

BENCHMARK REPORT

Jackrabbit Dance

2025



A Note From the Creator: Introduction

Jackrabbit Dance

The world of dance studios is always in motion—just like your dancers. Studio owners and managers focused on growth are turning to data to make smarter decisions, streamline operations, and increase revenue. But without the right context, numbers alone can leave you asking more questions than you have answers for.

- Is my studio's enrollment aligning with current industry trends?
- Am I pricing tuition in a way that maximizes revenue while staying competitive?
- What's the best time to focus marketing efforts to keep students engaged and enrolled?

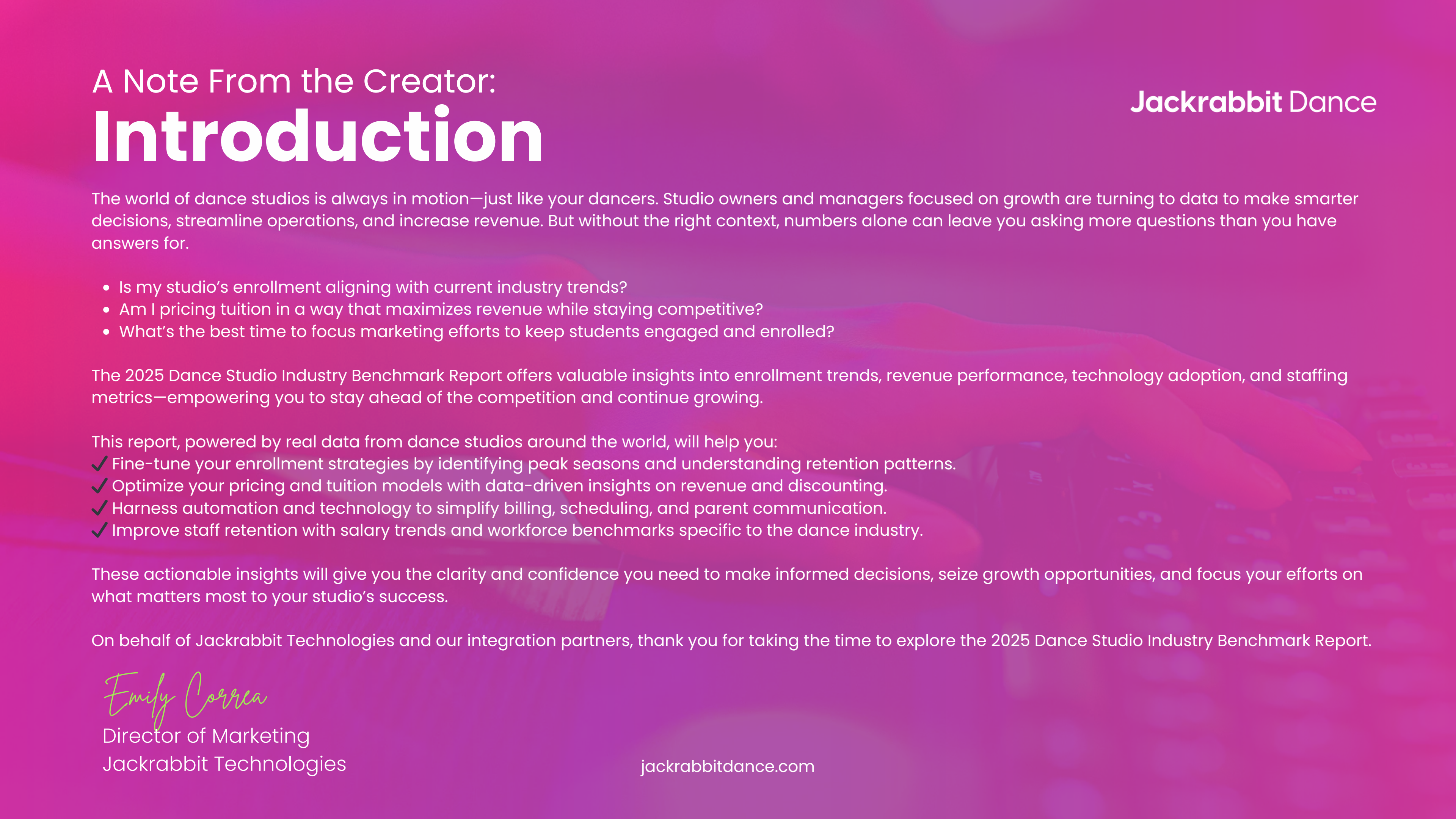
The 2025 Dance Studio Industry Benchmark Report offers valuable insights into enrollment trends, revenue performance, technology adoption, and staffing metrics—empowering you to stay ahead of the competition and continue growing.

This report, powered by real data from dance studios around the world, will help you:

- ✓ Fine-tune your enrollment strategies by identifying peak seasons and understanding retention patterns.
- ✓ Optimize your pricing and tuition models with data-driven insights on revenue and discounting.
- ✓ Harness automation and technology to simplify billing, scheduling, and parent communication.
- ✓ Improve staff retention with salary trends and workforce benchmarks specific to the dance industry.

These actionable insights will give you the clarity and confidence you need to make informed decisions, seize growth opportunities, and focus your efforts on what matters most to your studio's success.

On behalf of Jackrabbit Technologies and our integration partners, thank you for taking the time to explore the 2025 Dance Studio Industry Benchmark Report.

A background image showing a close-up of a hand holding a calculator, with the calculator's screen and buttons visible. The image is slightly blurred and has a warm, golden-brown color palette.

Emily Correa

Director of Marketing
Jackrabbit Technologies

jackrabbitdance.com



Thriving in 2025

The Data-Driven Roadmap to Dance Studio Success

Every year,

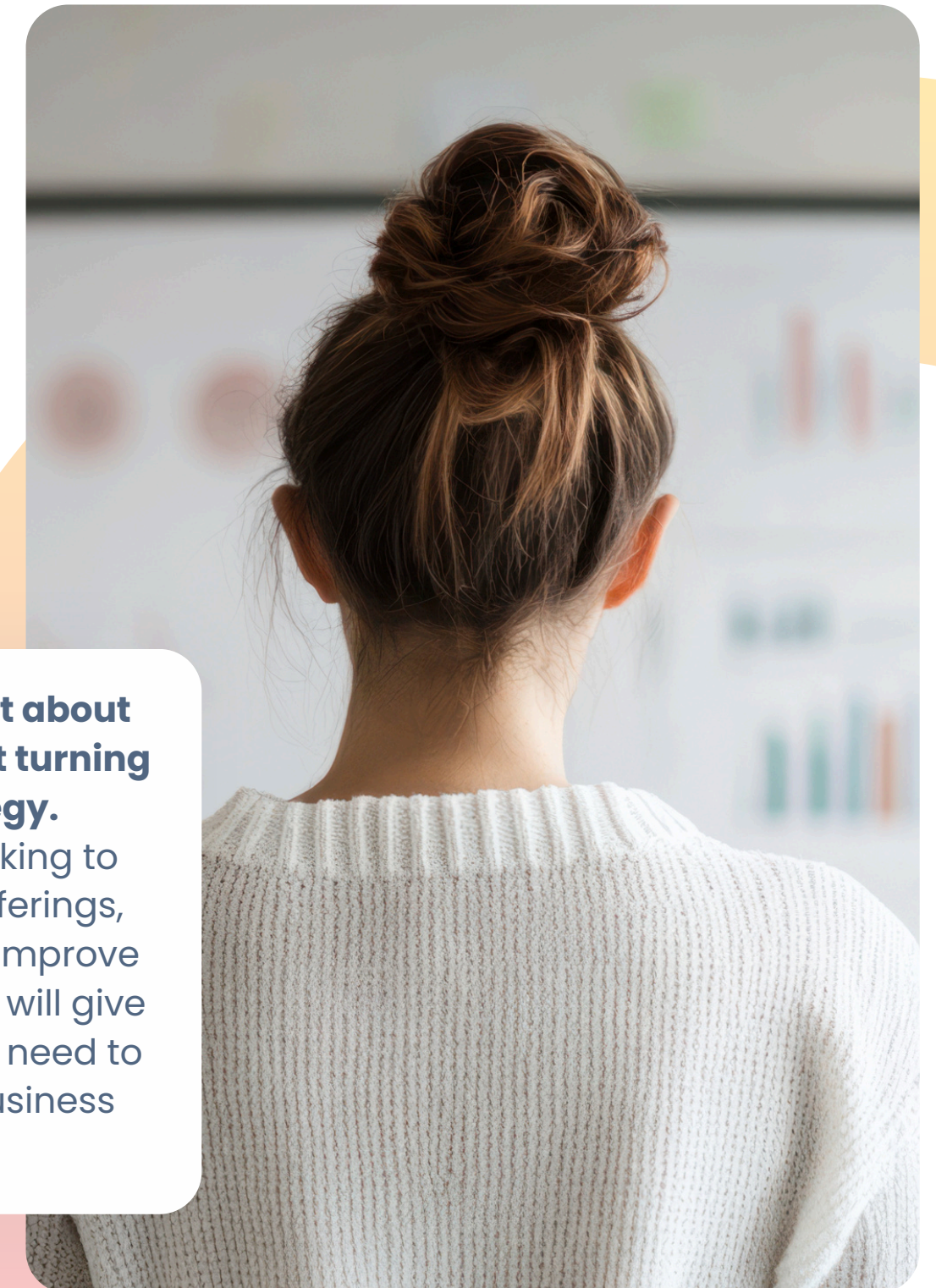
dance studios face new challenges and opportunities. From changing enrollment patterns to evolving payment trends, staying competitive means understanding the data behind the industry.

The 2025 Dance Studio Industry Benchmark Report was created to:

- ☒ **Provide real industry insights**
that help studio owners make informed decisions
- ☒ **Highlight key trends**
in enrollment, revenue, staffing, and technology adoption
- ☒ **Compare performance**
across studio sizes so you can benchmark your growth
- ☒ **Deliver actionable takeaways**
to help you improve efficiency and profitability

This report isn't just about numbers—it's about turning data into strategy.

Whether you're looking to refine your class offerings, optimize pricing, or improve retention, this report will give you the insights you need to make confident business decisions.



2025 Report Methodology

4.7K

Organizations

4

Years of Data

4

Business Sizes

28

Countries



This report is based on aggregated and blind data from over 4,700 organizations across 28 countries over four years. The data spans various business sizes, ensuring a comprehensive view of industry trends. By anonymizing individual responses, we provide valuable insights that reflect the broader landscape, helping you make informed decisions for your studio.



Over Half of Studios Are Seeing Growth Month-over-Month

In 2024, 56% of Jackrabbit clients reported month-over-month enrollment growth. That's proof that growth is within reach—even for studios facing market challenges. If your studio isn't hitting those numbers yet, it's time to think bigger. Reimagine your marketing and class offerings to tap into the busiest enrollment months—January, February, and March. Growth is possible when you know where to focus.

01

The Right Class Times Can Fuel Growth

Tuesday, Wednesday, and Thursday lead the charge as the most popular days for classes, with 5:00 PM standing out as the most sought-after class time. This isn't just a trend—it's an opportunity. Align your schedule to match these peak times and attract more students, especially those in the 5-7 and 8-11 age groups. When you meet families where they are, they'll stay.

