

BENCHMARK REPORT

Jackrabbit Class

2025



A Note From the Creator: Introduction

Jackrabbit Class

The gymnastics industry is always in motion—just like your athletes. Growth-focused gyms are using data to make smarter decisions, streamline operations, and increase revenue. But without context, numbers alone may leave you with more questions than answers.

- Is my gym's enrollment on track with industry trends?
- Am I charging the right tuition rates to maximize revenue?
- Where should I focus my marketing efforts to boost retention?

The 2025 Gymnastics Industry Benchmark Report delivers exclusive insights into enrollment trends, revenue performance, technology adoption, and staffing metrics to help your gym stay competitive and thrive.

Backed by real data from gymnastics businesses nationwide, this report will help you:

- ✓ Fine-tune enrollment strategies by identifying peak seasons and retention trends.
- ✓ Optimize pricing and tuition models with insights on revenue and discounting.
- ✓ Leverage automation and tech to streamline billing, scheduling, and parent engagement.
- ✓ Strengthen staff retention with pay trends and workforce benchmarks.

These insights provide the clarity and confidence to make informed decisions, identify growth opportunities, and focus your efforts where they matter most.

On behalf of Jackrabbit Technologies and our integration partners, thank you for reading the 2025 Gymnastics Industry Benchmark Report.



Director of Marketing
Jackrabbit Technologies

jackrabbitclass.com



Staying Ahead in 2025

Your Data-Driven Playbook for Success

Every year, gymnastics businesses face new challenges and opportunities. From shifting enrollment patterns to evolving payment trends, staying competitive means understanding the data behind the industry.

The 2025 Gymnastics Industry Benchmark Report was created to:

- ✓ **Provide real industry insights**
that help gym owners make informed decisions
- ✓ **Highlight key trends**
in enrollment, revenue, staffing, and technology adoption
- ✓ **Compare performance**
across business 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

3K**Organizations****4****Years of Data****4****Business Sizes****21****Countries**

This report is based on aggregated and blind data from over 3,000 organizations across 21 countries over four years. The data represents a range of business sizes, providing a broad view of industry trends. By anonymizing individual responses, we deliver reliable insights that can guide your business decisions and reflect the larger gymnastics landscape.



01

Enrollment Trends & Student Growth

Enrollment remained strong in 2024, with half of Jackrabbit Class clients reporting month-over-month growth. The busiest enrollment months—February, March, and October—saw 3% more sign-ups than last year. While June, July, and December continued to be the most common drop months, overall student drops decreased by 6%, suggesting gyms are finding ways to keep families engaged longer.

02

Class Scheduling & Student Behavior

Class schedules stayed consistent, with 4:00 PM as the most popular class time across all gym sizes. Tuesday, Wednesday, and Thursday saw the highest class volumes, while weekends remained key for younger students. Ages 2-4 were most likely to attend Saturday classes, while ages 8-11 favored weekday schedules. Knowing when families prefer to attend helps businesses maximize enrollments and keep classes running at capacity.

03

Parent Engagement & Digital Convenience

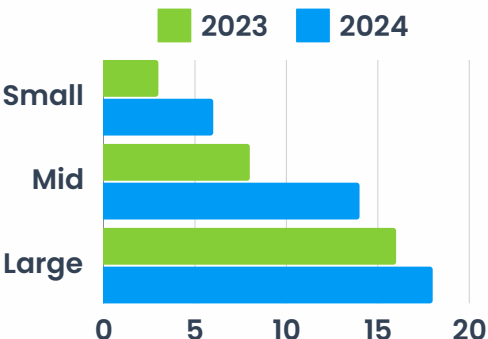
More families are managing their own schedules through digital tools, reducing the workload on gym staff. 98% of large and enterprise gyms now use the Parent Portal to let parents handle absences and makeups on their own time. The Jackrabbit Plus mobile app played a big role in enrollment too, with more than 350,000 enrollments coming directly from mobile devices. As families continue to expect self-service options, offering easy online scheduling, registration, and payments will be key for retention.

Key Findings

What This Means for Gym Owners

Peak enrollment seasons are predictable, but keeping students engaged year-round takes strategy. Leveraging digital tools like the Parent Portal to simplify scheduling and adjusting class offerings based on student age patterns can help maximize retention and revenue.

Key Takeaways



What This Means for Gym Owners

Tuition adjustments, automation, and digital engagement will continue to drive financial growth. Optimizing email, text, and push notifications can improve retention, and staffing strategies need to go beyond pay to keep top talent engaged.

01

Financial Performance

Tuition rates increased by 3% in 2024, with mid-to-large gyms seeing the biggest gains. 84% of gyms use monthly billing, providing steady income, while 33% still bill per session for flexibility. More businesses are automating payments, improving cash flow and reducing admin work.

02

Communication Trends

Gyms are embracing digital tools to stay connected with families. More than 9 million push notifications were sent through Jackrabbit Plus apps, with text messaging peaking on Mondays and emails performing best on Saturdays. Live streaming is also growing, with 6+ million viewing sessions through Spot TV, reinforcing the need for on-demand access.

03

Workforce & Pay

Wages continue to rise, with hourly pay increasing by \$1.33 on average since last year. Instructors now earn \$18/hour, office staff \$19, and managers \$24. Retention remains a challenge, with only 41% of gyms keeping staff beyond two years. Many businesses are turning to flexible schedules, leadership programs, and performance incentives to improve retention.

Enrollment & Students



Growth, Retention & Seasonal Shifts

Gymnastics enrollment isn't just about filling classes—it's about sustaining growth, improving retention, and planning for 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 programs and maximize long-term success.

Year-Over-Year

Business Development

Benchmark 2025

What does enrollment growth look like across Jackrabbit Class clients?

2024 vs. 2023

Peak enrollment months: February, March and October

Peak drop months: June, July and December

-4%

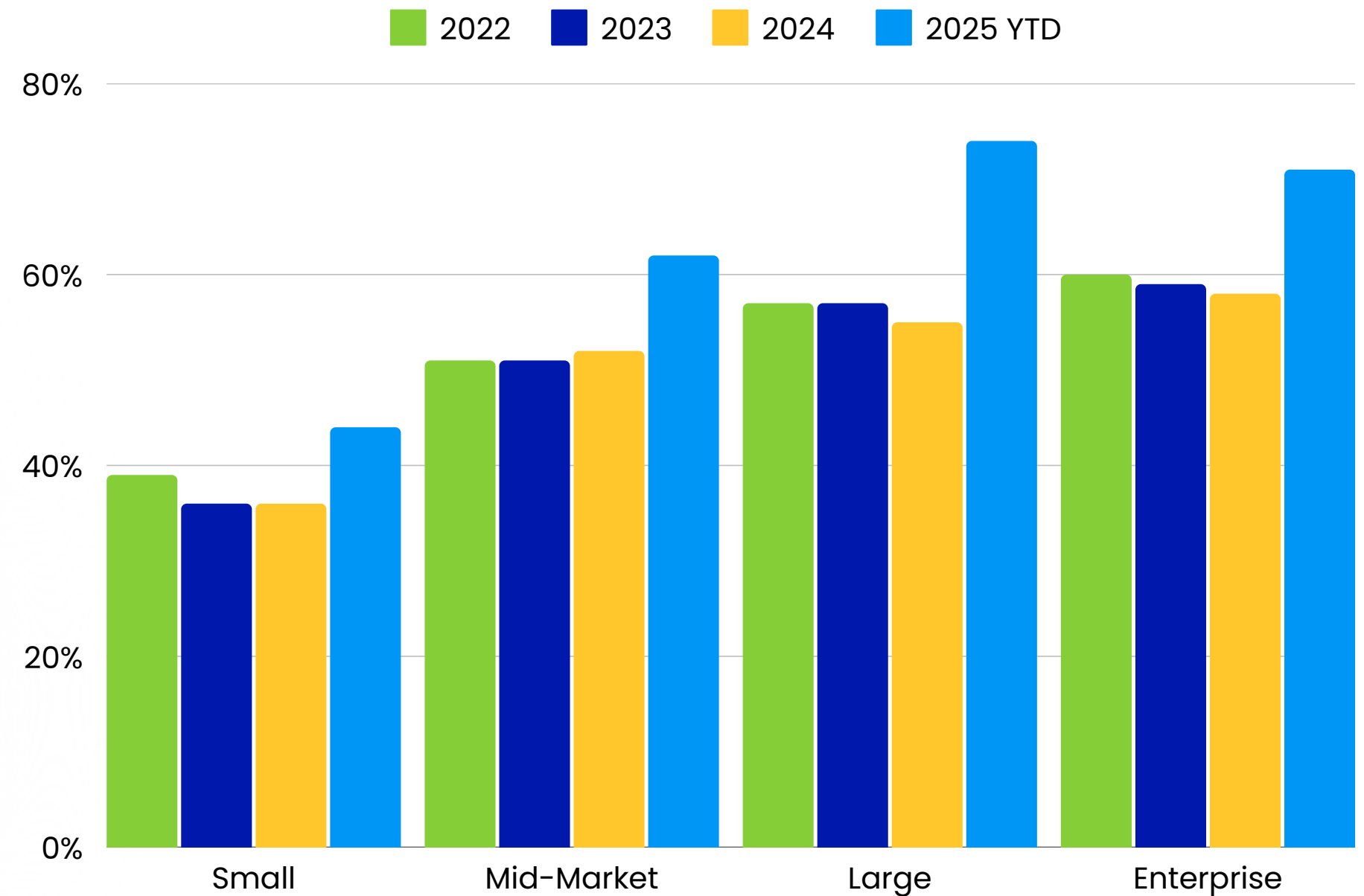
During peak enrollment months Class clients reported 4% fewer enrollments than the previous year.

