

BENCHMARK REPORT

Jackrabbit Swim

2025



A Note From the Creator: Introduction

Jackrabbit Swim

The swim lesson industry is constantly evolving—just like the children you teach. As a swim school owner, using data to make informed decisions is essential to staying competitive, streamlining operations, and increasing revenue. But without context, numbers alone can raise more questions than answers.

- Is my swim school's enrollment in line with industry trends?
- Am I charging the right tuition rates to maximize revenue?
- When should I focus my marketing efforts to keep families engaged?

The 2025 Swim School Industry Benchmark Report provides exclusive insights into enrollment trends, revenue performance, technology adoption, and staffing metrics to help your swim school thrive.

Based on real data from swim schools across the world, this report will help you:

- ✓ Refine your enrollment strategies by identifying peak seasons and retention patterns.
- ✓ Optimize pricing and tuition models with actionable revenue insights.
- ✓ Use technology and automation to streamline billing, scheduling, and parent communication.
- ✓ Improve staff retention by understanding pay trends and workforce benchmarks.

These insights will give you the confidence to make data-driven decisions, identify growth opportunities, and focus your efforts on what truly drives success.

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

A background image showing a close-up of a hand typing on a keyboard, with the keys and hand slightly blurred to create a sense of motion and focus on the data-driven theme of the report.

Emily Correa

Director of Marketing
Jackrabbit Technologies

jackrabbitswim.com



Staying Ahead in 2025

Your Data-Driven Playbook for Success

Every year,

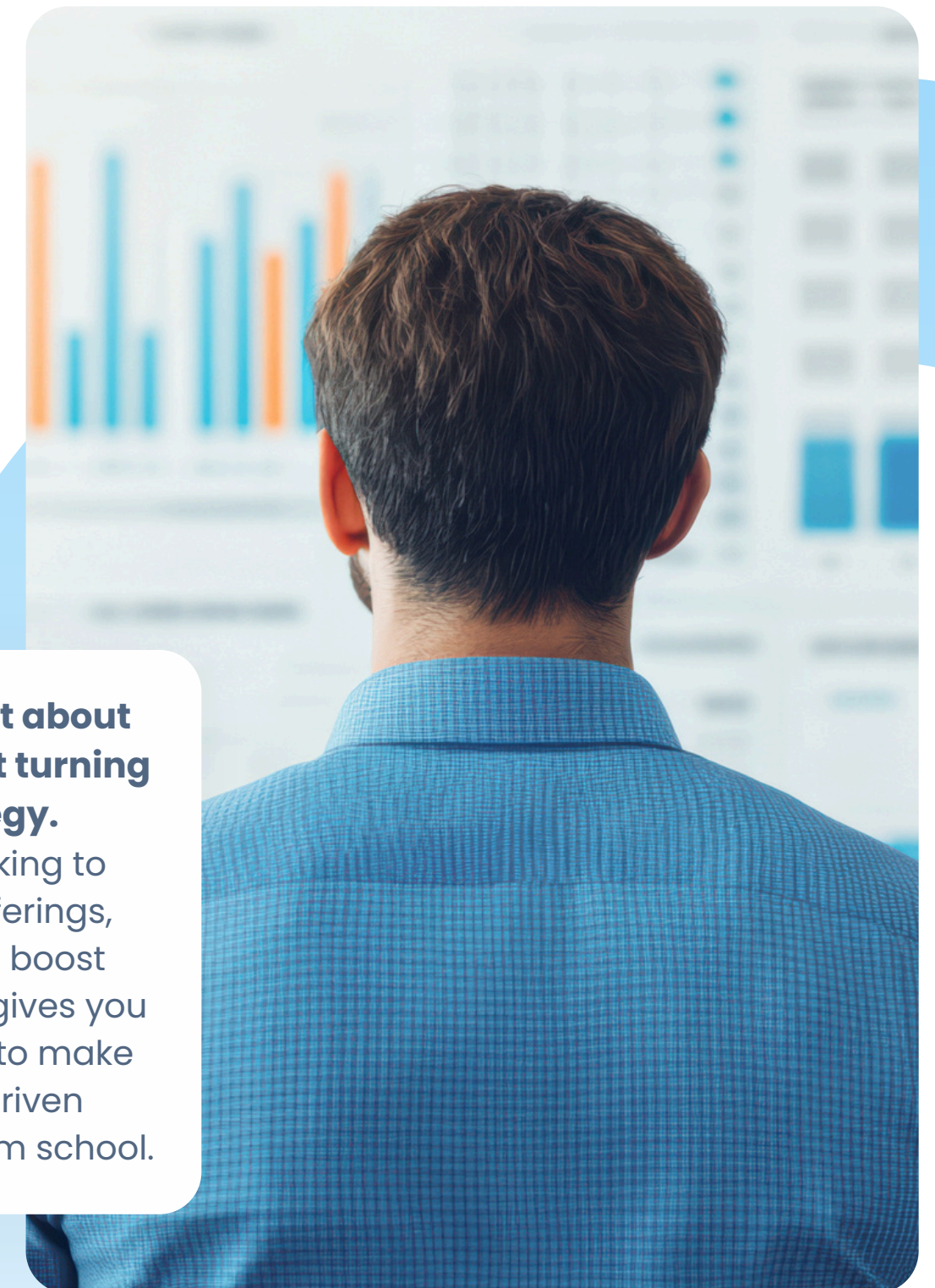
swim schools face unique challenges and opportunities. From fluctuating enrollment trends to evolving payment models, staying competitive means understanding the data shaping the industry.

The 2025 Swim School Industry Benchmark Report was created to:

-  **Provide valuable industry insights**
that help swim school owners make informed decisions
-  **Highlight key trends**
in enrollment, revenue, staffing, and technology adoption
-  **Compare performance**
across business sizes to benchmark your growth
-  **Offer actionable takeaways**
to help 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 boost retention, this report gives you the insights needed to make confident, data-driven decisions for your swim school.



2025 Report Methodology

800

Organizations

4

Years of Data

4

Business Sizes

25

Countries



This report is based on aggregated and blind data from over 800 organizations across 25 countries over the span of four years. The data includes a variety of business sizes, ensuring a well-rounded representation of industry trends. By anonymizing individual responses, we provide trustworthy insights that reflect the broader industry, helping you make informed decisions for your business.