02

Key Findings

03

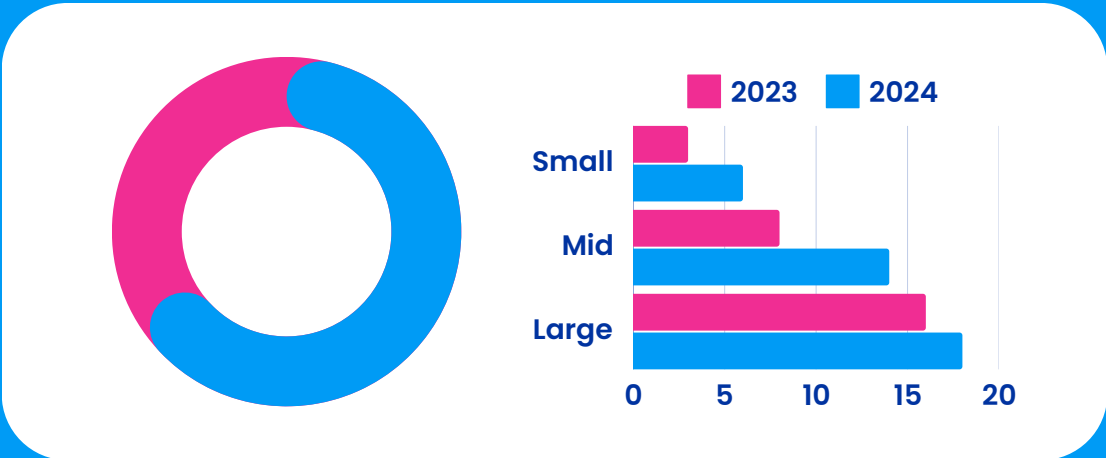
Engage Year-Round for Sustainable Retention

Summer months like June and July, and December may be traditionally slow for enrollment, but this year, overall student drops decreased by 6%. Studios are getting smarter about retention by offering tools that keep families engaged year-round. Make sure your studio is equipped with the Parent Portal to simplify scheduling and strengthen relationships with your families. The longer you keep families engaged, the stronger your growth potential.

What This Means for Studio Owners

The data is clear: growth is within your reach, but it takes strategy and the right tools. Focus on peak enrollment months and align your class schedules with student preferences to maximize engagement. Leverage your full suite of digital tools to drive enrollments, payments, and communication. By embracing these engagement tools and optimizing your approach to retention, your studio can drive year-round growth and deliver a studio experience that delights both students and families.

Key Takeaways



What This Means for Studio Owners

To stay competitive, focus on tuition adjustments, digital tools, and event-driven revenue like recitals and trial classes. Leverage the Parent Portal and mobile apps for better engagement and streamlined operations. Adjust wages and offer staff incentives to attract and retain top talent.



Financial Performance

Tuition rates increased by 8.47% in 2024, with Enterprise studios seeing the biggest gains at 31%. 63% of studios use monthly billing, providing steady income, while others still use session-based billing for flexibility. More studios are automating payments, improving cash flow, and reducing admin work, which drives profitability.



Communication Trends

Studios that utilized Jackrabbit’s Parent Portal and mobile apps for enrollment and scheduling saw increased engagement. With 350,000 enrollments coming from mobile apps, digital tools are essential for driving sign-ups and maintaining strong communication with families.



Workforce & Pay

Wages increased by \$3.33 on average, with managers earning \$41/hour and instructors seeing competitive pay. Staff retention is still a challenge, with 42% of studios retaining staff for more than two years. Many studios are turning to flexible schedules, performance incentives, and leadership programs to improve retention and engagement.

Enrollments & Students



Growth, Retention & Seasonal Shifts

Dance studio enrollment isn't just about filling classes—it's about fostering growth, improving retention, and adapting to seasonal shifts. This section breaks down when and how students enroll, the impact of class structures, and key retention trends so you can optimize your offerings and ensure long-term success.

Year-Over-Year Business Development

What does enrollment
growth look like across
Jackrabbit Dance clients?

2024 vs. 2023

Peak enrollment months: August, June and July
Peak drop months: September, October and November

-1%

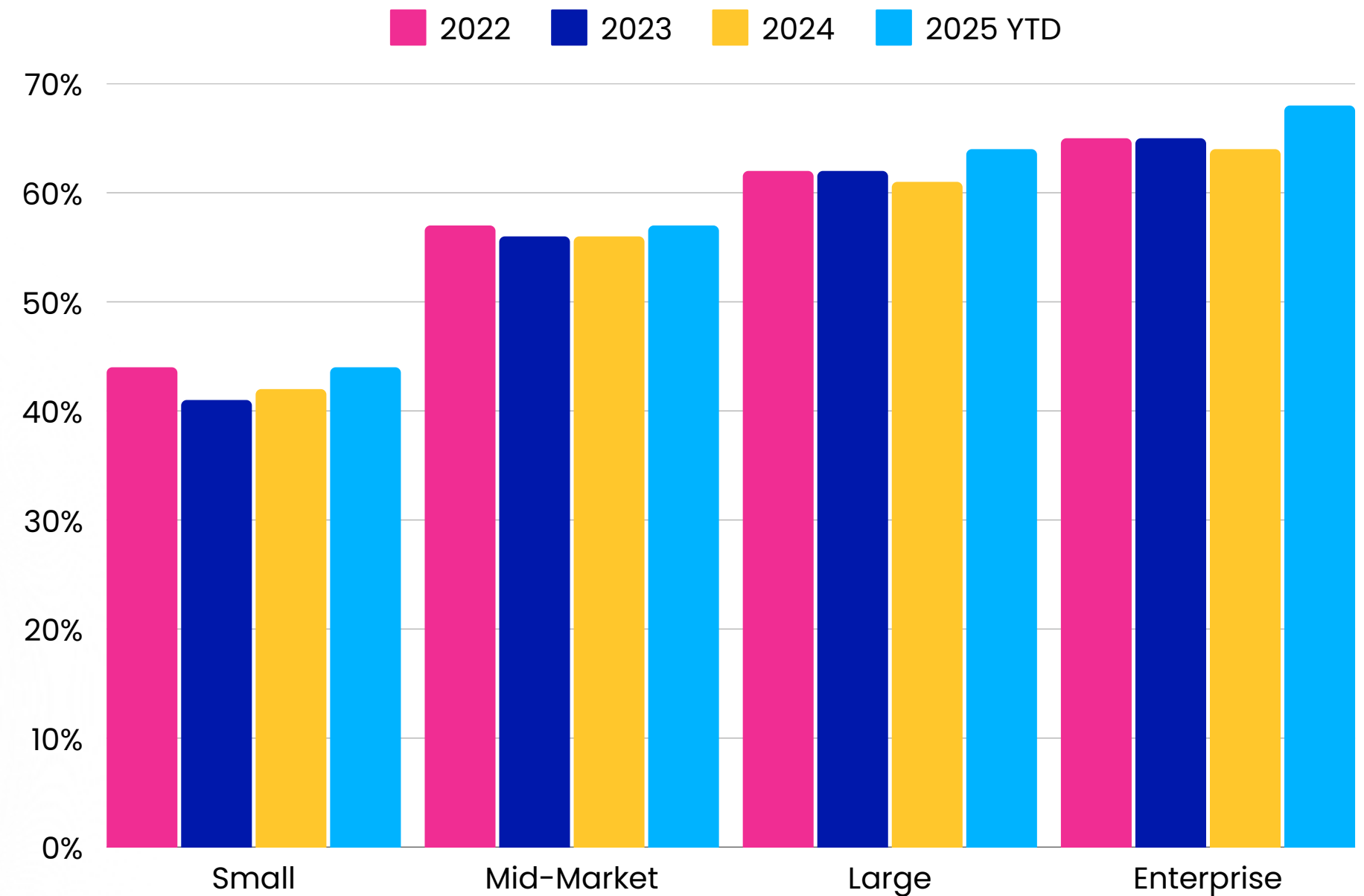
During peak enrollment
months Class clients
reported 1% fewer
enrollments than the
previous year.

+7%

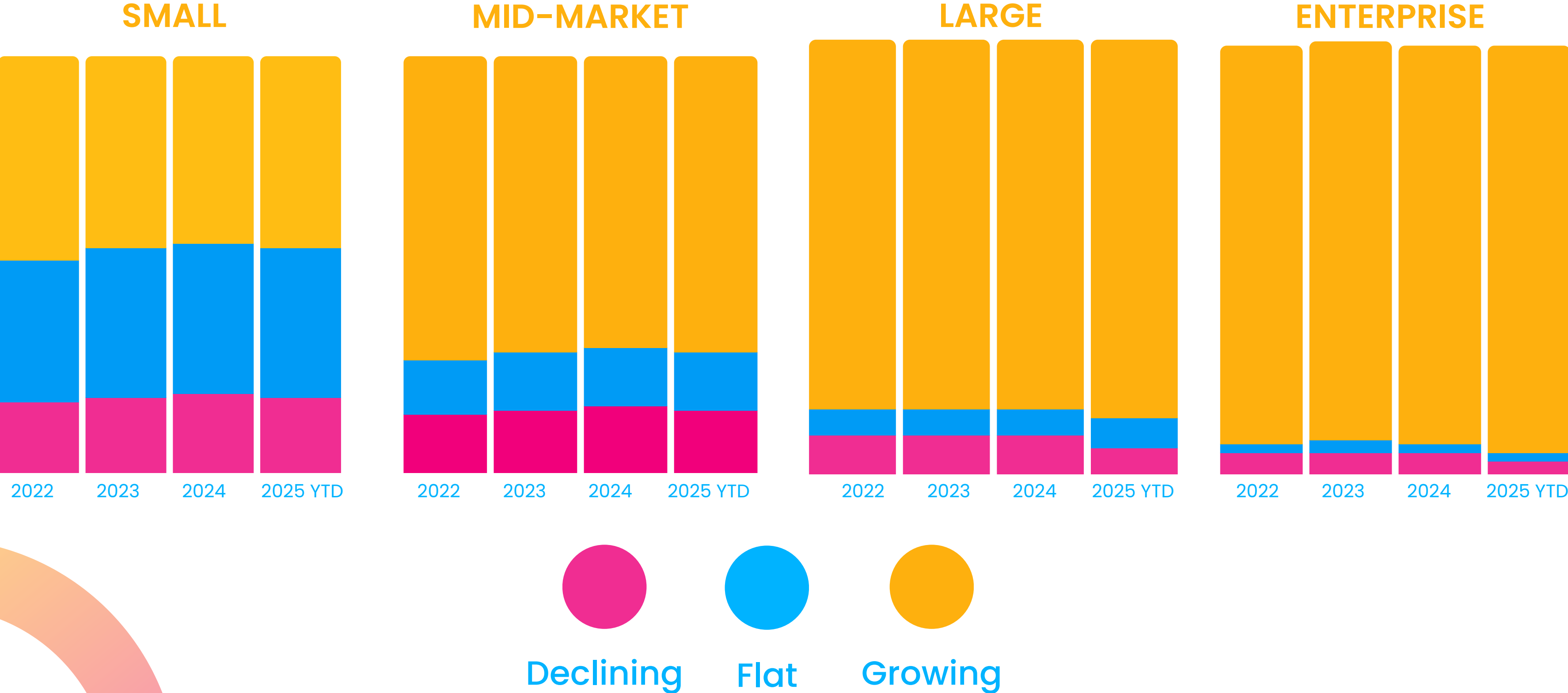
During peak drop months,
clients reported 7% more
drops than the previous
year.

ENROLLMENT

In 2024, 56% of Jackrabbit clients saw
enrollment growth month-over-month.