+6%

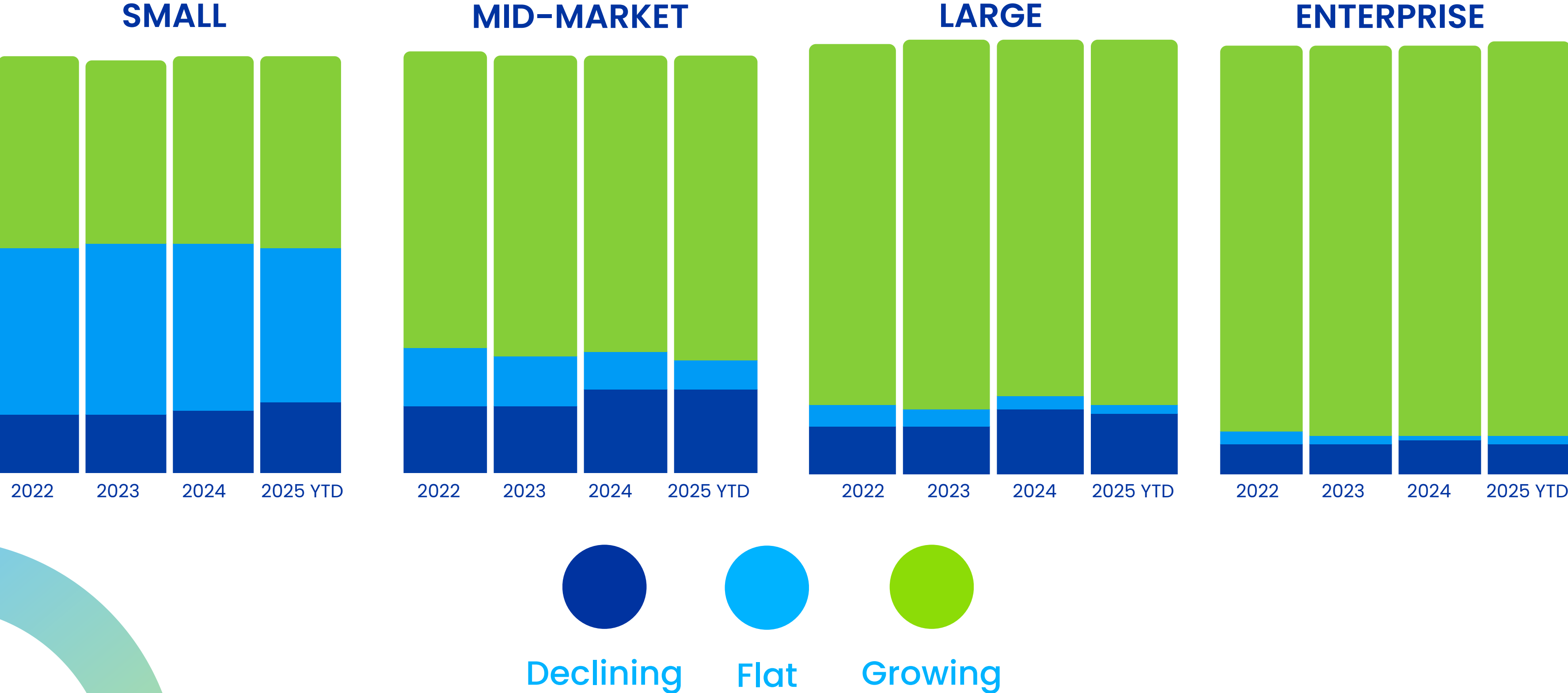
During peak drop months, clients reported 6% less drops than the previous year.

ENROLLMENT

In 2024, 50% of Jackrabbit clients saw enrollment growth month-over-month.



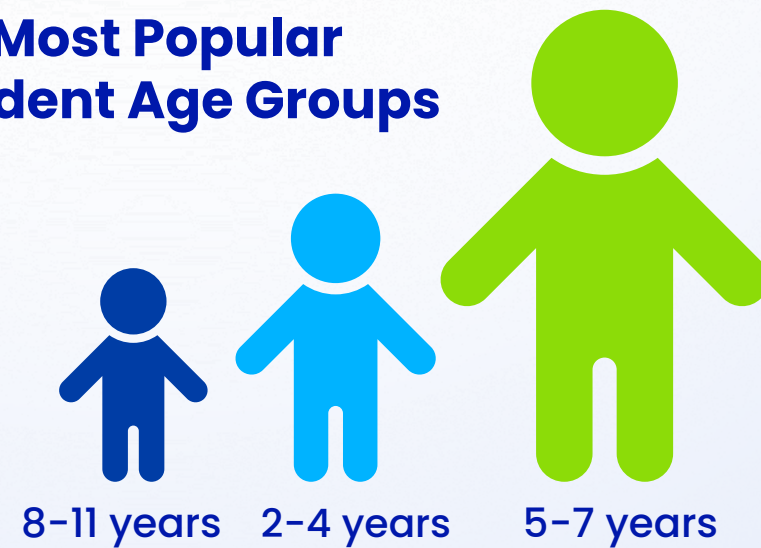
Clients by Size and Year, Student Growth Month-Over-Month



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



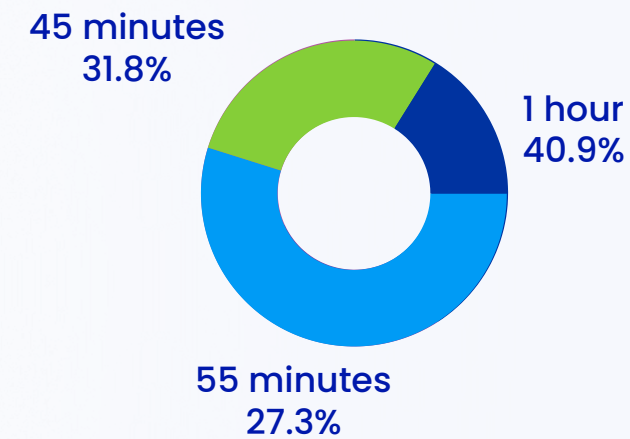
5

The average family enrolled among Jackrabbit Class clients takes five classes annually.

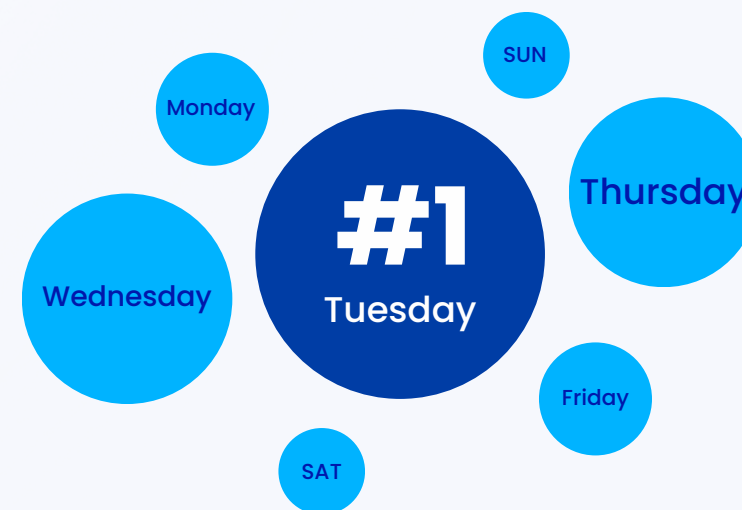
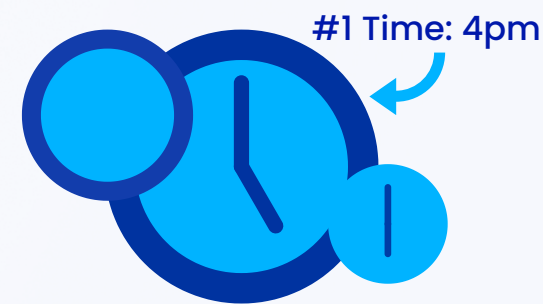
classes

times

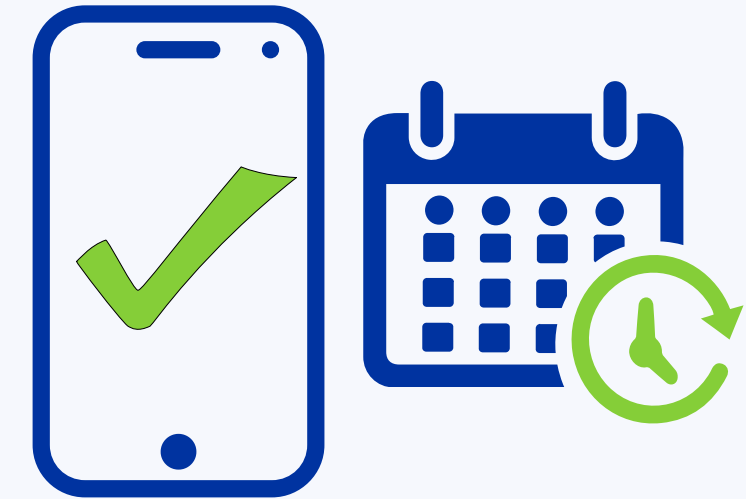
popular days



CLASS TIMES



Jackrabbit Class



154

Average number of active classes held per Jackrabbit Class client annually.