01

Enrollment Trends are Stabilizing, but Growth is Slower

Swim schools saw 1% fewer enrollments during peak enrollment months (May, June, and July) compared to the previous year. However, drop rates also declined by 1%, signaling improved retention efforts. Schools that focus on engagement strategies—such as flexible scheduling and improved student progression tracking—are likely to maintain stronger enrollments.

02

Waitlists are Still a Factor, but Schools are Managing Them Better

While demand for swim lessons remains high, fewer schools are facing extreme waitlists. In 2024, 63 swim schools managed waitlists, down from 72 in 2023. Schools optimizing schedules and expanding class capacity are turning more waitlisted families into active enrollments.

03

Digital Engagement Continues to Drive Enrollment

Parents expect convenience, and swim schools that embrace digital tools are benefiting. More than 350,000 enrollments were initiated via Jackrabbit’s mobile apps in 2024, showing that online scheduling and self-service options are critical to growth. Schools that simplify registration, makeups, and communication through digital platforms are seeing stronger family engagement.

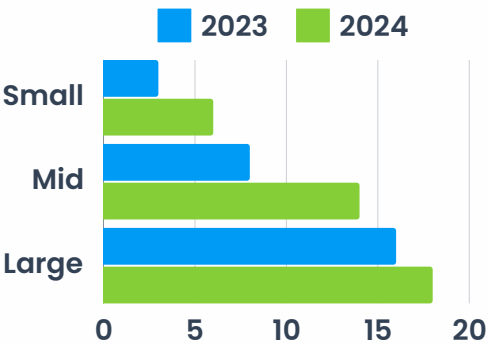
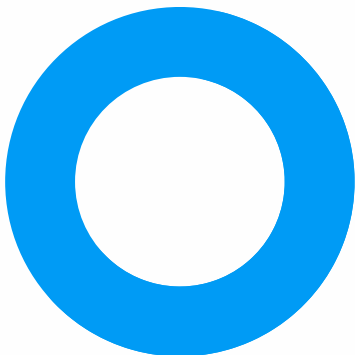


Key Findings

What This Means for Swim School Owners

Retention-focused strategies, digital convenience, and optimized scheduling will be key to success. Schools that improve student progression tracking, simplify family engagement with digital tools, and adjust class availability strategically will see the best results.

Key Takeaways



What This Means for Swim Schools

A strong financial strategy is key to sustainability. Schools should continue to adjust pricing strategically, invest in staff retention programs, and streamline revenue collection through automation to reduce workload and improve cash flow.

01

Tuition Increases

On average, swim schools raised tuition by 9% in 2024. Smaller schools saw the biggest increases at 26%, adjusting to rising costs, while larger schools took a more gradual approach. Pricing strategy remains critical for balancing affordability and profitability.

02

Staffing Challenges

Instructor wages rose slightly in 2024, with the average instructor earning \$18 per hour. However, only 36% of staff stayed longer than two years, highlighting retention challenges. Schools are implementing flexible schedules, leadership development, and performance-based incentives to keep top instructors.

03

Automated Payments

More swim schools are automating tuition collection, with 60% billing monthly and 80% of classes using automated payments. This shift improves cash flow, reduces admin work, and ensures families stay on track with payments, creating more financial stability.

Enrollment & Students



Growth, Retention & Seasonal Shifts

Swim lesson enrollment isn't just about filling spots—it's about sustaining growth, improving retention, and adapting to seasonal changes. This section breaks down when and how students enroll, the impact of class structures, and key retention trends, giving you the insights needed to optimize your programs and ensure long-term success in life-saving swim education.

Year-Over-Year Business Development

What does enrollment
growth look like across
Jackrabbit Swim clients?

2024 vs. 2023

Peak enrollment months: June, July, May

Peak drop months: August, June, July

-1%

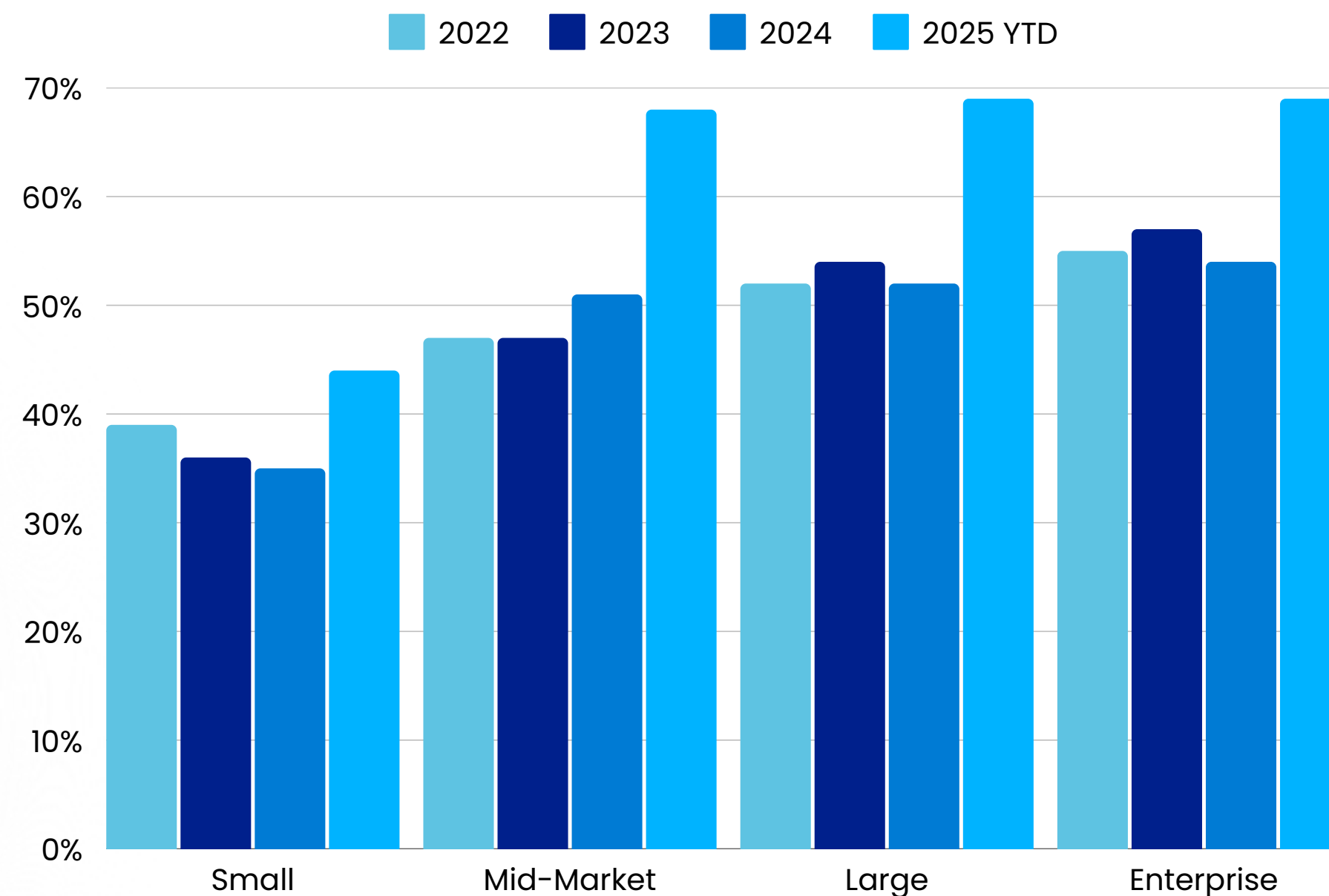
During peak enrollment
months Swim clients
reported 1% fewer
enrollments than the
previous year.