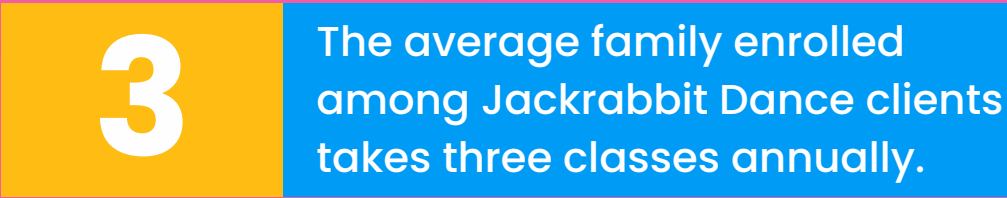
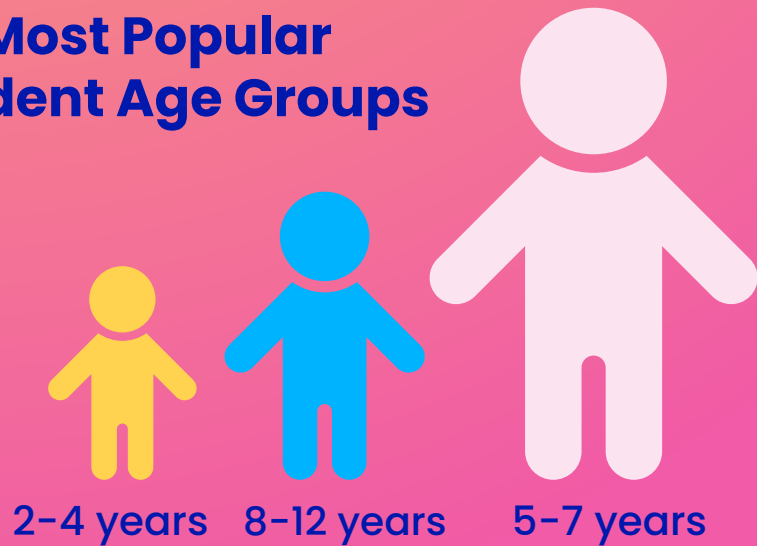
Clients by Size and Year, Student Growth Month-Over-Month



2024 Class & Student Program Trends

Consistency was key in 2024, with most programs maintaining class times and schedules. Service offerings like scheduling absences and makeups through the Parent Portal gained additional momentum.

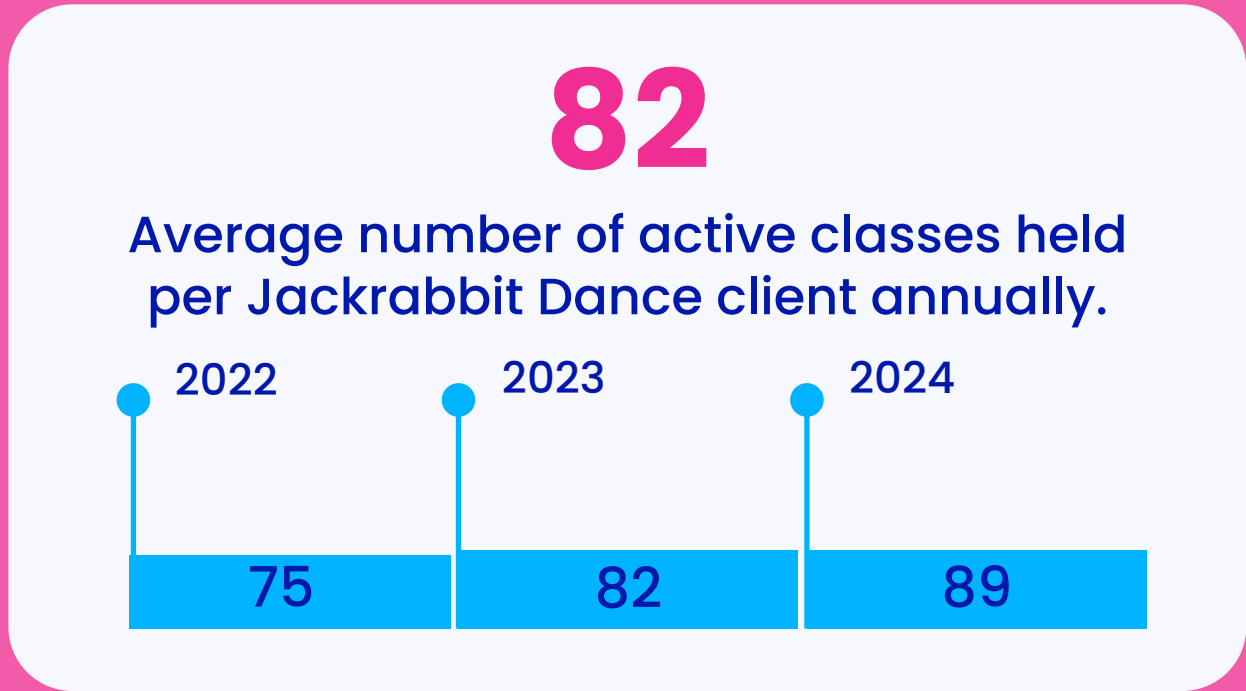
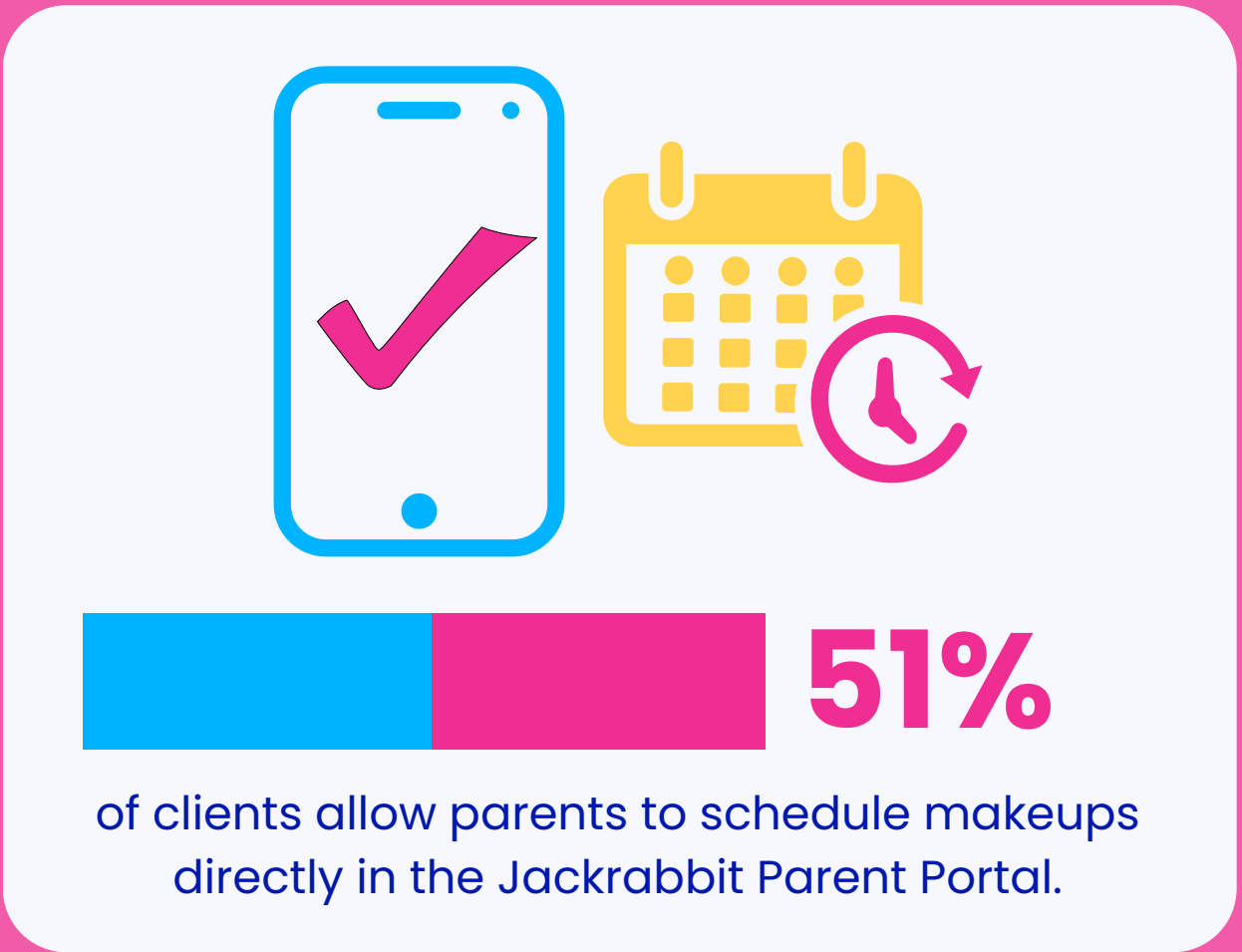
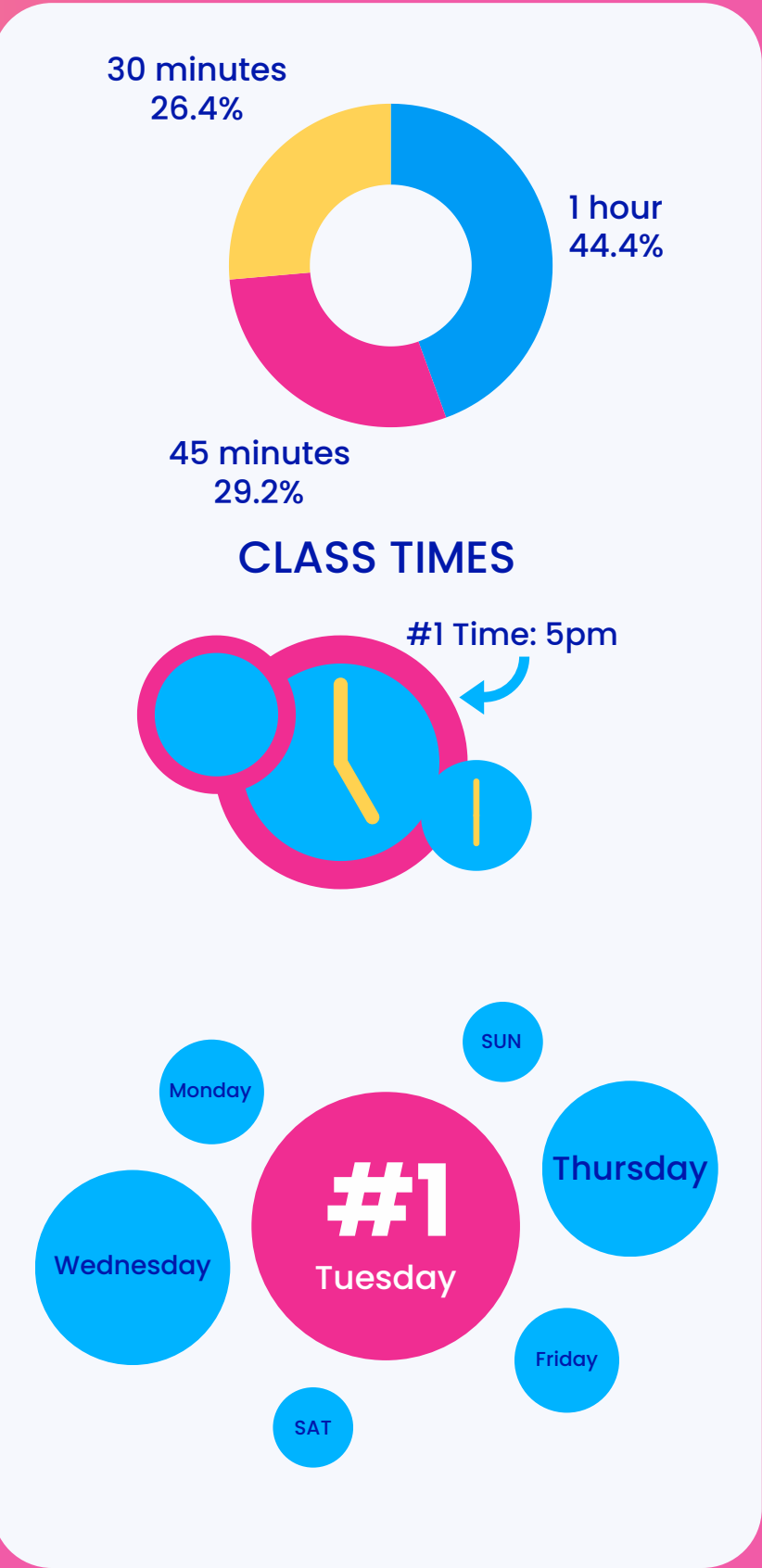
Most Popular Student Age Groups



