

BEST OF THE BEST

OVERALL

Up to 3,000 Members:

BEST OF THE BEST: HFC Athletic Club at One Cleveland Center—Cleveland, OH

HONORABLE MENTION: Total Health & Fitness Center—Royal Palm Beach, FL

Ask any athlete, any artist or any businessperson why they work as hard at their craft as they do and more often than not the answer will be “to be the best.”

That is no different for the fitness facility industry. Everyday, club owners and general managers strive to put the best face on the club and attract new members and retain current ones. That starts from the minute a member or perspective member walks through the door and ends when they walk out. That person is looking



HFC Athletic Club, Best of the Best Overall category, sits on the sixth and seventh floors of its building, affording members a sprawling view of downtown Cleveland.

to be treated like a friend and see a clean, well-equipped facility. These “little” things can be the difference between a successful club and one that struggles for its survival.

Being the overall Best of the Best takes a combination of outstanding facility upkeep and maintenance, and having the people on staff that make members and perspective members feel welcome, informed and excited to be at the facility.

While many of the 100 clubs

received high marks for facility cleanliness, equipment maintenance, and other facility related matters, and while many received high marks for customer service issues, what separated the overall Best of the Best clubs from the rest of the pack was consistency throughout the club. These clubs ranked at or near the top in a majority of the segments evaluated. But the thing that really separated them from the pack was the people working for the club.

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