+1%

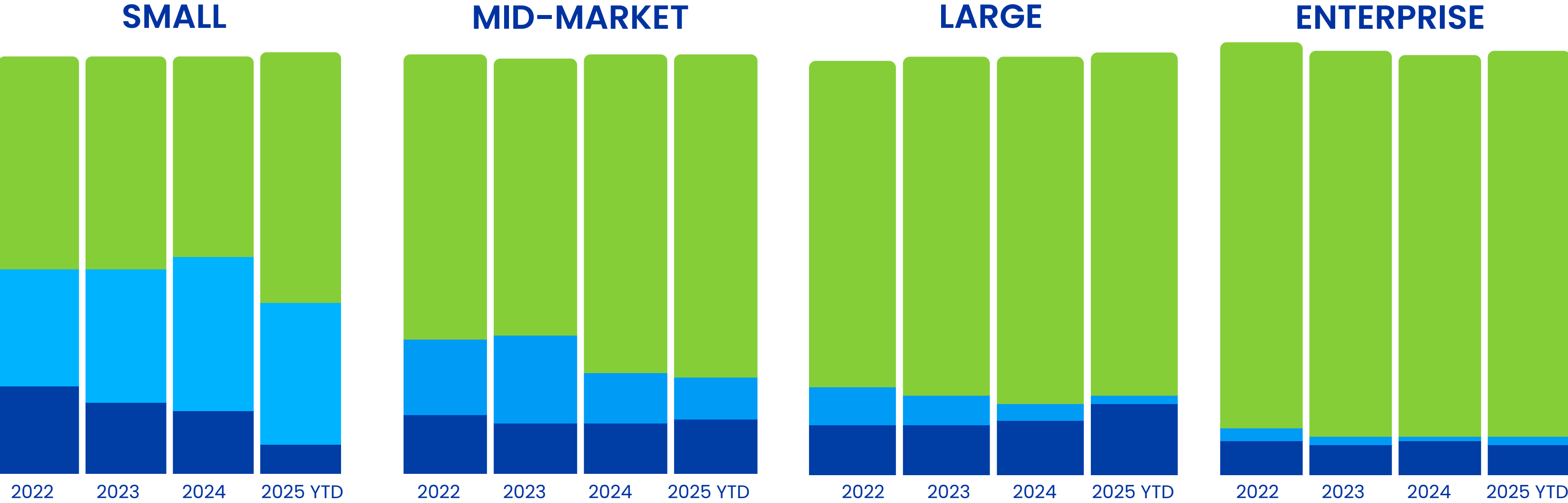
During peak drop months,
clients reported 1% fewer
drops than the previous
year.

ENROLLMENT

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



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

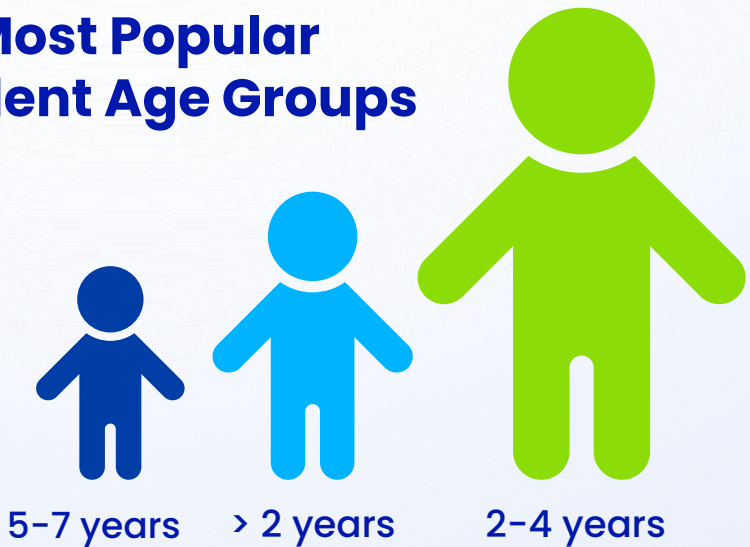


Declining Flat Growing

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



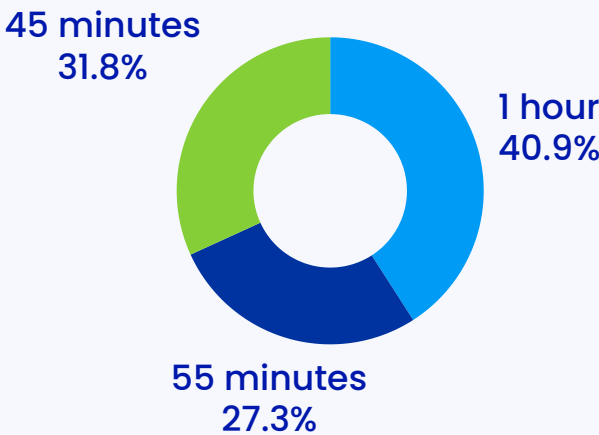
6

The average family enrolled in programs using Jackrabbit Swim takes up to six classes annually.