classes

times

popular days



2024's Most Popular Schedule

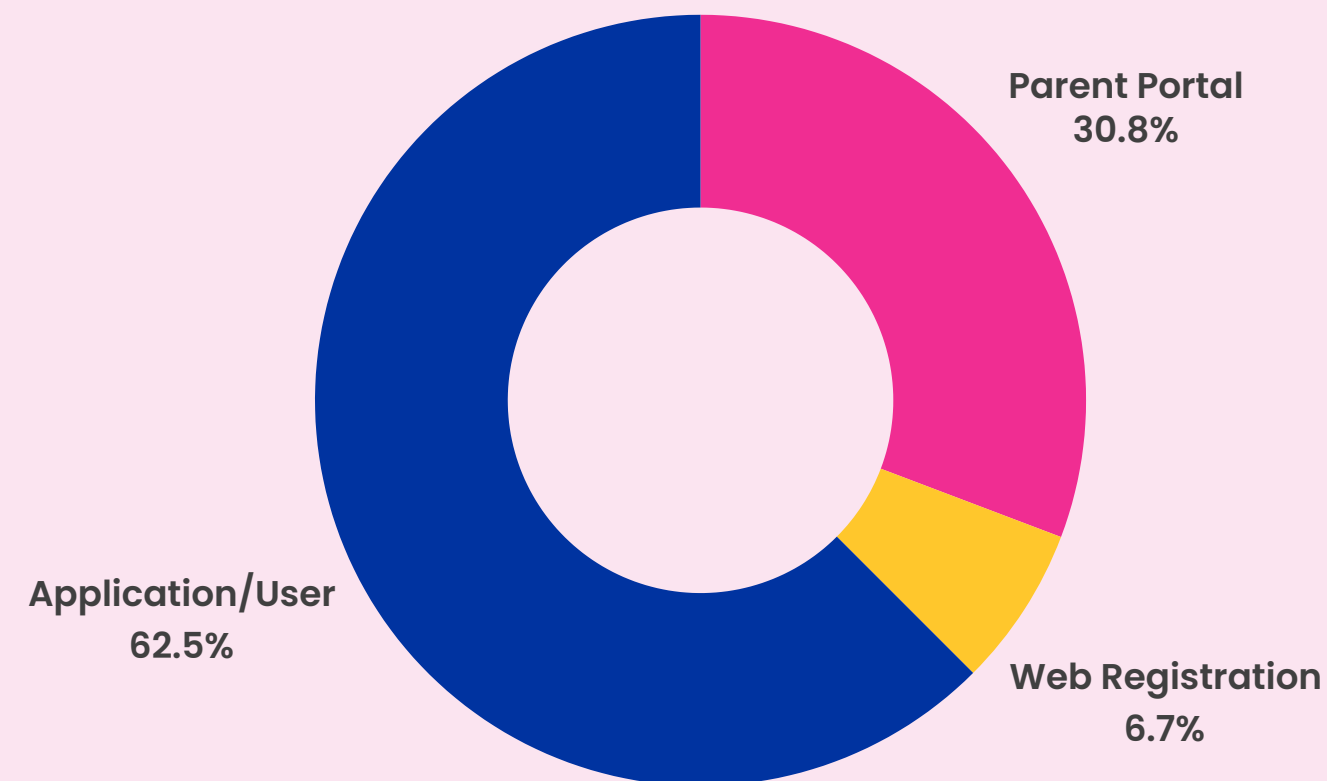
By day, age and percentage of all classes held

Age Groups	MON	TUE	WED	THU	FRI	SAT	SUN
< 2 years	18%	21%	18%	16%	8%	17%	2%
2-4	19%	22%	21%	19%	9%	9%	1%
5-7	20%	22%	21%	21%	10%	5%	1%
8-11	19%	19%	21%	21%	12%	6%	2%
12-15	19%	18%	21%	18%	12%	10%	2%
16+	12%	10%	17%	23%	16%	20%	2%

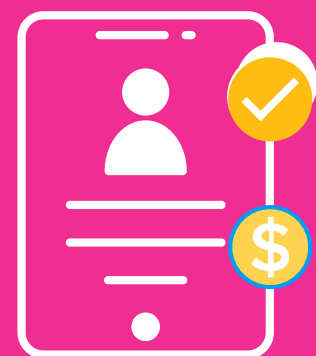
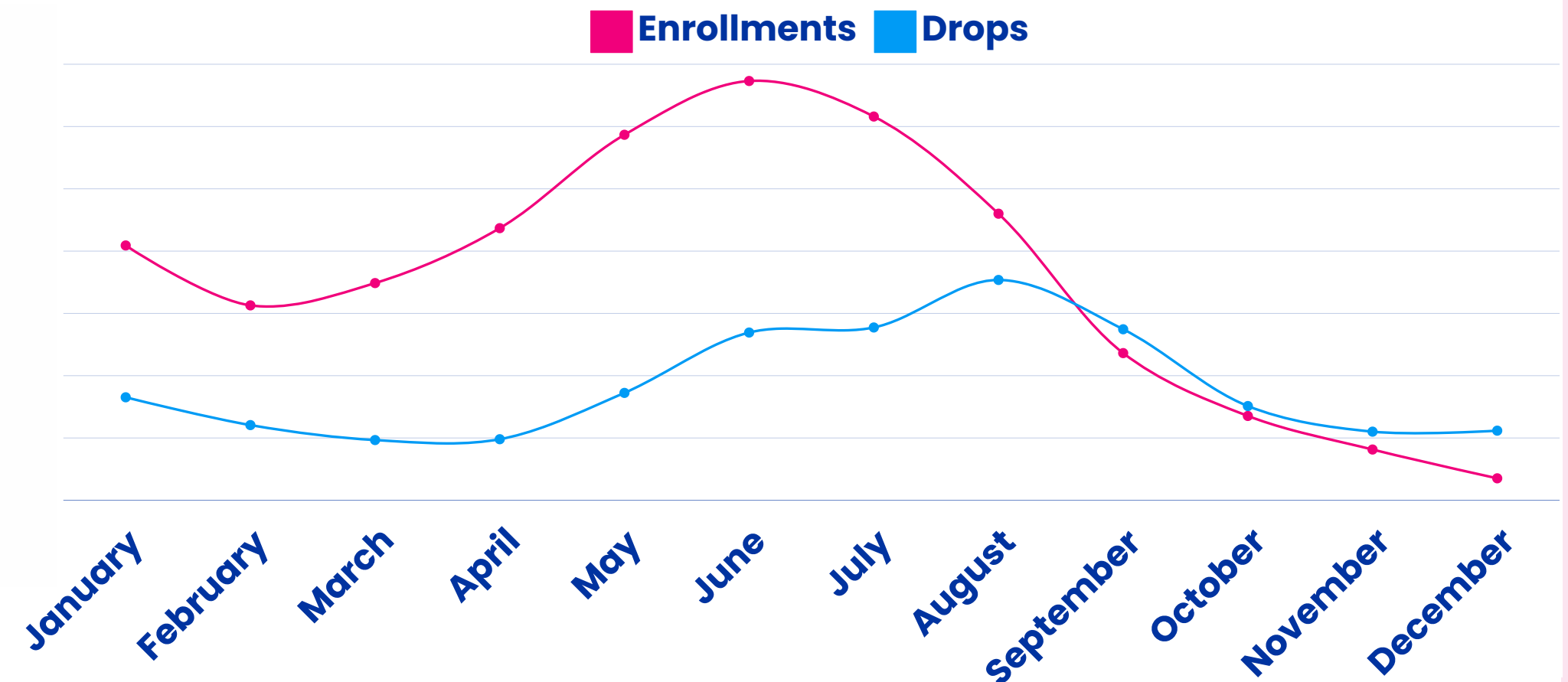
2024 Trends

Class Registration

In 2024, Jackrabbit clients chose to control registration and class roster moves in-house 61% of the time, versus opening enrollment to parents via the Portal or Web registration.