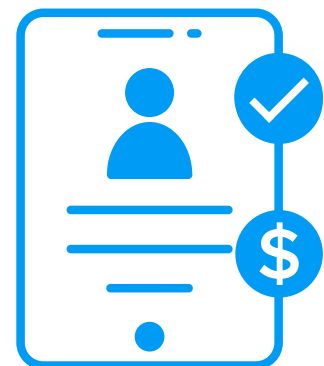
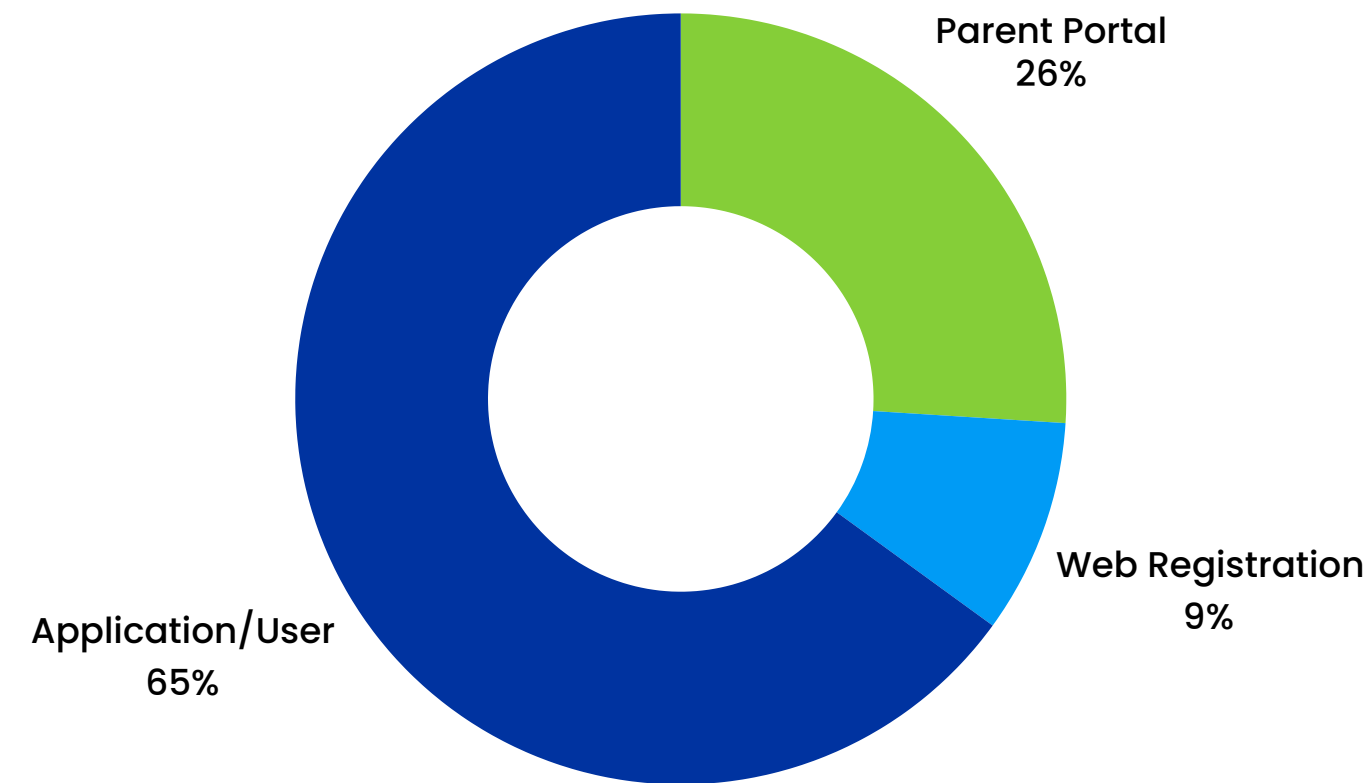
2024's Most Popular Schedule

By day, age and percentage of all classes held

Age Groups	MON	TUE	WED	THU	FRI	SAT	SUN
< 2 years	17%	20%	19%	18%	8%	13%	3%
2-4	18%	20%	19%	19%	9%	12%	3%
5-7	20%	20%	20%	19%	12%	7%	2%
8-11	20%	19%	19%	19%	14%	6%	1%
12-15	20%	20%	20%	19%	10%	10%	2%
16+	18%	16%	17%	16%	13%	10%	10%

2024 Trends Class Registration

In 2024, Jackrabbit clients chose to control registration and class roster moves in-house 65% of the time, versus opening enrollment to parents via the Portal or Web registration.