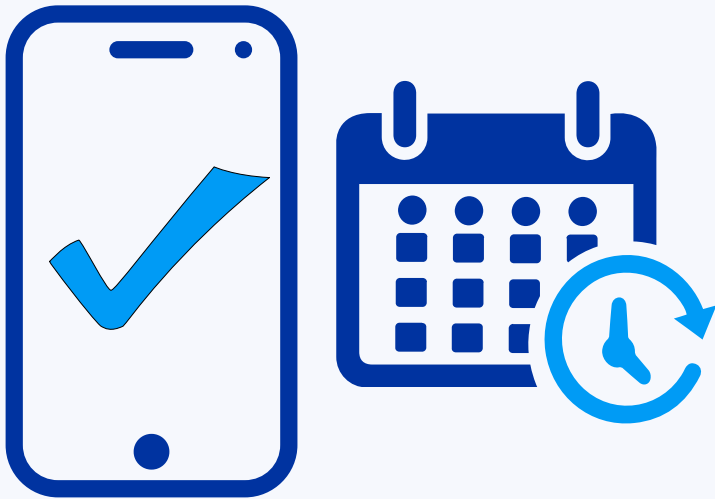
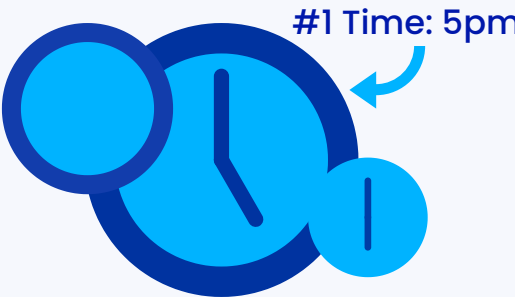
classes

times

popular days

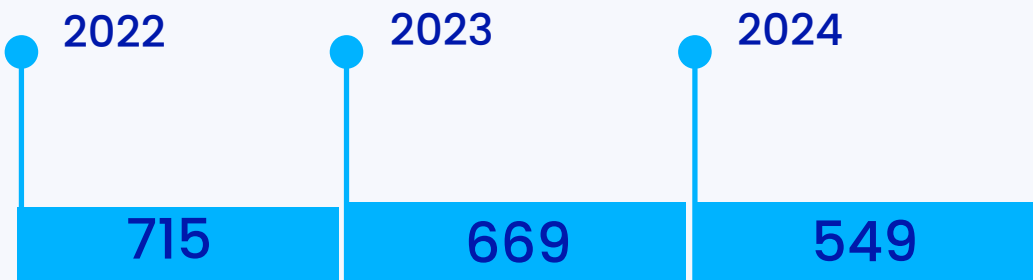


CLASS TIMES



644

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



2024's Most Popular Schedule

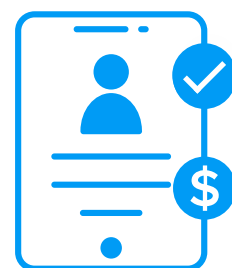
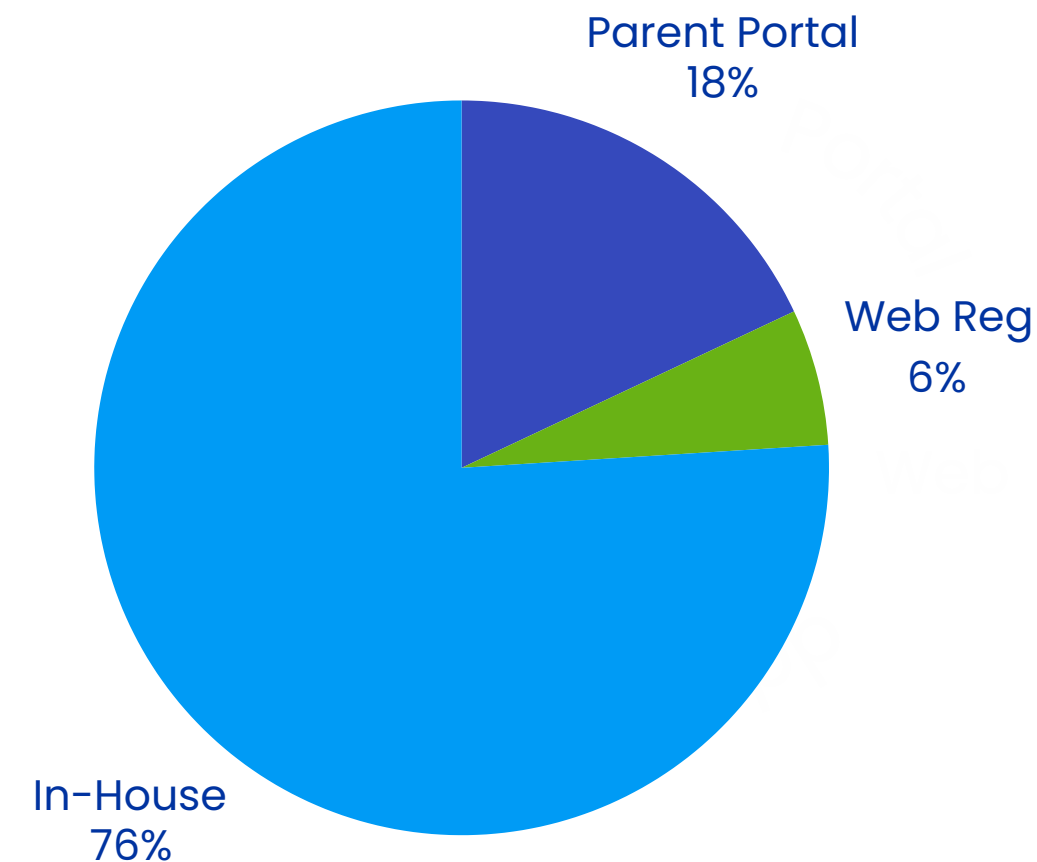
By day, age and percentage of all classes held

