BLUE IRON SENTINEL

FITNESS INDUSTRY INSIGHT

Record membership. Is your club secure enough?

More members, more visits, and longer hours mean more entries to manage, more property to protect, and more moments when clear video matters.

RECORD DEMAND

81M

Americans held a fitness facility membership in 2025, an all-time high and up 5.2% from 2024

HFA, 2026

7B

estimated visits to U.S. fitness facilities in 2025, surpassing the pre-pandemic peak

HFA, 2026

100M+

people used a fitness facility, including day passes and guest visits

HFA, 2026

MEMBER SAFETY

56%

of female gym members surveyed reported experiencing harassment at the gym, 2.7 times the rate reported by men.

RUNREPEAT SURVEY OF 3,774 GYM MEMBERS, 2021

WHERE RISK LIVES IN A CLUB

- **Entrances and unstaffed hours**
  Tailgating and shared credentials let non-members in, especially when no staff is on site.
- **Locker room entrances and corridors**
  Locker thefts and incidents are hard to resolve without clear video of who came and went.
- **Parking lots**
  Members leave cars unattended during workouts, making lots a frequent target for break-ins.

RISK ON THE GROUND

Up to 10%

of people training in clubs without automated access control are likely not valid members, using a shared card or an expired membership

GANTNER VIA HEALTH CLUB MANAGEMENT, 2025

40%

of 24/7 gym operators report concerns about fraudulent access during unstaffed hours

XPLOR GYM OPERATOR INSIGHTS, 2025

250

vehicles stolen from gym parking lots in one metro region in six months, often after thieves tailgated in and took keys from lockers

VICTORIA POLICE VIA ABC NEWS, 2026

Safer clubs, from the front door to the parking lot.

Blue Iron Sentinel unifies cloud video, access control, and continuous system monitoring, so every club is visible, verified, and ready around the clock.

SOURCES Health & Fitness Association, healthandfitness.org · RunRepeat, runrepeat.com · Health Club Management, healthclubmanagement.co.uk · Xplor Gym, xplorgym.co.uk · ABC News, abc.net.au · Athletech News, athletechnews.com