**60% of gyms
require a
registration fee
for new families**

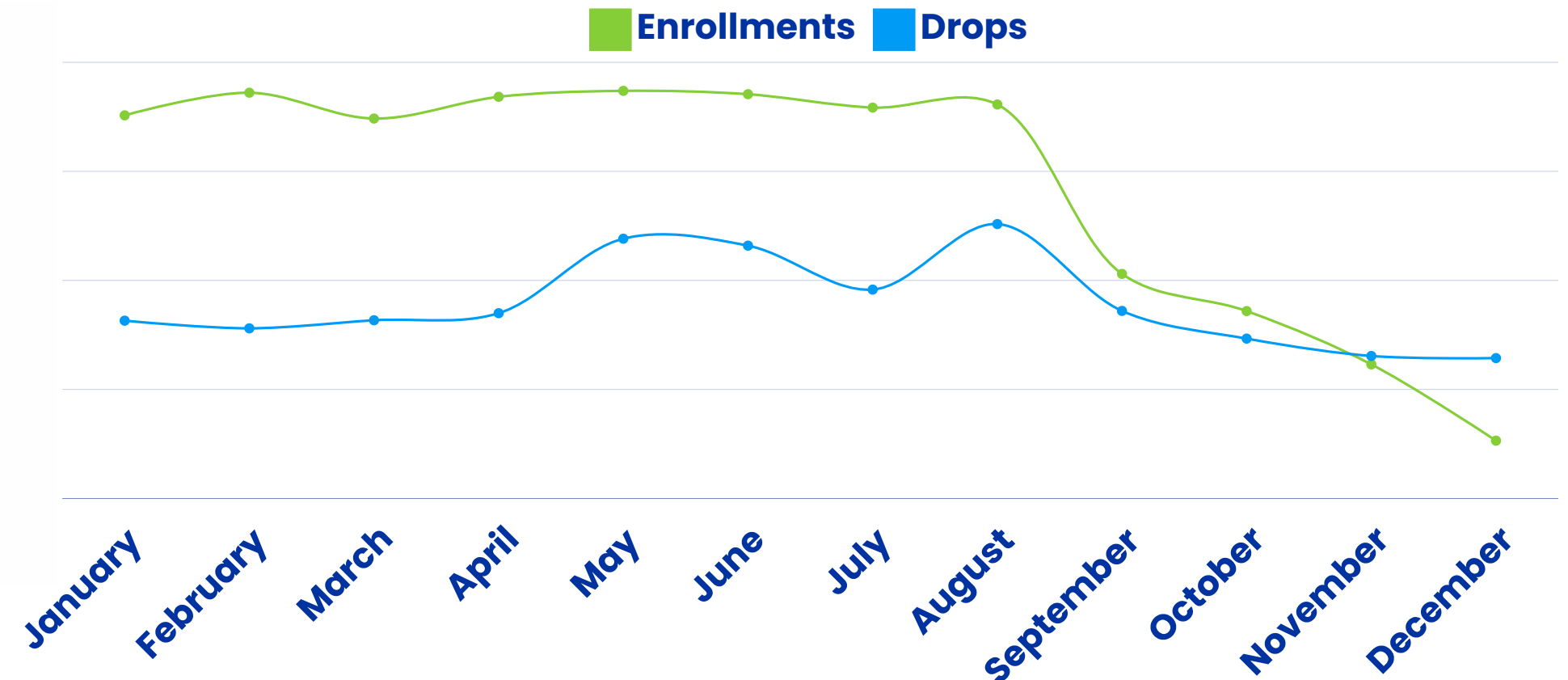


**Average of 26
classes running
a waitlist in 2024**



**Average of 18 trial
students each
month in 2024**

2024 Total Class Enrollments vs. Drops



Financials & Revenue

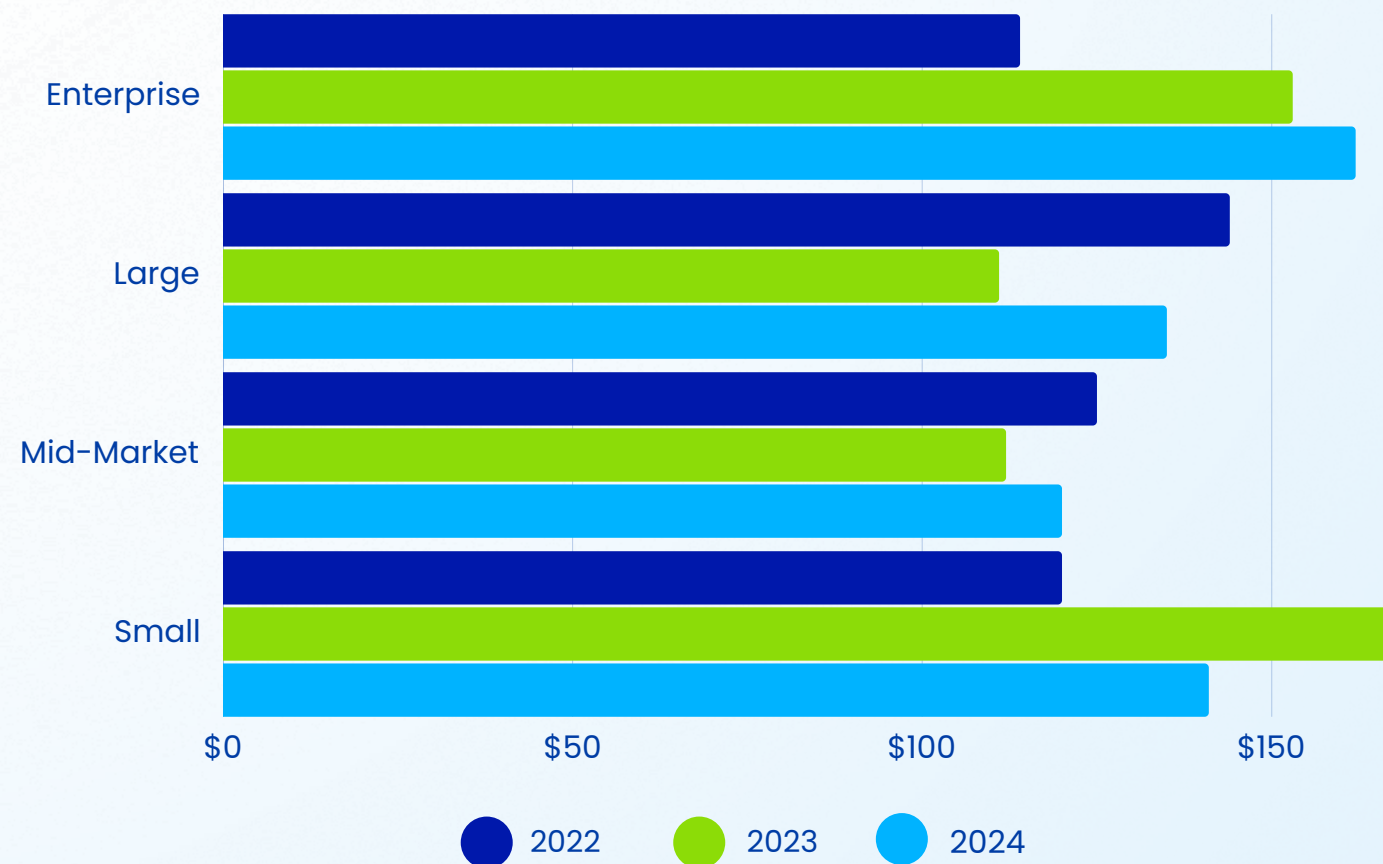


Pricing, Revenue Growth & Maximizing Profitability

A strong financial strategy goes beyond tuition—it's about choosing the right pricing model, optimizing revenue streams, and staying ahead of industry trends. This section explores session-based vs. monthly tuition models, tuition increases, and additional revenue opportunities, giving you the data-driven insights to boost profitability and sustain long-term growth.

Income Growth

\$155 Average price per class



Based on businesses that bill monthly (84% of all classes) for consistency.

Billing Cycles

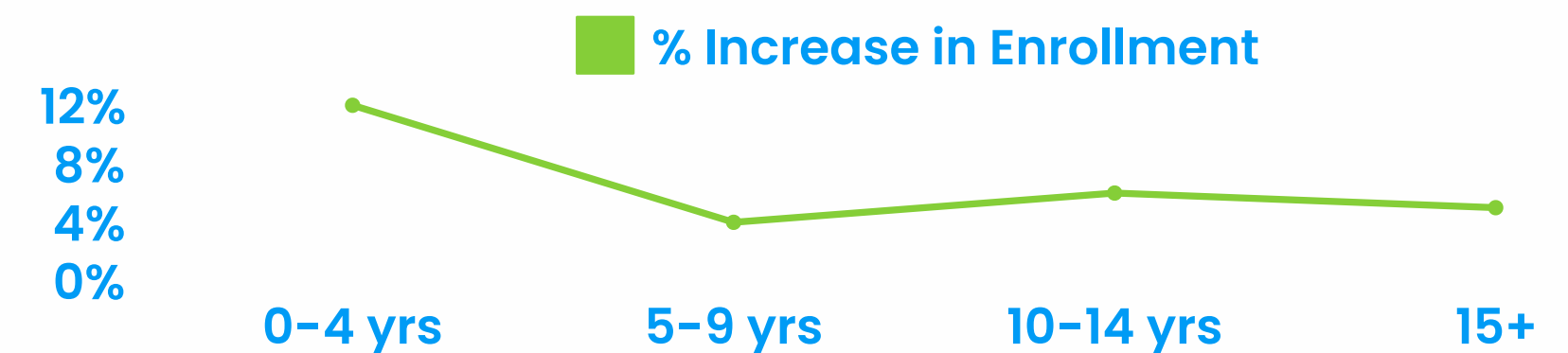


73%

businesses processing contactless, automatic ePayments each month

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

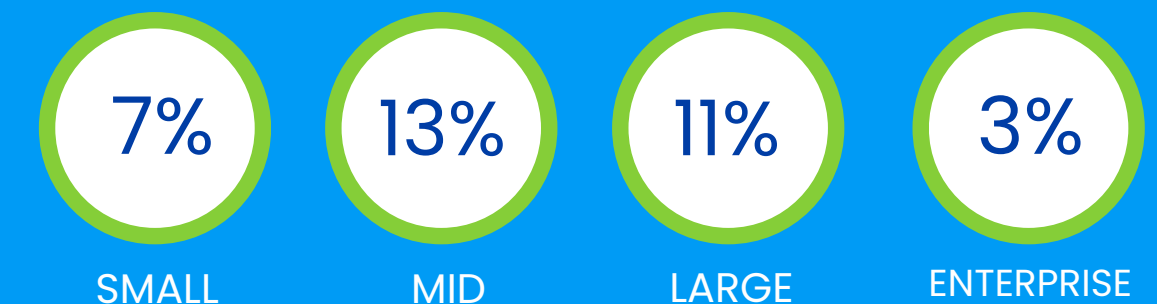
Here's the percentage of enrollment growth by age group when offered a discount to enroll.

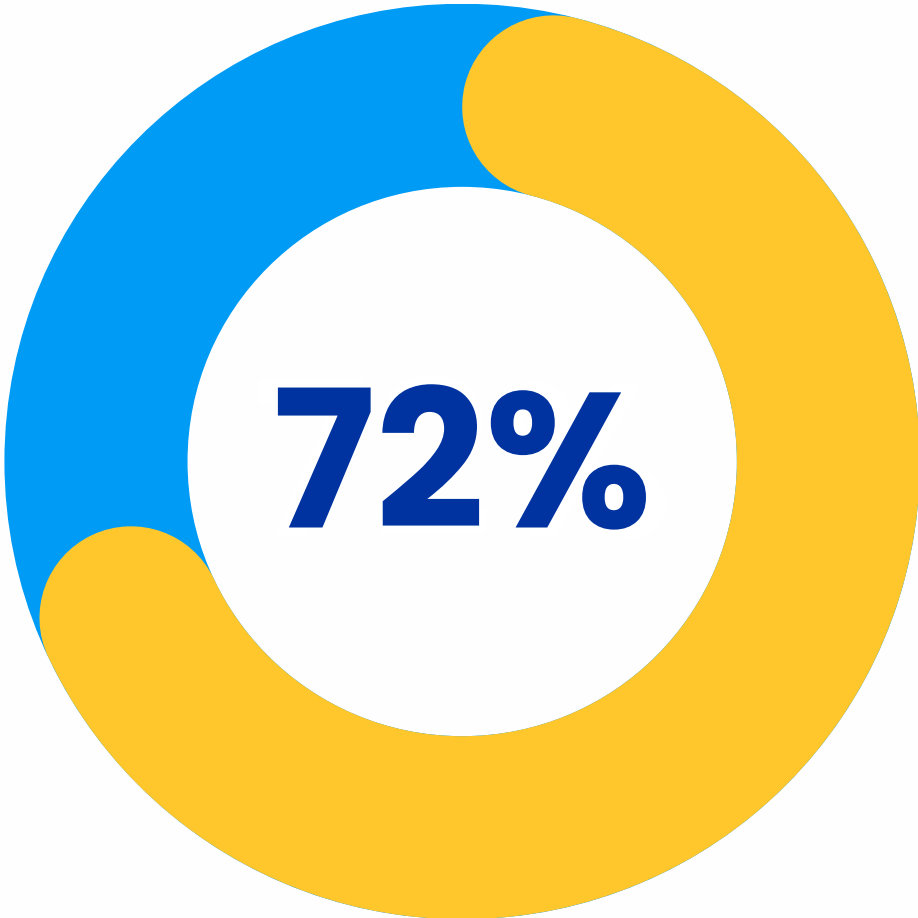


3%

Tuition fees in 2024 were increased, on average, 3% over 2023. Mid to Large size gyms increased tuition by double digits.