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

2024 Trends

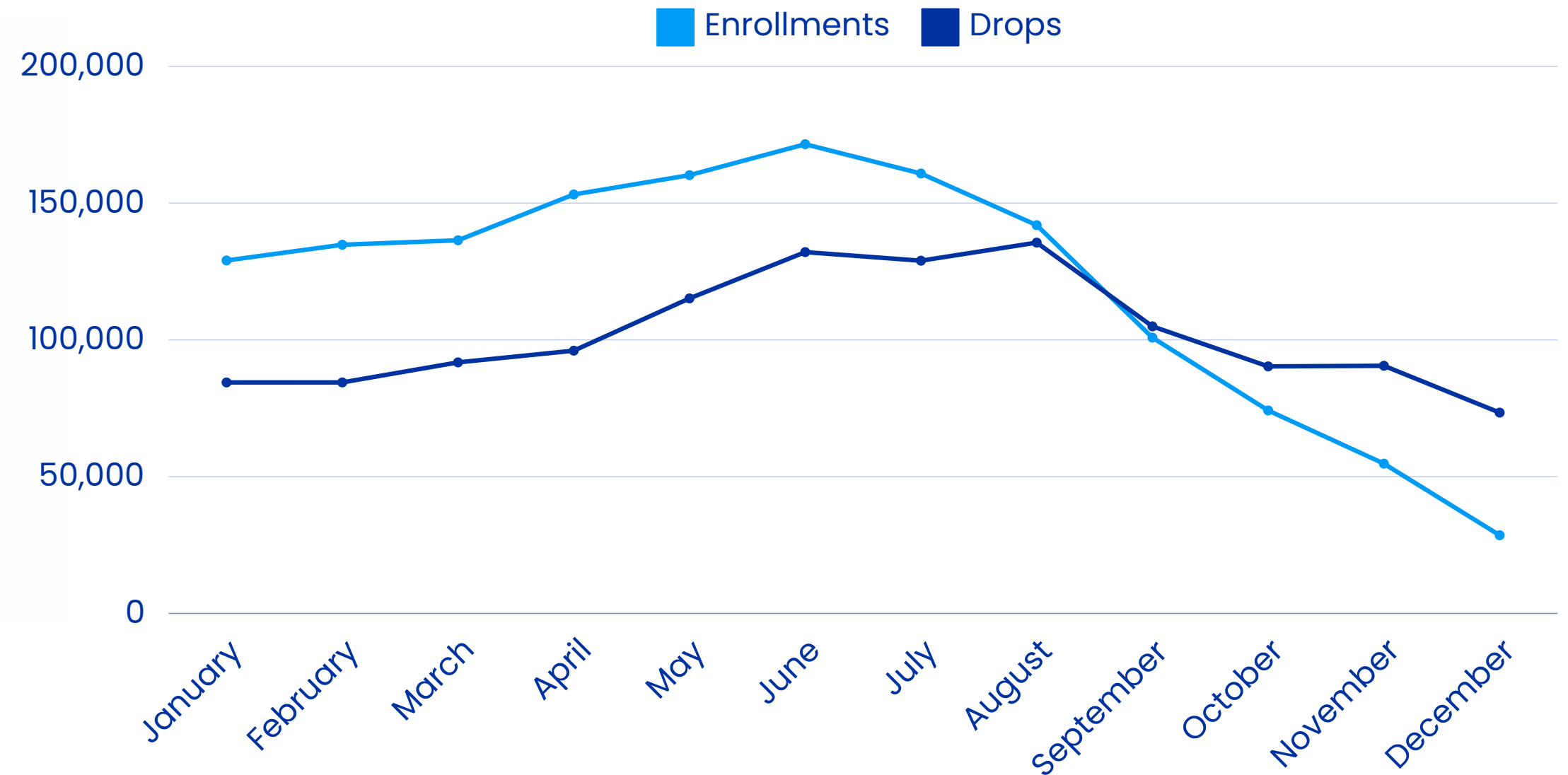
Class Registration

In 2024, Jackrabbit Swim clients chose to control registration and class roster moves in-house 76% of the time, versus opening enrollment to parents via the Portal or Web registration.



60% of swim schools require a registration fee for new families

2024 Total Class Enrollments vs. Drops



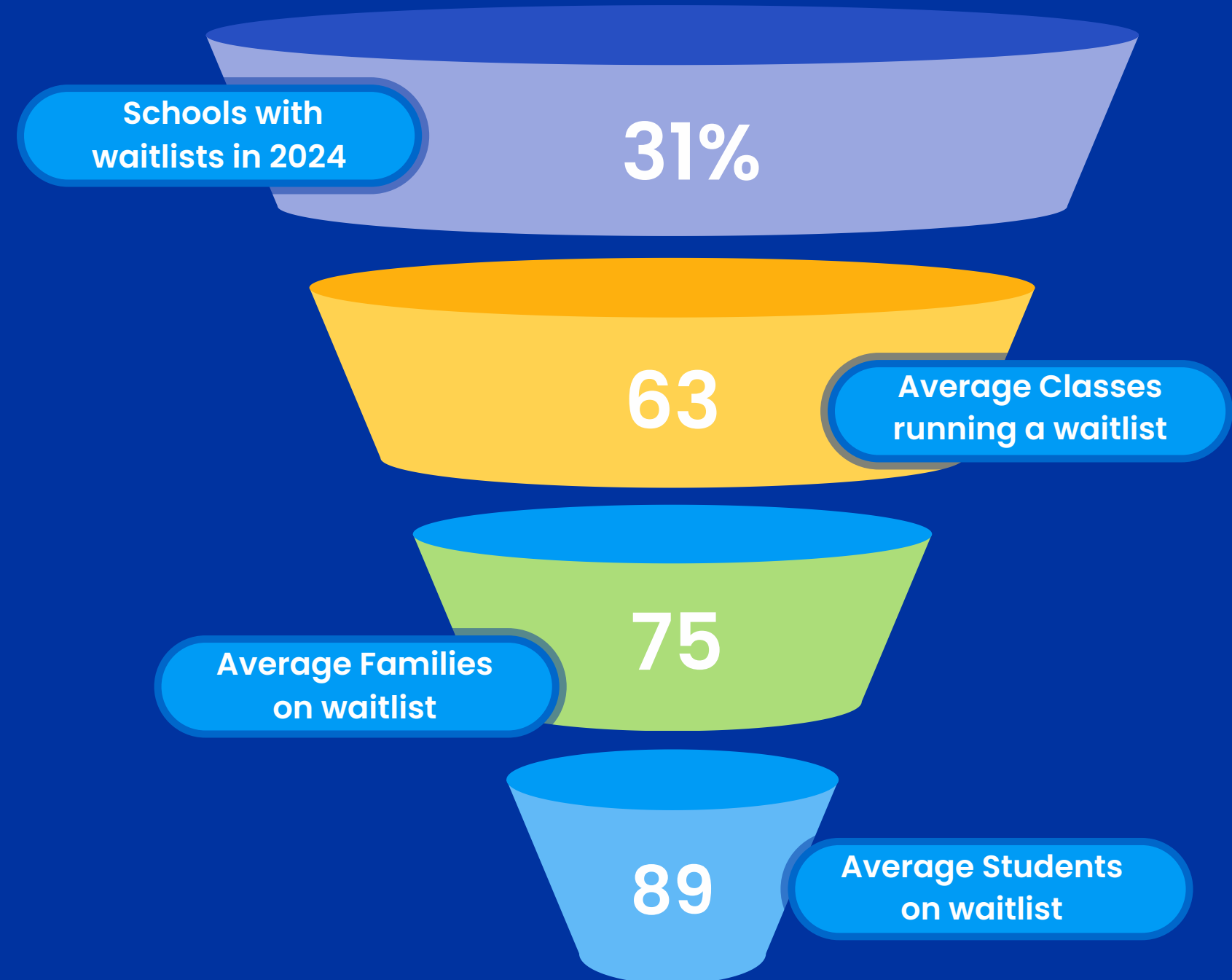
Average of 18 trial students each month in 2024