2024 Total Class Enrollments vs. Drops



**73% of studios
require a
registration fee
for new families**



**On average 2% of
all classes offered
had a waitlist in
2024**



**Average of 10 trial
students each
month in 2024**

Financials & Revenue

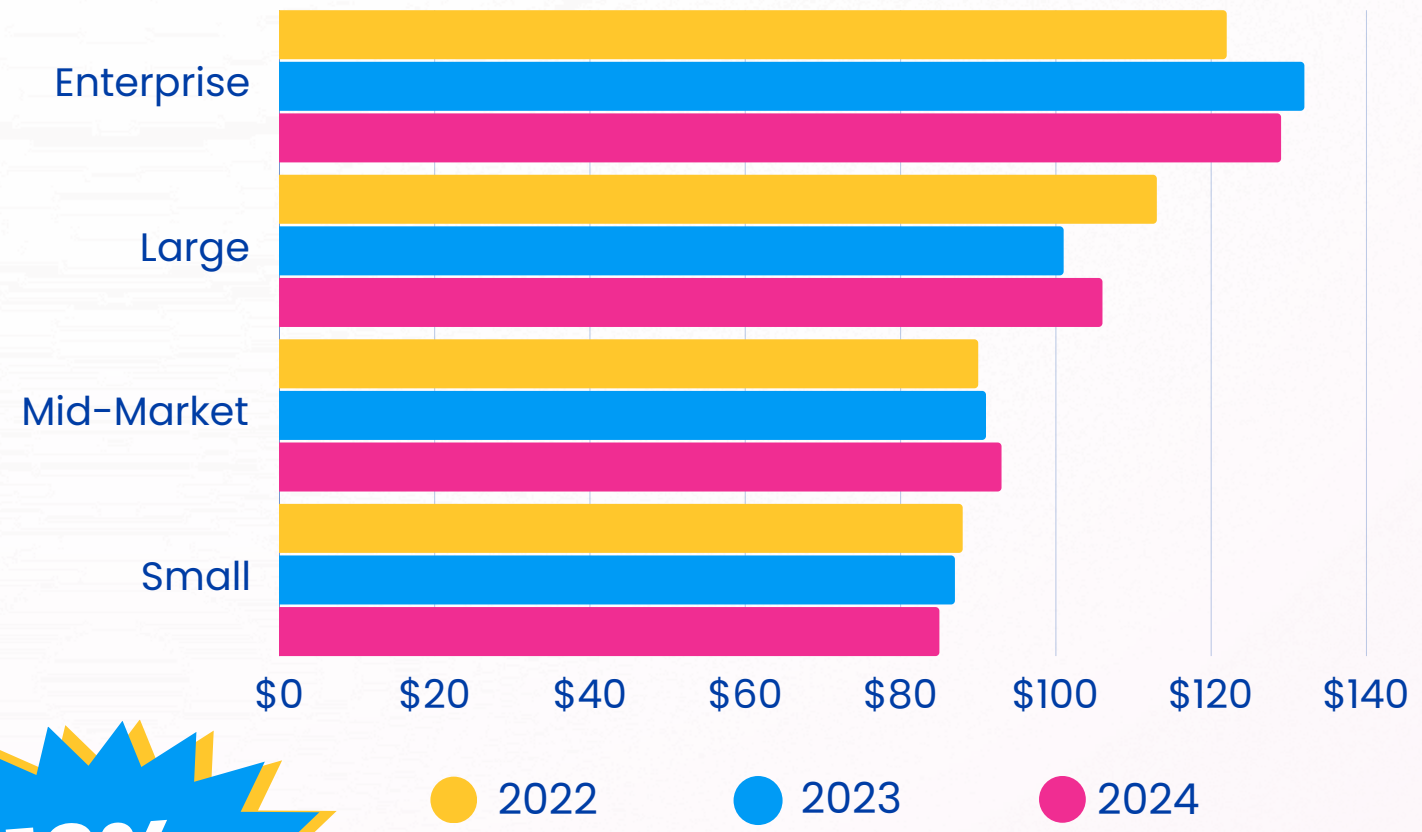


Pricing, Revenue Growth & Maximizing Profitability

A solid financial strategy goes beyond just tuition—it's about selecting the right pricing model, optimizing revenue streams, and staying ahead of industry trends. This section explores session-based vs. monthly tuition models, tuition adjustments, and additional revenue opportunities, providing you with data-driven insights to enhance profitability and ensure sustainable growth.

Income Growth

\$106 Average price per class



12%
of Tuition Fees
Discounted in 2024

Based on businesses that bill monthly (63% of all classes) for consistency.

Billing Cycles

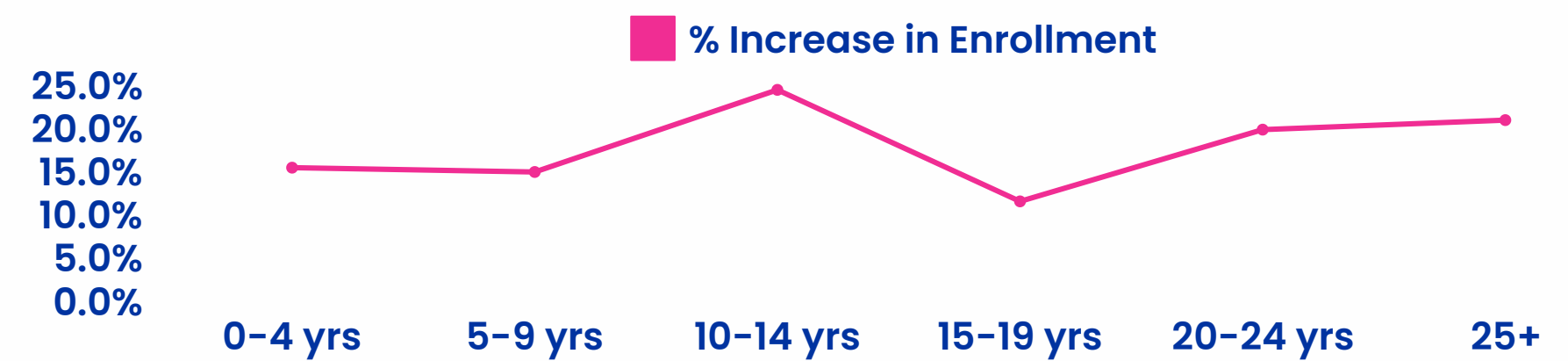


71%

businesses processing contactless, automatic ePayments each month

When studios offered a discount, did they see enrollment grow?

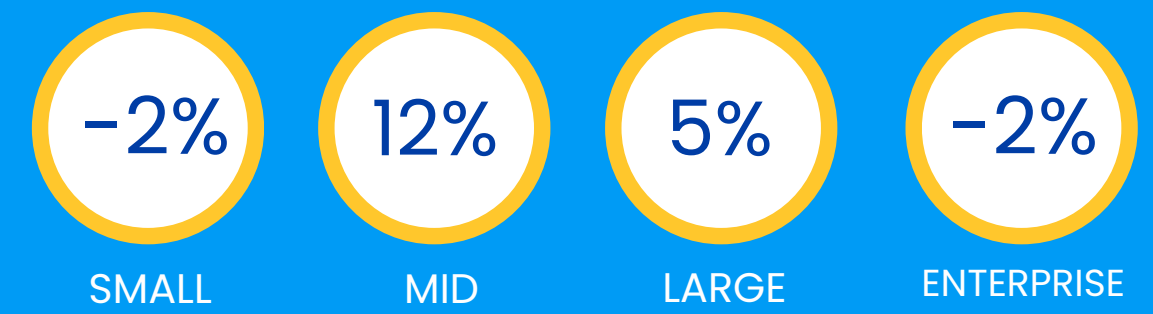
Here's the percentage of enrollment growth by age group when offered a discount to enroll.



0%

Tuition fees in 2024 remained steady overall, though mid-to-large studios saw slight increases in monthly rates.

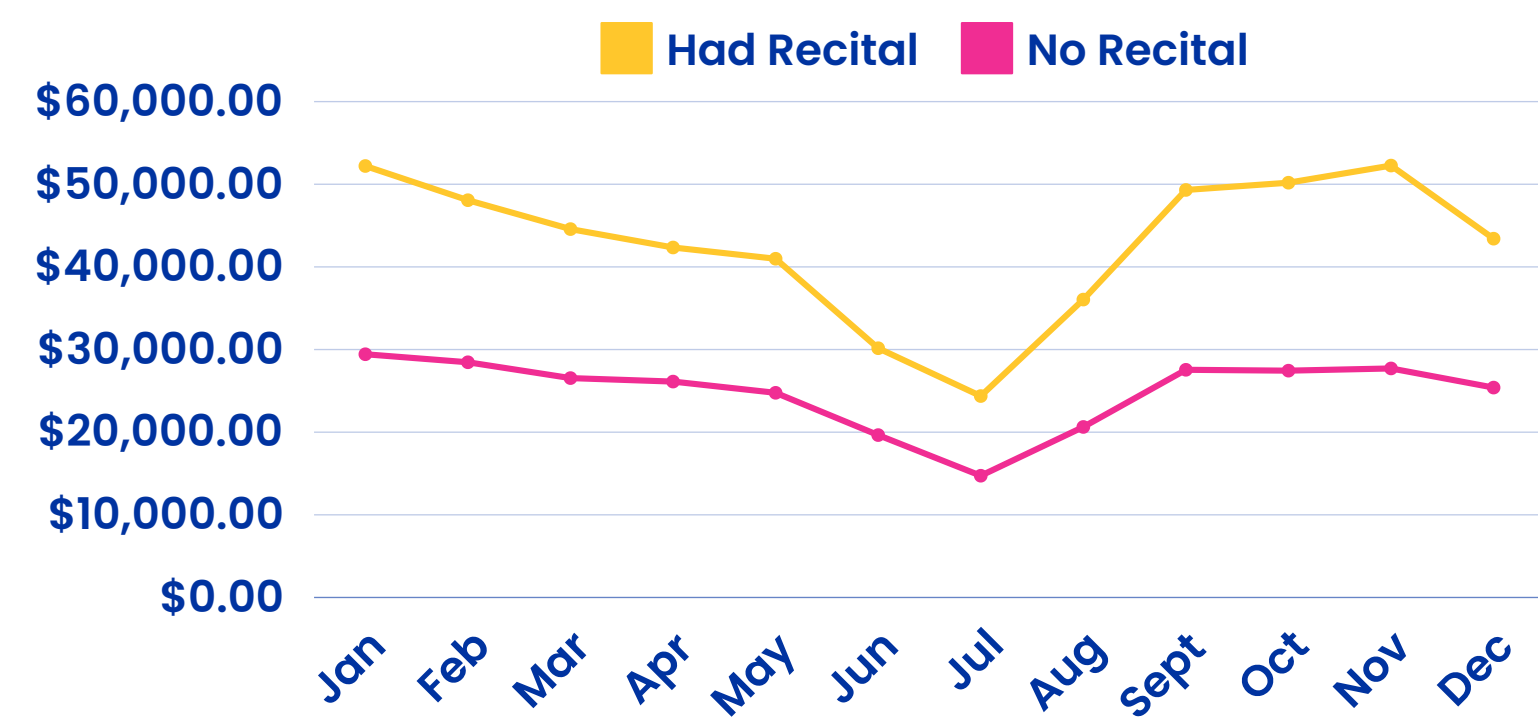
Average tuition increase in percentage over previous year by studio size



Recital Revenue



Data
Insight



Recitals Drive Revenue

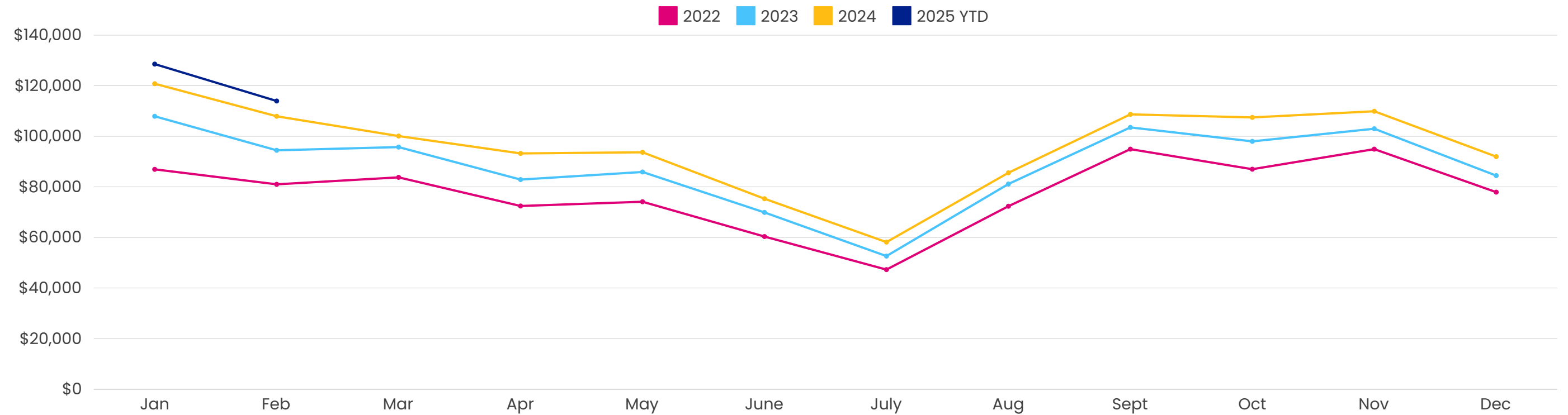
Dance studios with recitals saw higher average net payments per client in 2024. Holding recitals could be a simple yet powerful way to boost revenue. This data shows that recitals drive engagement and financial growth for studios.