Average tuition increase in percentage over previous year by business size





72% off all Jackrabbit clients are processing frictionless epayments each month

“We switched to Jackrabbit Pay and get paid the next business day and can pass card fees onto our customers. We LOVE it! They made transferring very easy! I also find their gateway portal to check payments much easier to use.”
—Marissa,
Monadnock Gymnastics Center

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

Learn More

Jackrabbit Pay

Gymstone Athletics
Account: XXXX7864

Processing Report

Processing Summary

Type	Charges	Charges Total	Refunds	Refunds Total	Chargebacks	Chargebacks Total
AMEX	1	10.00	0	0.00	0	0.00
VISA	7	170.00	1	5.00	0	0.00
TOTALS	8	180.00	1	5.00	0	0.00

Fee Type

Type	Quantity	Per Transaction Fee	Total
AMEX Per Transaction	1	.30	.30
AMEX Processing Fee	10.00	3.39%	.34
Flat Rate Per Transaction	7	.30	2.10
Flat Rate Processing Fee	170.00	2.89%	4.91
TOTAL FEES PAID			7.65

Summary

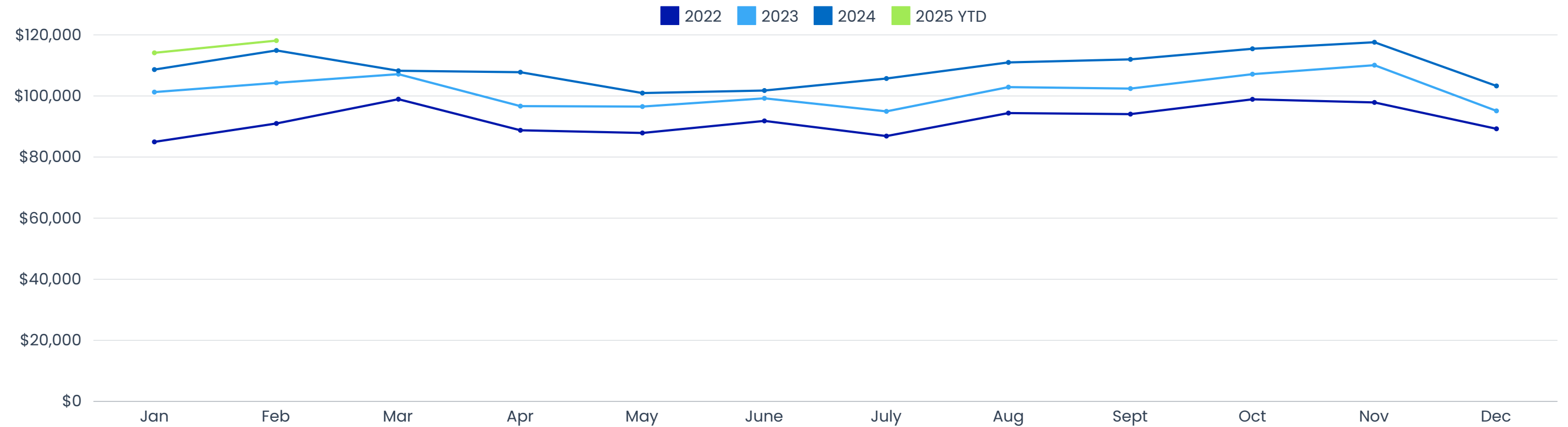
Sales:	180.00
Surcharge:	0.00
Technology:	0.00
Refunds:	-5.00
Net Sales:	175.00
Processing:	-7.65
Technology:	-0.00
Chargebacks:	-0.00
NET	167.35