Managing Demand

Waitlists in 2024

More swim schools than ever are running waitlists as demand for lessons continues to rise.

While demand remains strong, fewer schools are seeing extreme waitlist numbers this year compared to last. This shift suggests that schools are finding ways to optimize scheduling and expand capacity—but waitlists are still a key factor in managing enrollment effectively.



Financials & Revenue

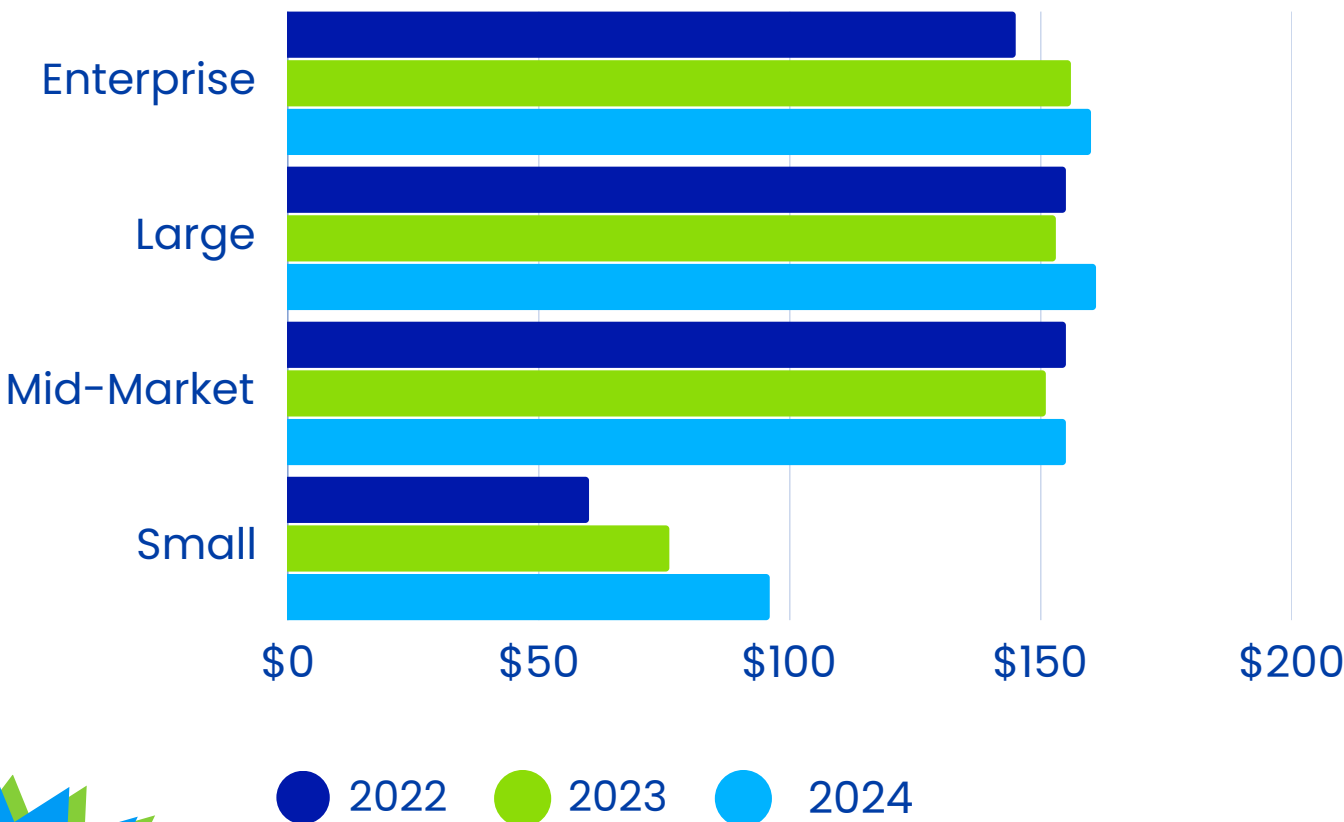


Pricing, Revenue Growth & Maximizing Profitability

A strong swim school financial strategy goes beyond just setting tuition—it's about choosing the right pricing model, optimizing revenue streams, and staying ahead of market trends. This section examines session-based versus monthly billing, tuition adjustments, and additional revenue opportunities like specialty clinics and private lessons. These data-driven insights empower you to boost profitability and secure long-term growth for your swim school.

Income Growth

\$158 Average price per class



13%
of Tuition Fees Discounted in 2024

Based on businesses that bill monthly (60% of all classes) for consistency.

