of age or older or at least 14 years of age and accompanied by a parent or legal guardian. One pass per person, per six months. Facilities may vary by location; extra charge for some amenities. Not available for resale or redeemable for cash. ©2011 LA Fitness International, LLC. All rights reserved.

www.lafitness.com