



## Case Study

**Organization**  
Planet Fitness of Maryland

**Location**  
United States

**Industry**  
Commercial Retail

# Strategic Growth Fueled by Innovative Market Insight

Founded in 1992 in Dover, New Hampshire, Planet Fitness is the fastest-growing gym franchise in the United States. Nationally, Planet Fitness has opened more than 600 locations, including 100 in 2012 alone. With this rapid growth, the company was added to *Inc.* magazine's Top 500 list. Franchise Planet Fitness of Maryland has mirrored this tremendous success by opening 20 locations already in the first quarter of 2013.

## What did they do?

In partnership with MacKenzie Retail and Datastory Consulting, Planet Fitness of Maryland staff use the Esri® geographic information system (GIS) platform to analyze the location and makeup of the current membership. Gym members' addresses are color-coded based on club affiliation, and the patterns that emerge give insight into when and where to grow to meet demand and market opportunity. Using this information, Planet Fitness of Maryland can serve its existing members better and find the right locations based on projected membership.

## Do I need this?

The process of finding good real estate can be daunting, and mistakes are costly. It takes a lot of interaction, collaboration, and communication to match the best locations with the most appropriate clients. Using GIS, information—seeing what real estate is available in proximity to existing locations and competition, along with market potential—can be easily understood and analyzed. This helps maximize long-term value while minimizing development costs and risks. GIS not only helps streamline and improve the site selection process, it also enables the entire real estate team to make better decisions, faster.

"The maps help a lot of our franchisees calibrate their intuition about each specific market. They confirm what's working and where. And sometimes, they discover opportunities that would have been missed if they hadn't seen all the data on the same page."

**Brian Kunkel**  
Director of Real Estate  
Planet Fitness Corporate

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