Billing Cycles

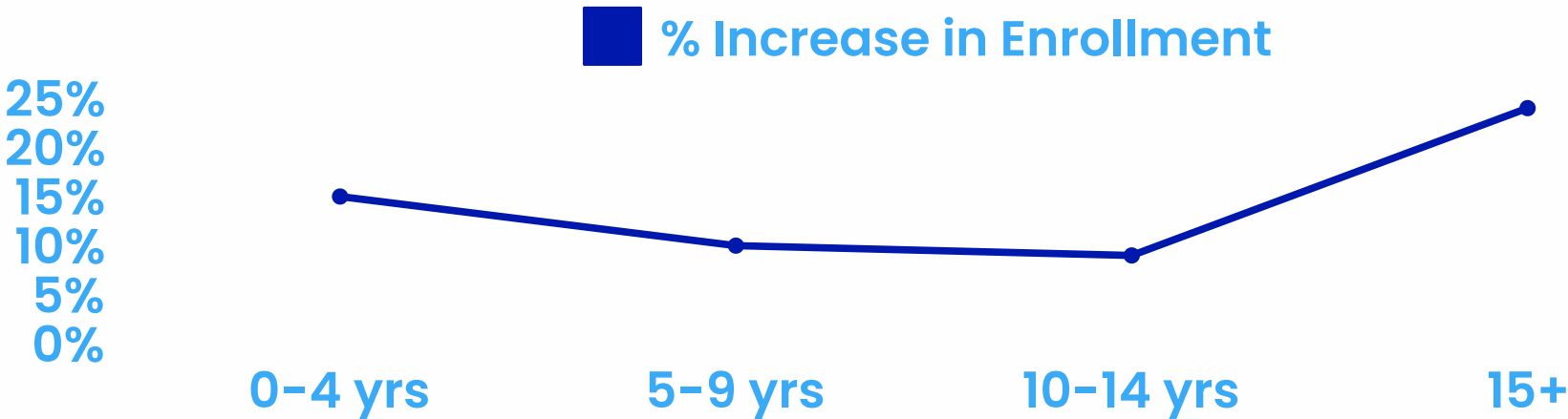


73%

businesses processing contactless, automatic ePayments each month

When swim schools offered a discount, did they see enrollment grow?

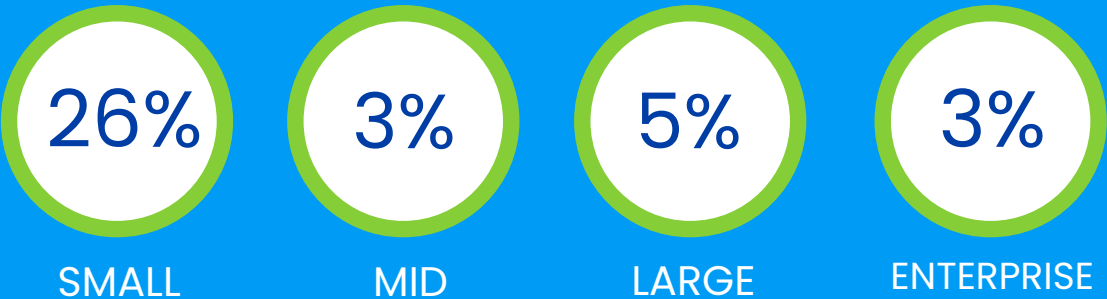
Here's the percentage of enrollment growth by age group when offered a discount to enroll.



9%

Tuition fees rose 9% on average in 2024, with smaller swim schools making larger increases than bigger organizations.