INCOME GROWTH

Enterprise & Large

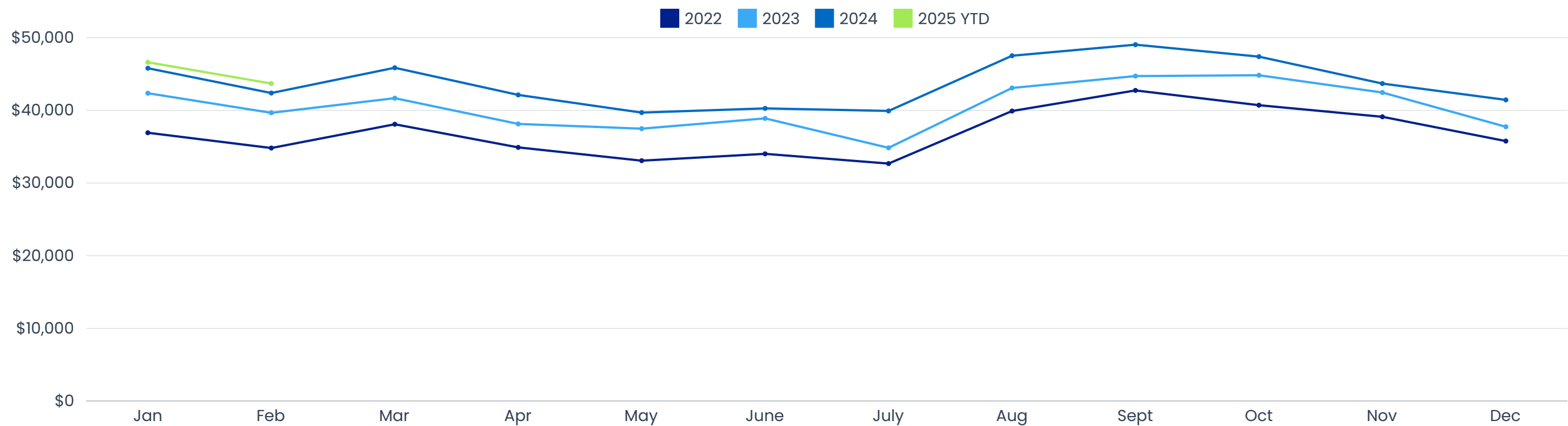
ENTERPRISE

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



LARGE

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

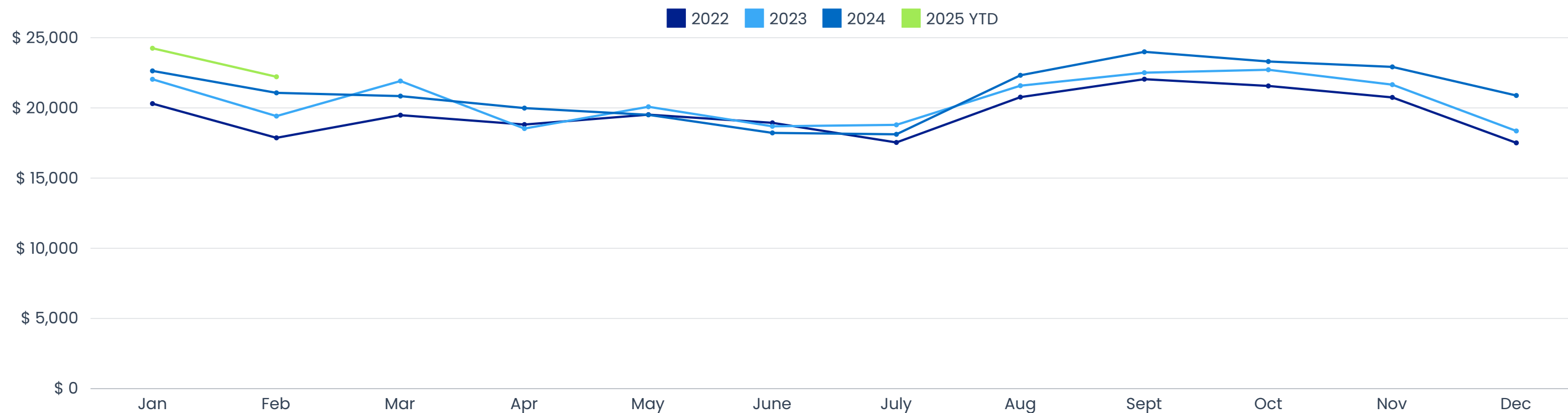


INCOME GROWTH

Mid & Small

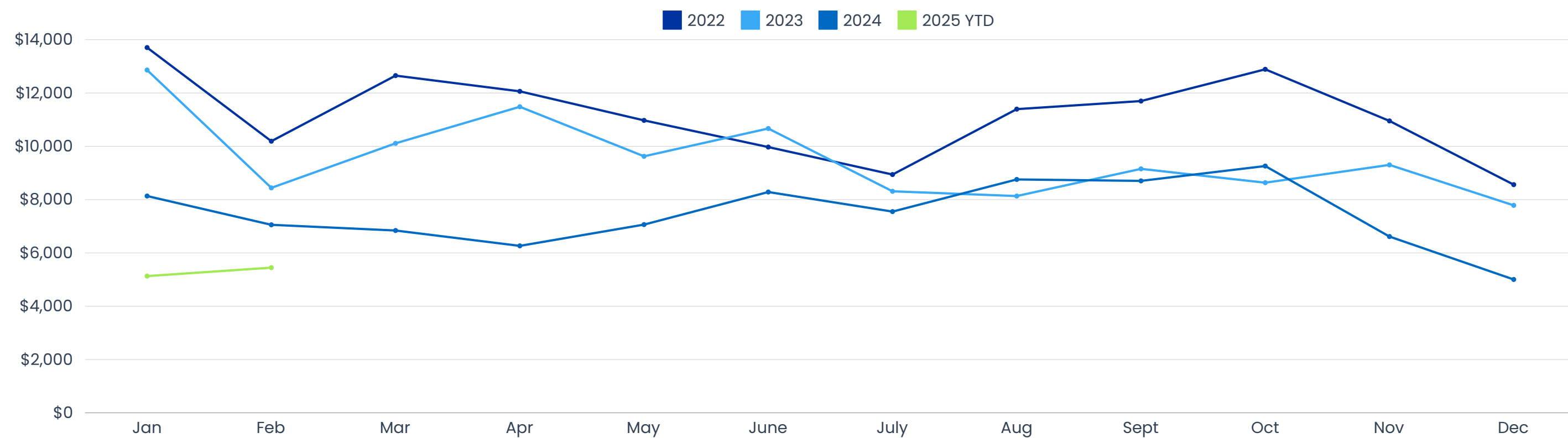
MID

Client Avg Net Payments across Jackrabbit Class clients with 101–500 Students



SMALL

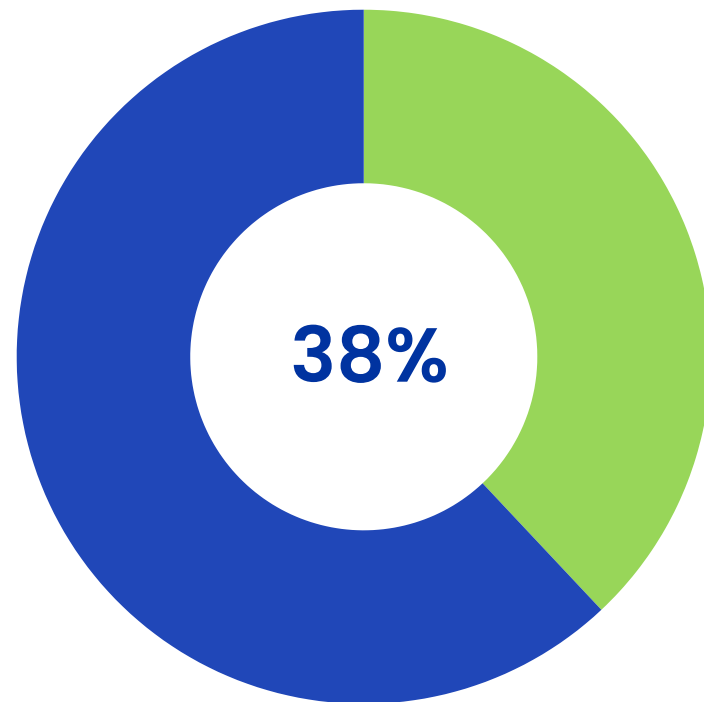
Client Avg Net Payments across Jackrabbit Class clients with >100 Students



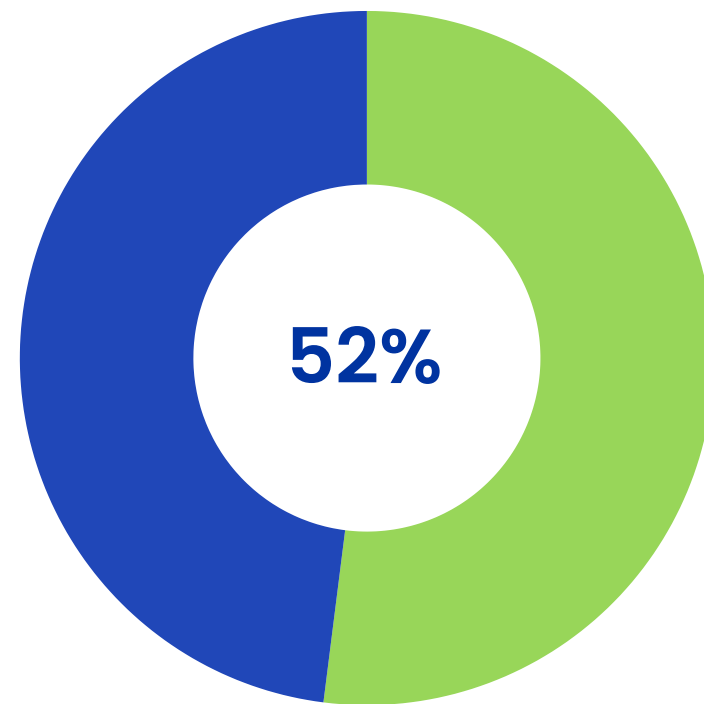
Discounting & Prorating

Offering discounts and prorating can help gyms attract more families while maintaining steady revenue —but finding the right balance is key. The following data reflects trends among gyms that bill monthly (55%) for consistency.

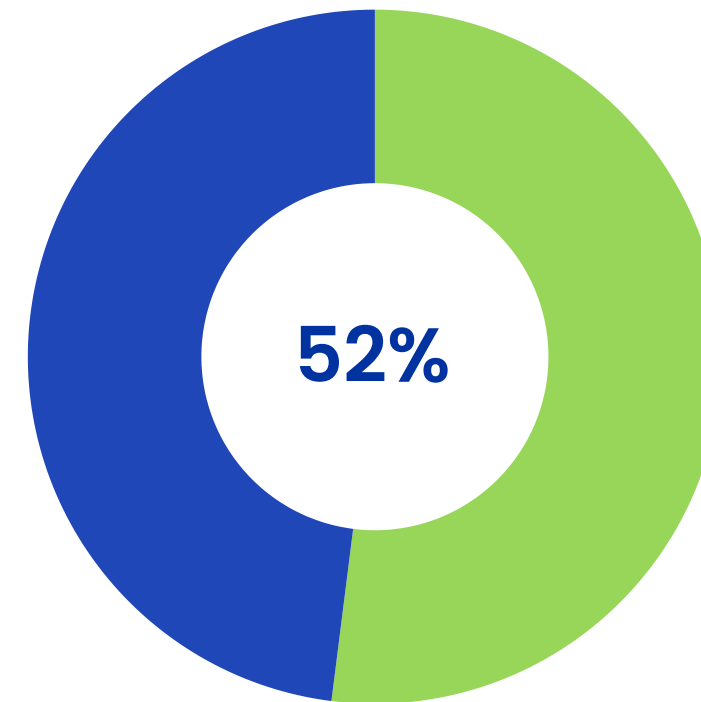
Gyms Offering Discounting



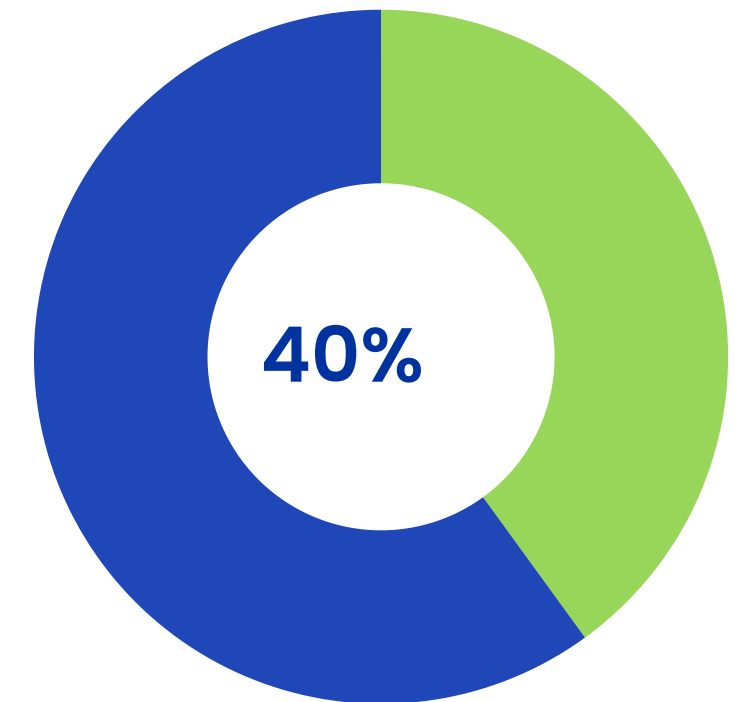
Total Classes With Discounts



Gyms Offering Prorating



Classes Prorated



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 admin work. This section dives into 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 gym.

Family Engagement

 **#1 CAMERA SYSTEM
& STREAMING APP**

88%

of all texts are sent
on Monday.

Mid-week SMS peaks
on Wednesdays.



SATURDAYS
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

84%

MID

91%

LARGE

98%

ENTERPRISE

98%

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

Jackrabbit *Plus+*

9.8M

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

383

organizations utilized
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.