INCOME GROWTH

Enterprise & Large

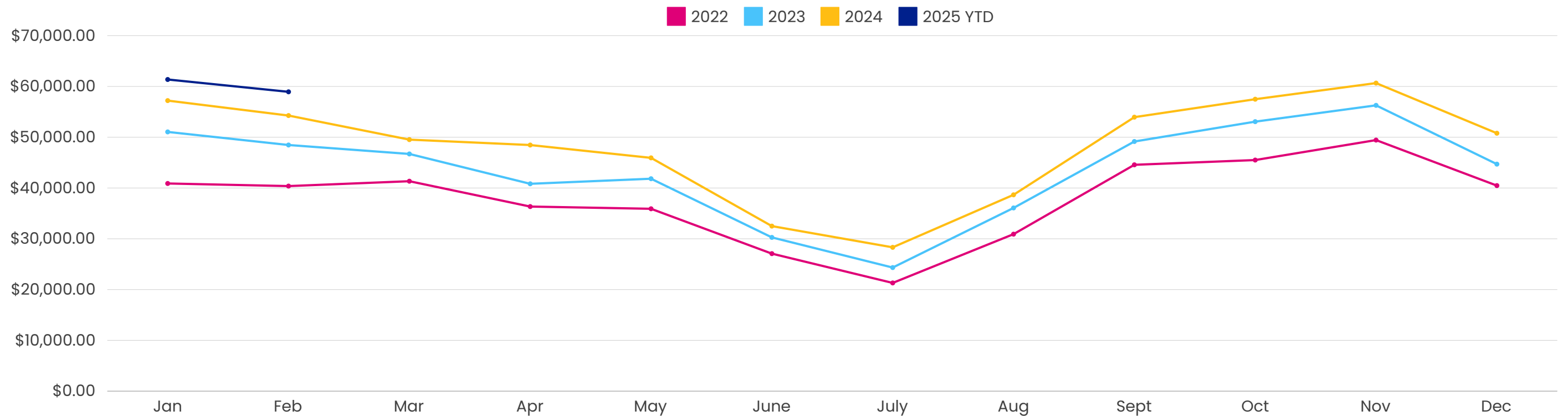
ENTERPRISE

Client Avg Net Payments across Jackrabbit Dance clients with 1,001+ students



LARGE

Client Avg Net Payments across Jackrabbit Dance clients with 501-1,000 students

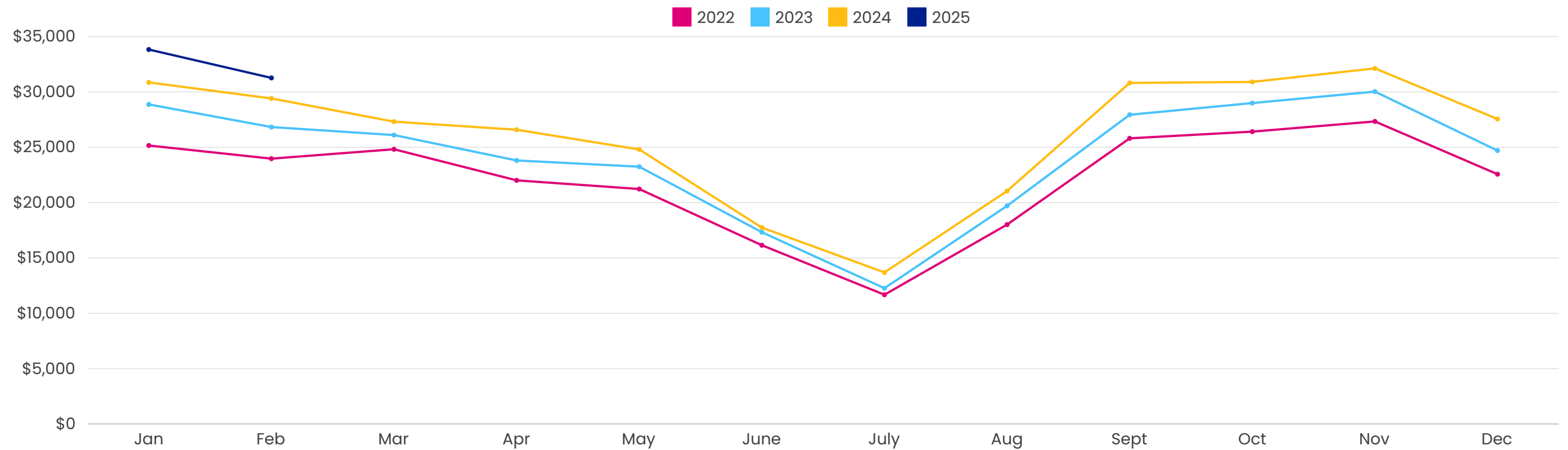


INCOME GROWTH

Mid & Small

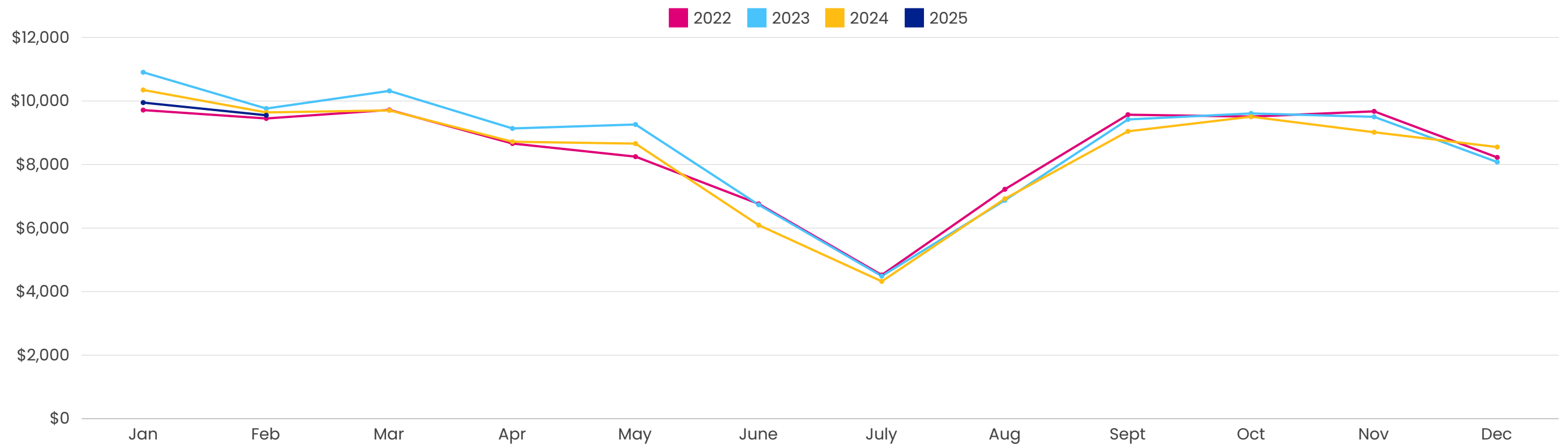
MID MARKET

Client Avg Net Payments across Jackrabbit Dance clients with 101-500 students



SMALL

Client Avg Net Payments across Jackrabbit Dance clients with >100 students



71%

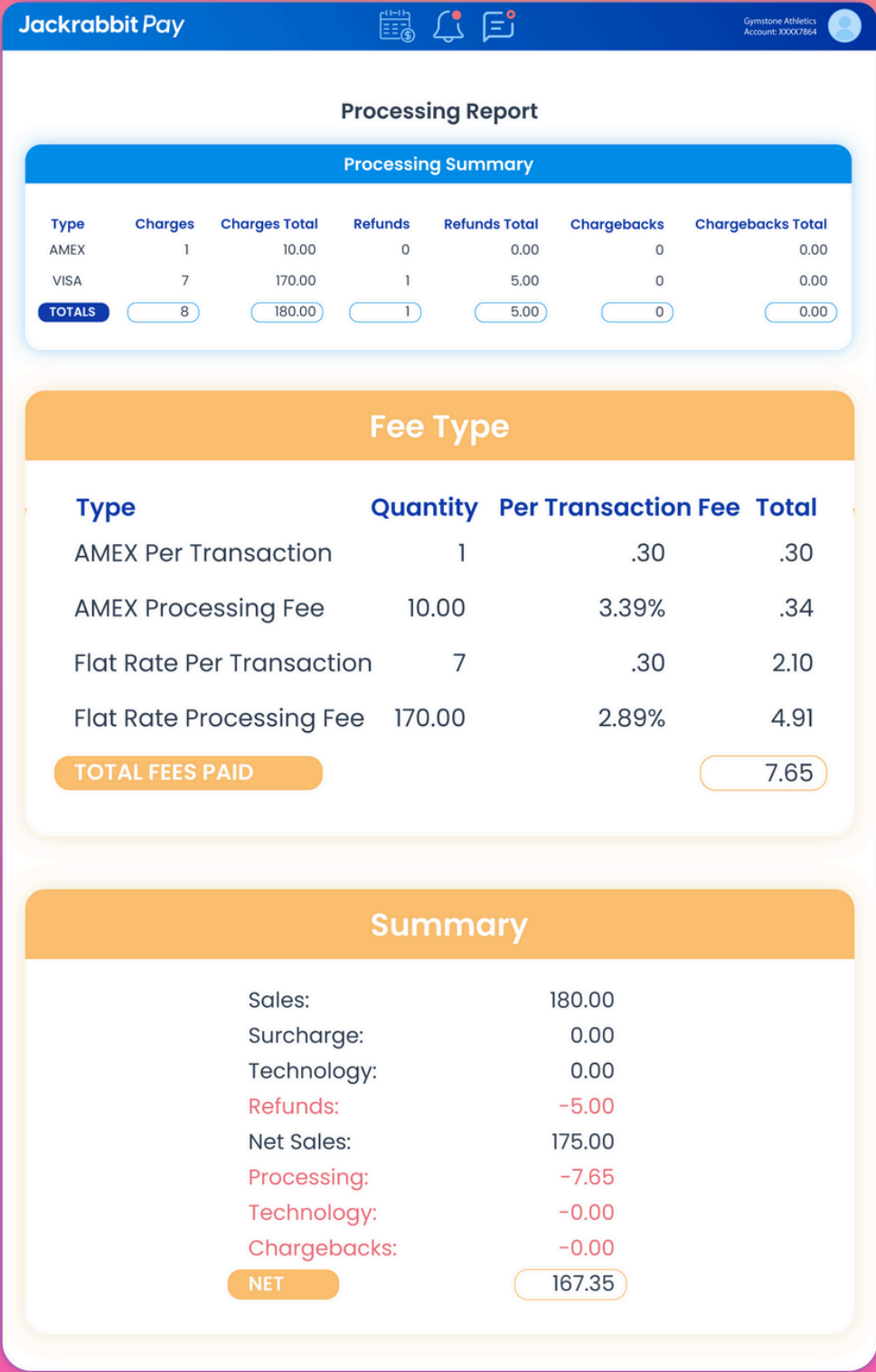
71% off all Jackrabbit clients are processing frictionless epayments each month

“We made the switch to Jackrabbit Pay and it’s so good. Their rates are lower than what we were paying, and you can pass on the surcharge. I love the fact that the transaction fees are taken out BEFORE the money is sent to my account so I’m not hit with a huge charge on the first of the month from my processor.”

—Aleah, Prestige Dance Institute, Inc.

Are you ready to integrate Jackrabbit Pay with your Jackrabbit platforms?

Learn More



Technology & Automation



Streamlining Operations & Enhancing Customer Experience

Technology isn't just a convenience—it's a powerful tool for improving retention, increasing payments, and reducing administrative work. This section explores Parent Portal and mobile app usage, automation in billing and payments, and the impact of digital engagement on business growth, helping you leverage technology for a more efficient and profitable dance studio.

Family Engagement



**#1 CAMERA SYSTEM
& STREAMING APP**

25%

of all texts are sent
on Monday.

**Mid-week SMS peaks
on Wednesdays.**



THURSDAYS
are the most popular day
for email engagement.



6.2M

More than six million viewing
sessions were streamed using
Jackrabbit's Spot TV integration.

**"Teaming up with
Jackrabbit has been great!"**

"With Spot TV's real-time
streaming and Jackrabbit's
management tools working
together, it's easier than ever for
programs to keep things running
smoothly while giving parents a
clear view of their child's class.
We love making life easier
for everyone!"

SMALL

86%

MID

96%

LARGE

97%

ENTERPRISE

97%

Jackrabbit *Plus+*

9.8M

Over nine million push notifications
were sent through Jackrabbit Plus
branded apps in 2024.

70K

Over 70,000 active users
monthly in the
Jackrabbit Plus group
chat in 2024.

TOP 3

**Email
Communications:**
Receipts, Notifications,
Family Updates

**ONE
MILLION**

custom-branded
mobile app downloads
since 2022 through
Jackrabbit Plus.

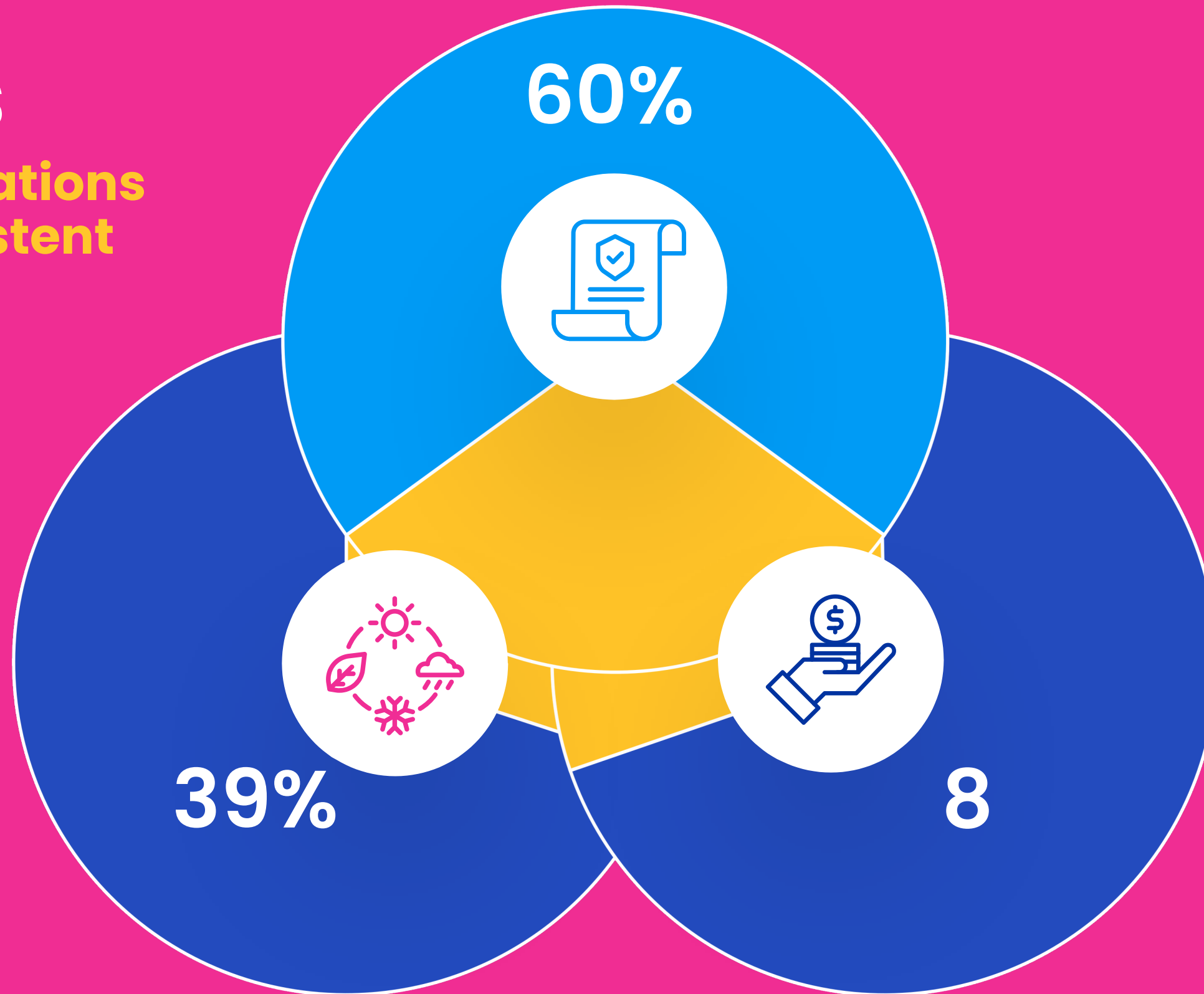
Over 350,000 class enrollments
were initiated from Jackrabbit
Plus mobile apps in 2024 in
addition to Online Registration
and Parent Portal sources.



Percentage of Dance clients who utilized the
Jackrabbit Parent Portal for family communication
and engagement each month in 2024.

Studio Policies

Keeping Operations
Clear & Consistent



60%

of studios have active policies in place, with an average of eight policies per studio in 2024.

39%

of classes are covered by specific policy groups, including seasonal and camp agreements, Open Class requirements, and Competitive Team policies.

Top Policies

The most widely used policies focus on financial commitments, liability waivers, and medical procedures, keeping studios protected while operations run smoothly.

Top 3 triggers:

1. Student enrolls in a class
2. Student drops a class
3. Student enrolls in an event



One Connection, Unlimited Possibilities

Simplify repetitive workflows using Jackrabbit's Zapier integration.

Top 3 actions:

1. Create a contact
2. Create a family
3. Create a student

Most common connections: HubSpot, MailChimp, Google Sheets, Trello, Active Campaign, Monday.com



More Zapier updates are on the [Product Roadmap](#) for 2025.



More Automation and AI

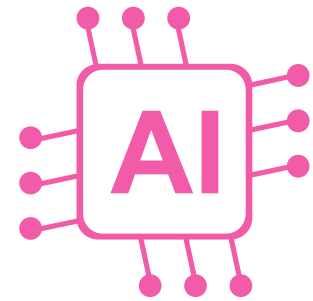


Zippy AI

Your very own AI-powered personal email assistant to help you craft the perfect email in less than 60 seconds!

Perfect for:

- new class announcement
- dress code reminders
- studio newsletters



CRM Integration



Accelerate your growth and strengthen retention at your studio without creating more work and additional responsibilities when you connect Jackrabbit to your CRM, such as Dance Motion Marketing and StudioHub.

With this integration, you can leverage powerful automation by syncing your Jackrabbit contacts and lead file for strong segmentation.



Discover more of
Jackrabbit's integrations

Staffing & Workforce



Streamlining Operations & Enhancing Customer Experience

A successful dance studio starts with a strong team. Understanding wage trends, staff retention, and scheduling efficiencies can help you attract and retain top talent while managing costs. This section explores pay benchmarks, payroll trends, and staff scheduling insights to help you build a sustainable, high-performing workforce.

Staff Pay

Averages by role

Instructor

\$24

Office Admin

\$19

Manager

\$41



"Switching to Express Payroll is one of the best decisions we ever made, we tried ADP and Paychex and hands down the customer service is so great with Sean and his team."

-LEIGHANN, OWNER

Staff Wages

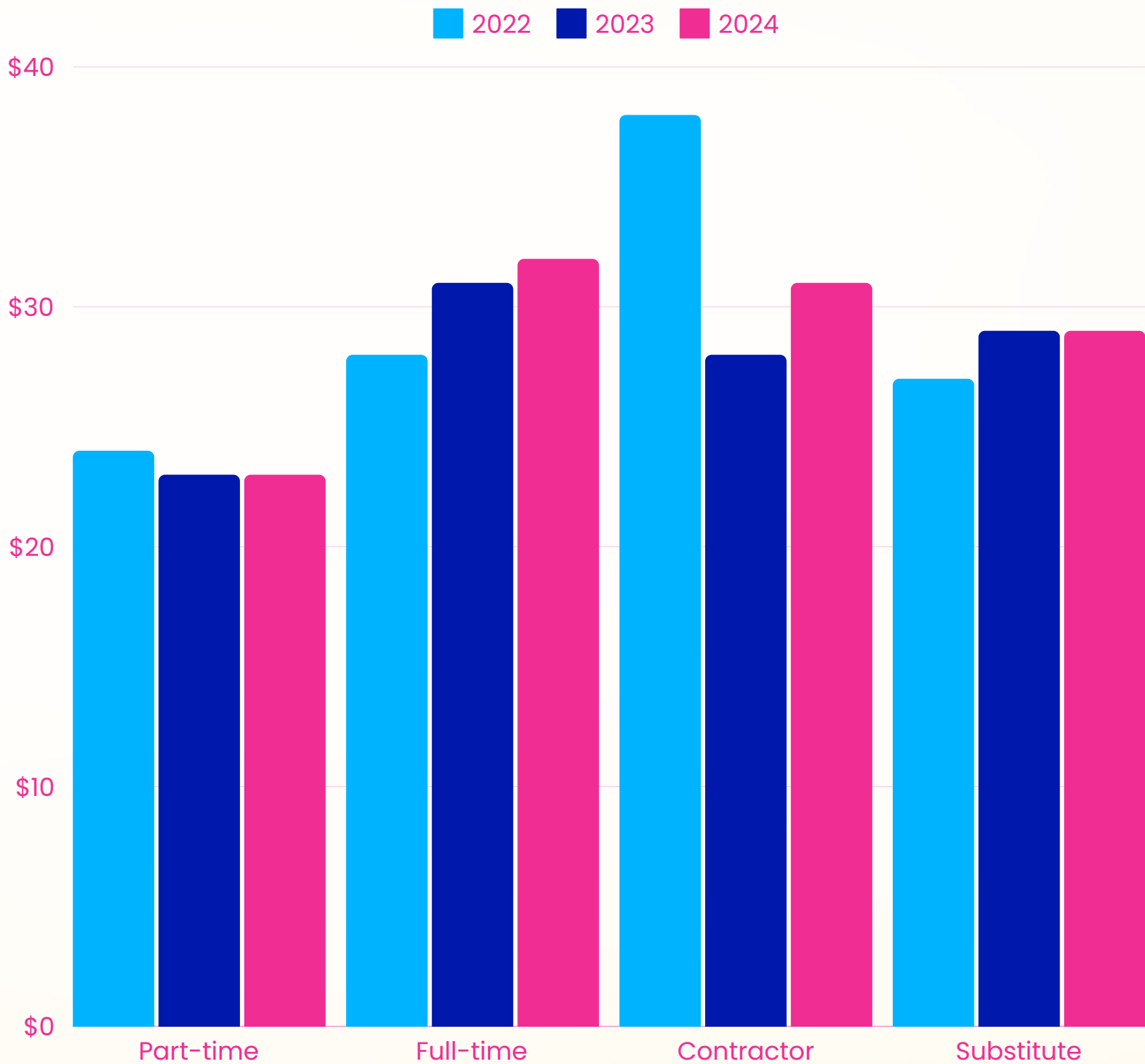
Staff wages have been increased on average \$3.33 since 2024, among Jackrabbit Dance clients.*