2024 Trends Customer Policies

Top 3 Policy Types



Camp & Event



Liability



Financial

3

Must-Have Legal Contracts:

1. General waiver
2. Staff agreement
3. Membership agreement for team



18k Policies

62%

of gyms using
Jackrabbit have
policies in place

8

Average of policies
per gym

35%

of classes have policy
groups enabled

2

Average policy
groups per gym

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

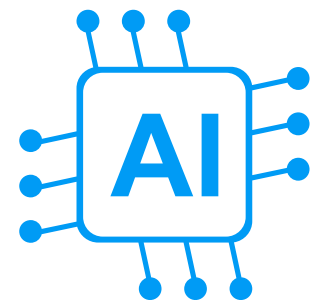


Zippy AI

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
- gym newsletters



CRM Integration



Accelerate your growth and strengthen retention at your gym without creating more work and additional responsibilities when you connect Jackrabbit to your CRM, such as Class Launch 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



Pay, Retention & Optimizing Your Team

A great gymnastics program starts with a strong team. Understanding wage trends, staff retention, and scheduling efficiencies can help you attract and keep top talent while managing costs. This section explores pay benchmarks, payroll trends, and staff scheduling insights so you can build a sustainable and high-performing workforce.

Staff Pay

Average hourly rate by role

Instructor

\$18

Office Admin

\$19

Manager

\$24



"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

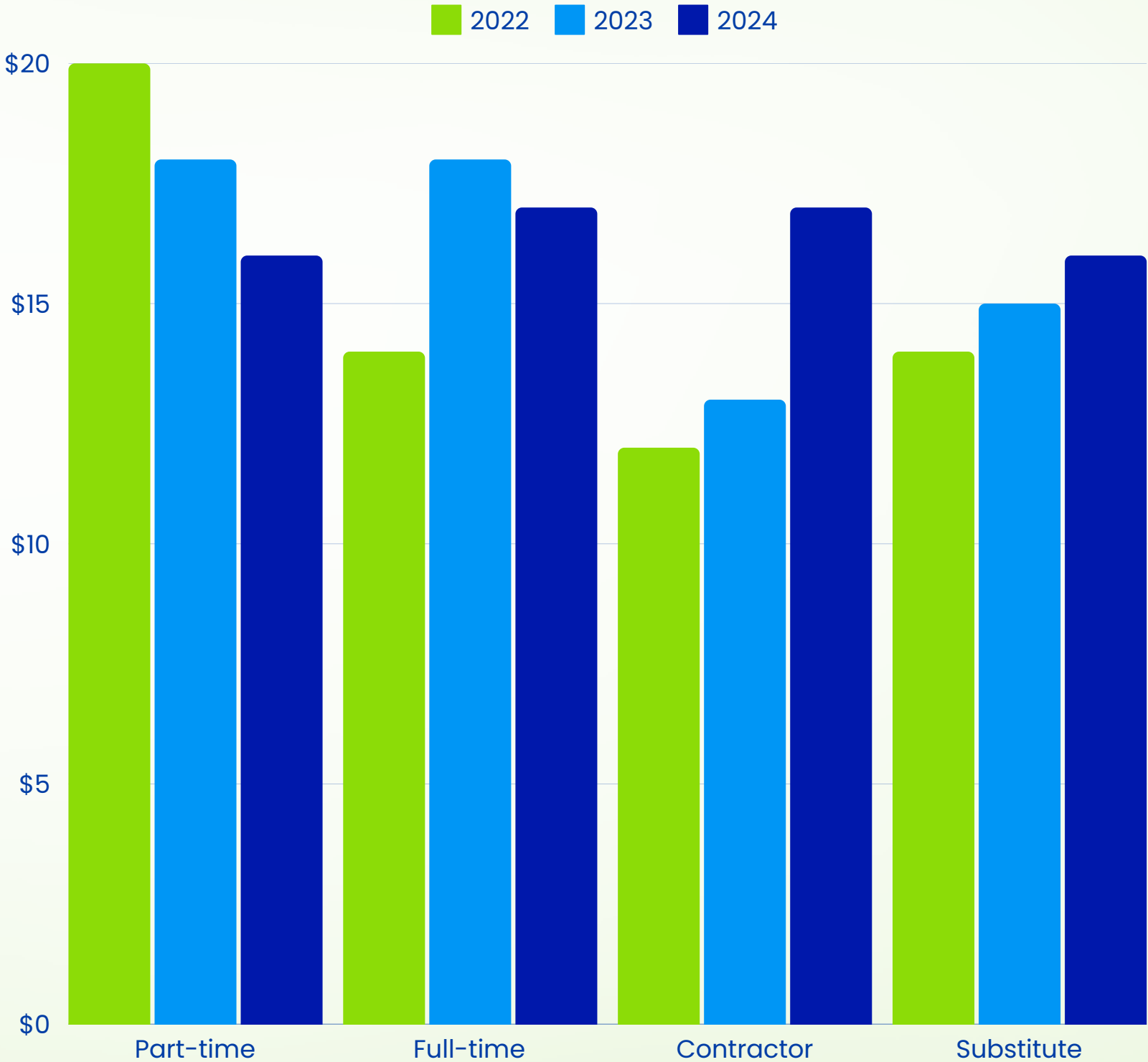
Staff wages have been increased on average \$1.33 since 2023, among Jackrabbit Class clients.*



*Staff Salary Info (US Only)