*Staff Salary Info (US Only)

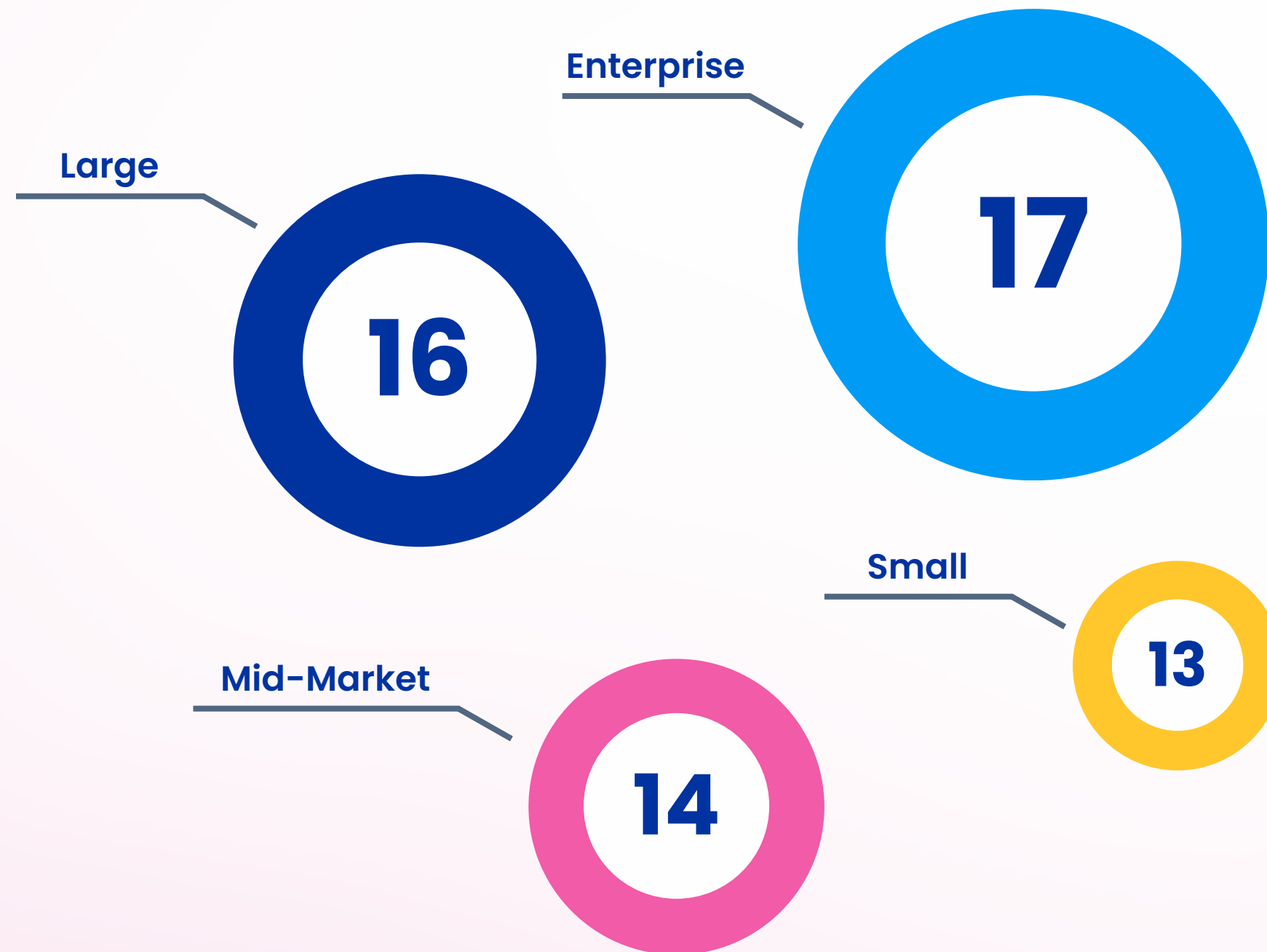
Employee Type & Rate

Averages hourly rate by employment types year over year.*



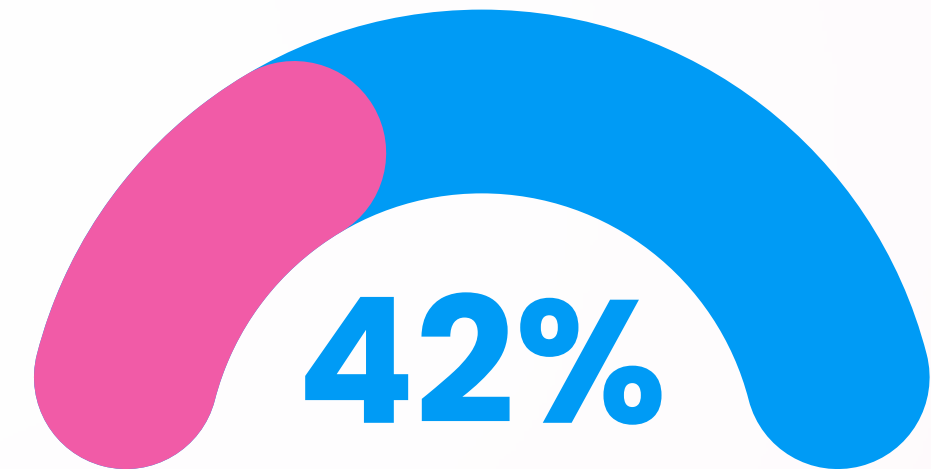
Active Staff

Average number of active staff by program size. Staff people that are marked active, not necessarily scheduled each day (each month).



Staff Retention

Percentage of studios with an average of 2 years retention rate of staff was 42% in 2024.



YARDSTIKTM

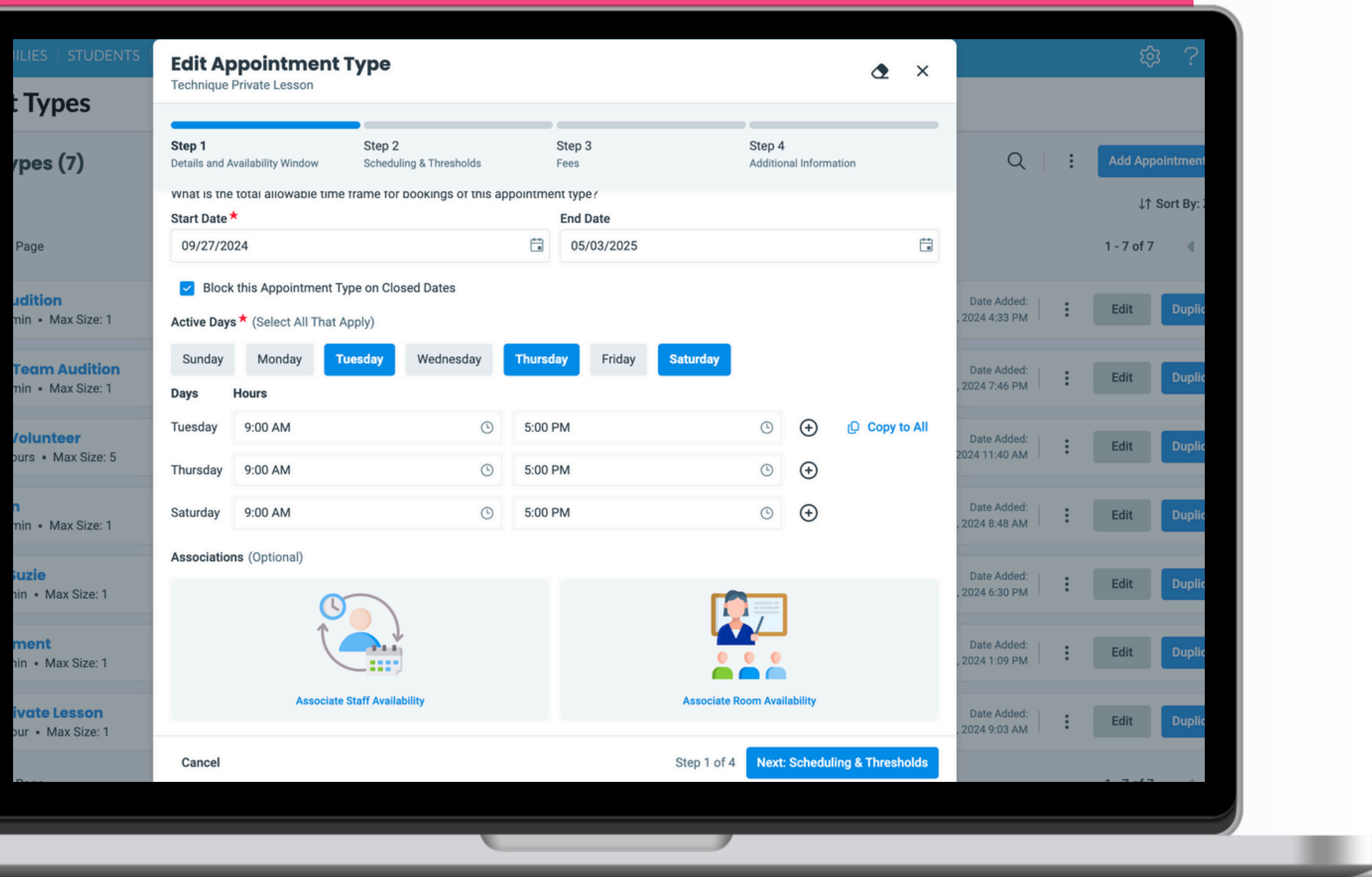
1.51 days is the average turn around time across all Jackrabbit customers.

1.51

Room & Instructor Utilization

Say goodbye to scheduling headaches and hello to a fully optimized, revenue-boosting calendar that keeps your studio running smoothly. By leveraging room and instructor availability, you can fill calendar openings with services such as private lessons, auditions, room rentals, and master classes.

[Learn More About These New Features](#)



2025 What Comes Next



Digital Engagement Will Take Center Stage

In 2025, studios will embrace digital tools even more, from class scheduling and payments to staying connected with families. With Jackrabbit's Parent Portal and mobile apps, studios will be able to streamline operations while making life easier for both staff and families—keeping them engaged and on track.

Special Programs Will Drive Revenue

Studios are getting creative with how they engage students, with recitals, workshops, trial classes, and private lessons becoming key revenue drivers. Expect more studios to look beyond traditional classes, offering events and programs that keep students excited and generate additional income.

Class Scheduling Will be More Flexible

Weekends, mornings, intensives—flexibility is becoming a priority. Studios will adjust their class offerings to meet the needs of busy families, offering specialty programs and short-term intensives that allow families to fit dance into their schedules. This flexibility will help studios serve a wider range of students and keep classes full year-round.

Automation Will be Essential for Efficiency

With so much going on, studios will rely more on automation to handle billing, enrollment, and class scheduling. By reducing admin work, studios will save time and improve cash flow, allowing staff to focus on delivering an amazing experience for students and families.

Pay and Retention Will be a Top Priority

As competition for top talent heats up, studios will need to keep wages competitive while also offering flexible schedules and performance incentives to keep their teams happy and motivated. By investing in staff satisfaction, studios can build a strong, committed team that stays long-term.



BENCHMARK

REPORT



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