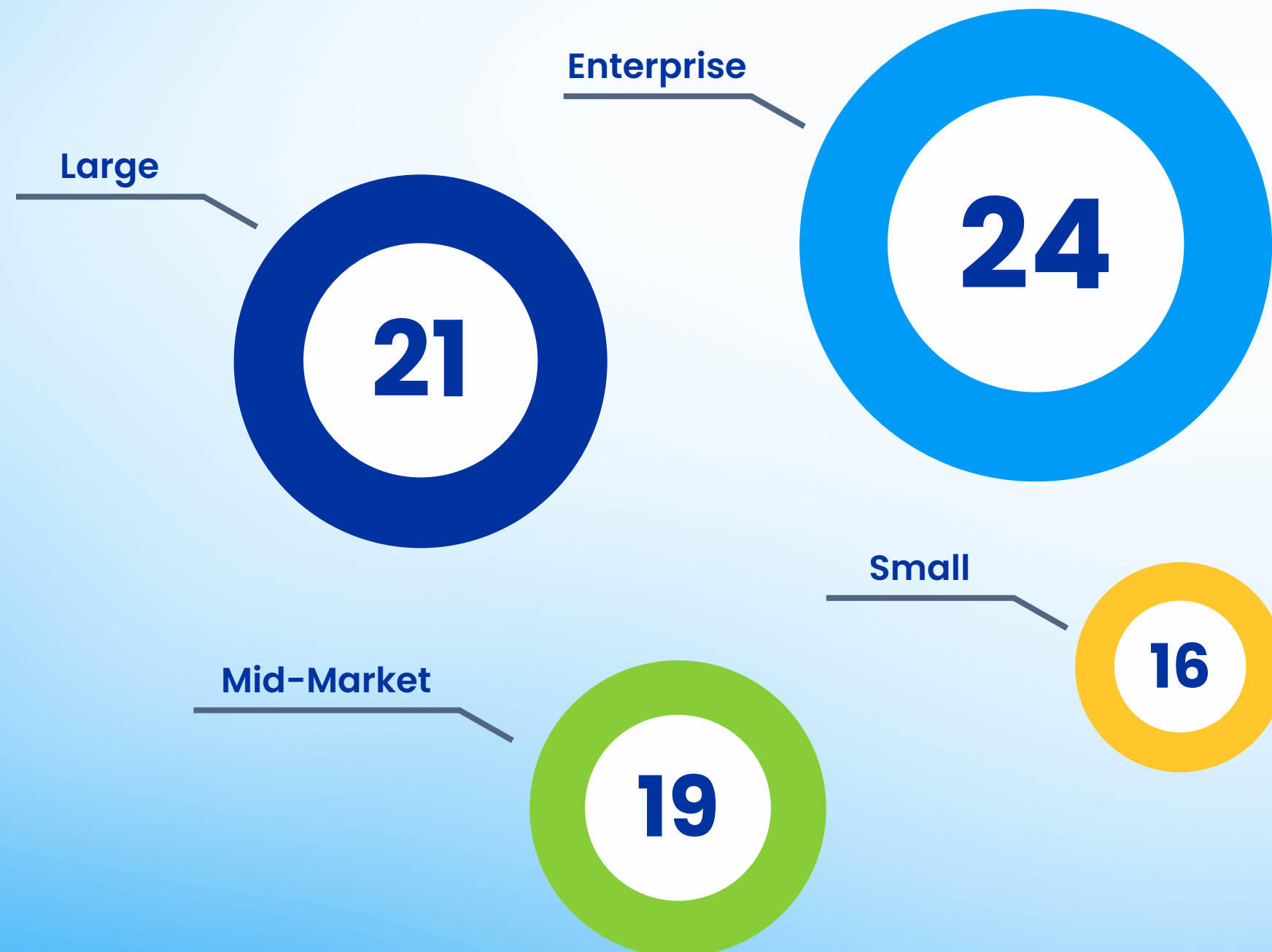
Employee Type & Rate

Averages hourly rate by employment types year over year.*



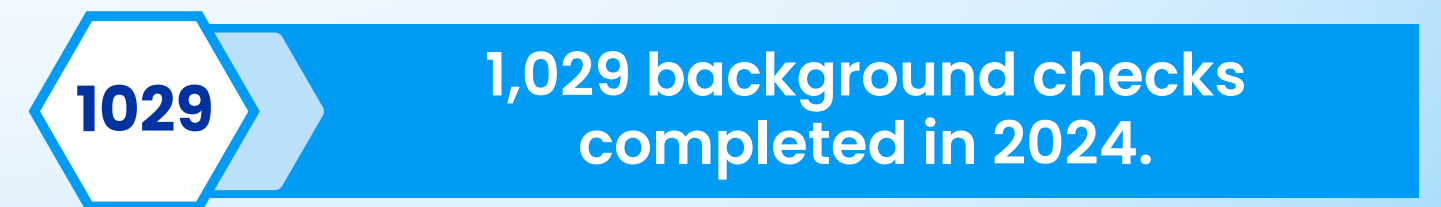
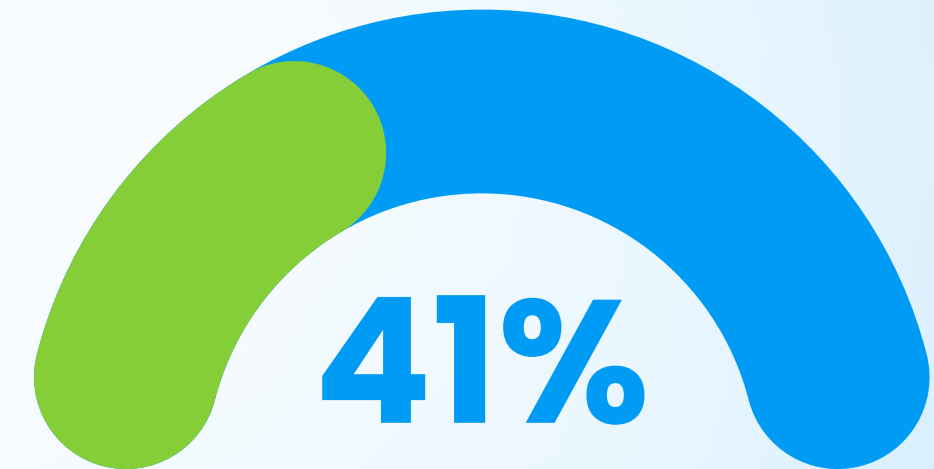
Active Staff

Average number of active staff by program size.



Staff Retention

Percentage of gyms with an average of 2 years retention rate of staff was 41% in 2024.



YARDSTIKTM

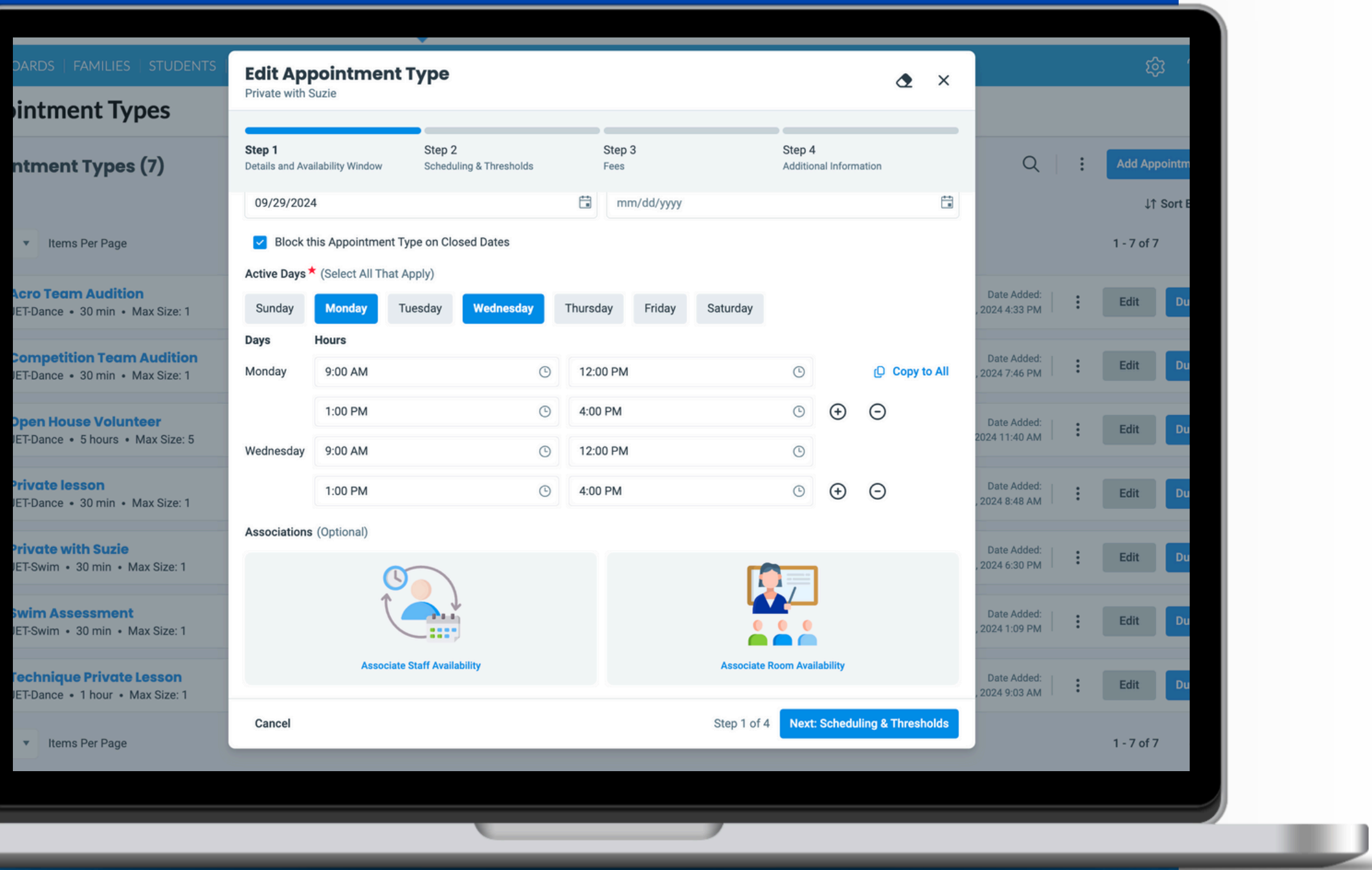
1.51 days is the average turn around time across all Jackrabbit customers.

1.51

Space & Coach Utilization

Say goodbye to scheduling headaches and hello to a fully optimized, revenue-boosting calendar that keeps your gym running smoothly. By leveraging space and coach availability, you can fill calendar openings with services such as private lessons, evaluations, facility tours, and birthday parties.

Learn More About These New Features



2025 What Comes Next



More Competition for Enrollments

Enrollment is growing, but at a steady pace. To stay ahead, gyms will need to double down on marketing, offering targeted promotions, referral incentives, and better digital engagement to attract and retain students.

Retention Strategies Will Become More Intentional

With drop-offs peaking in June, July, and December, expect more gyms to focus on mid-year engagement programs, summer incentives, and flexible class options to keep students enrolled longer.

More Automation, Less Admin Work

84% of gyms are already automating tuition billing, and 2025 will see even more digital tools for scheduling, parent communication, and payment collection—helping businesses run smoother while saving time.

Class Structures Will Keep Evolving

While 4 PM remains the most common class time, we expect to see more non-traditional scheduling, including weekend specialty programs (especially for younger students), morning toddler classes to tap into stay-at-home parents, short-term intensives for students looking to build skills faster and increased appointments, private lessons and events.

Staff Wages & Hiring Pressures Will Rise

As pay rates continue to climb, gym owners will need to balance competitive wages with sustainability. More businesses will explore multi-role staff, flexible scheduling, and performance-based incentives to attract and retain top talent.



BENCHMARK



Frank Sahlein



The Dynamics of Buying and Selling in the Child Activity Center Industry

SPECIAL FEATURE

The Evolving CAC Industry Buy/Sell Dynamics



DOWNLOAD
Navigating Tomorrow – 2025 Essentials Pack

How owners can prepare to compete with and benefit from the rapidly increasing involvement of the Investment Groups?

The Child Activity Center industry (all sports and arts) continues to evolve in positive directions. This is evidenced by the intense involvement of many investor groups over the past two years. These groups are acquiring Child Activity Centers because they (a) are profitable, (b) use a recurring revenue model, and (c) have a very cool mission – helping to develop children.

At first glance, the entry of the investor groups might appear to be a threat to our industry – but there is always a silver lining! This particular silver lining is in the form of four "C's":

Consolidation

Every industry goes through a consolidation phase at some point in history. It is a natural next step in business evolution.

Competition

There has always been competition in the industry. It is also natural to be alarmed when new competition is well-financed and hungry for acquisitions.

Cooperation

One of the answers to competition is cooperation. Many of the investor groups offer partnership models and new career opportunities for sellers and their key managers!

Creativity

You can compete with investor groups if you elect to remain independent. Watching your financial results and being creative with programs, curriculums, and staff training are essential. Another key difference is becoming a part of the fabric of your local community in ways that "outsiders" cannot.

► Do you want to discuss your industry positioning, business valuation, and/or sale? ◀
Contact us for a free, confidential, no-obligation discussion!



BENCHMARK

REPORT



Jackrabbit Class



Explore Jackrabbit's
expert ebooks, guides,
and case studies

See More

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