Average tuition increase in percentage over previous year by business size

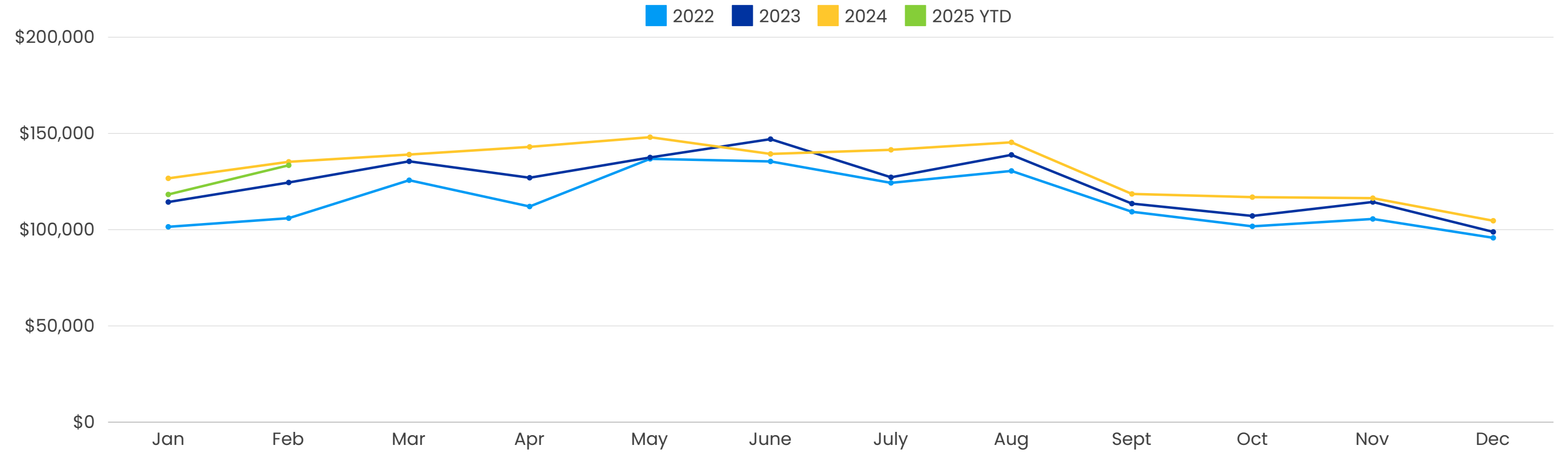


INCOME GROWTH

Enterprise & Large

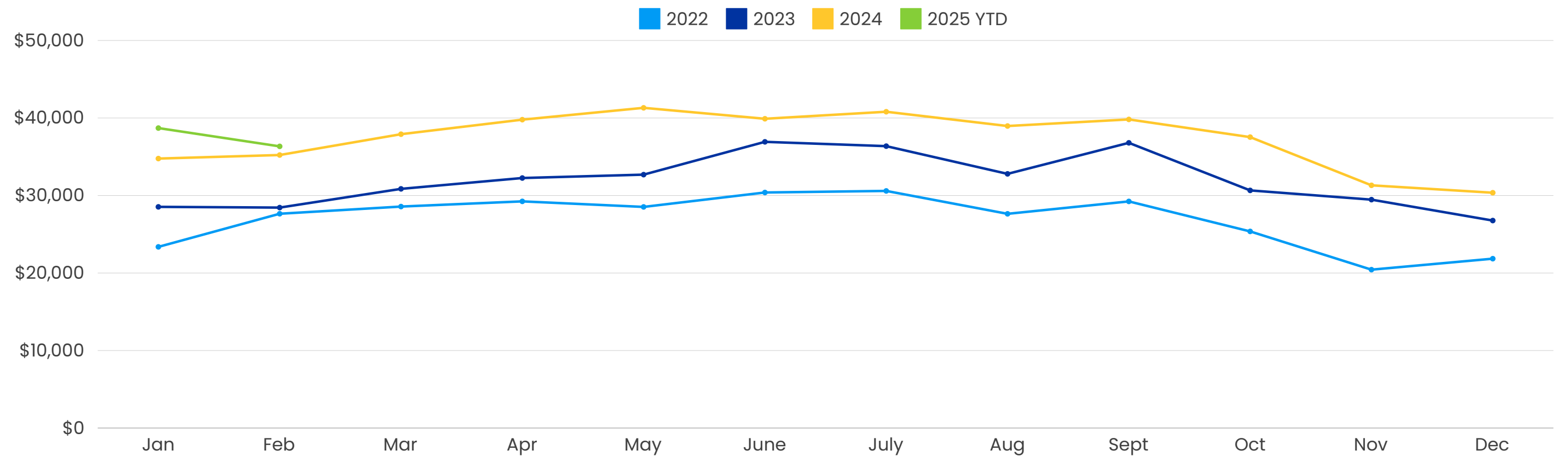
ENTERPRISE

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



LARGE

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

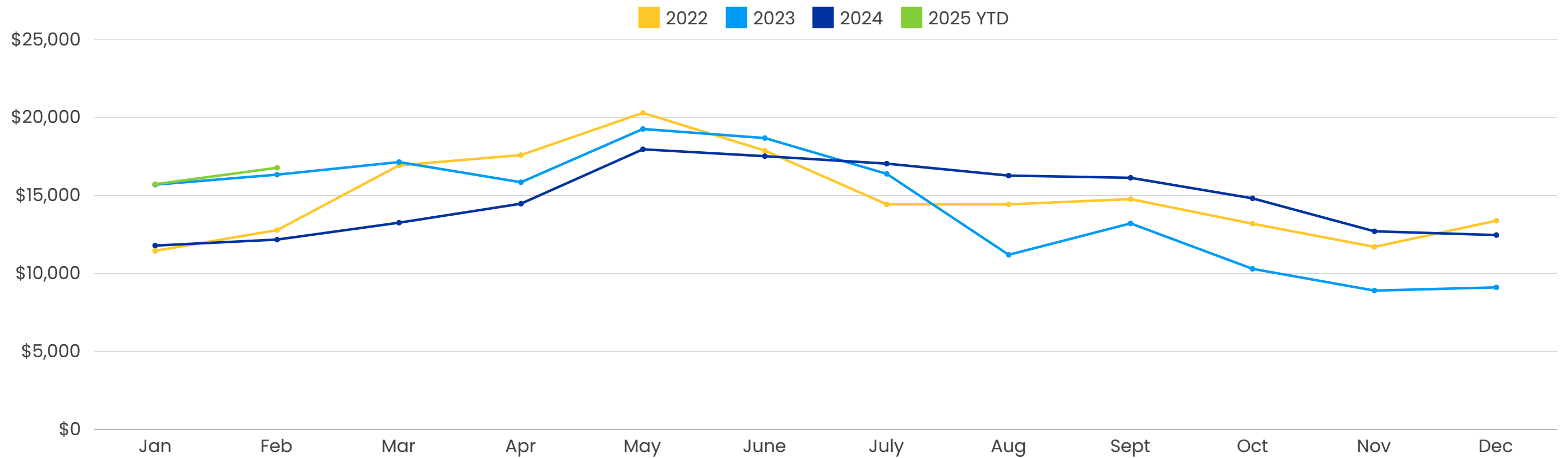


INCOME GROWTH

Mid & Small

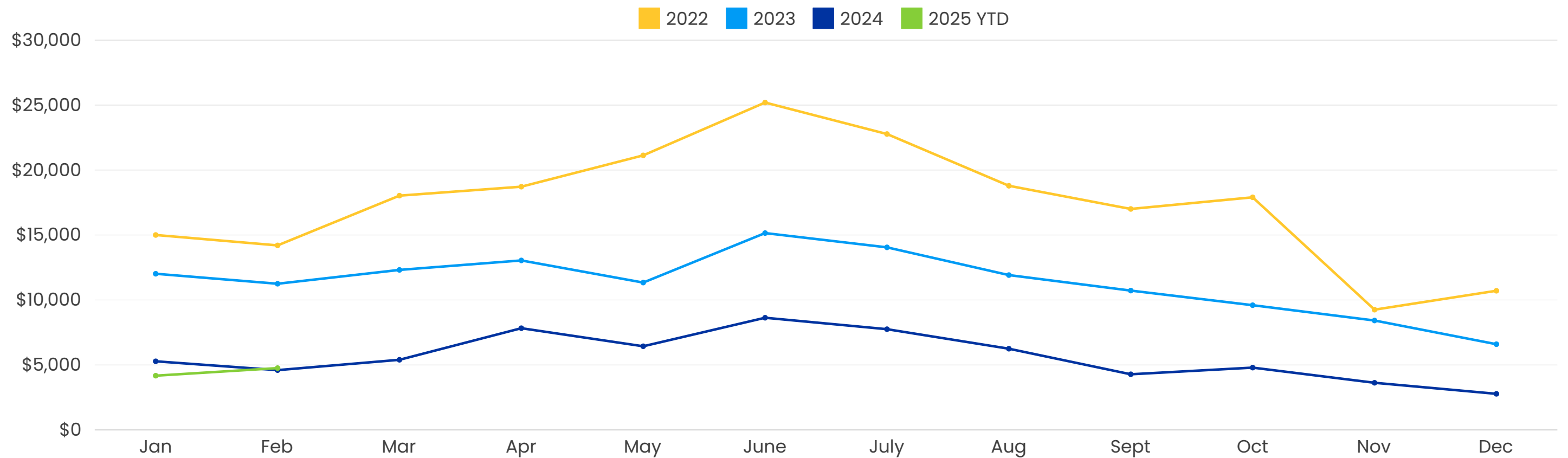
MID MARKET

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



SMALL

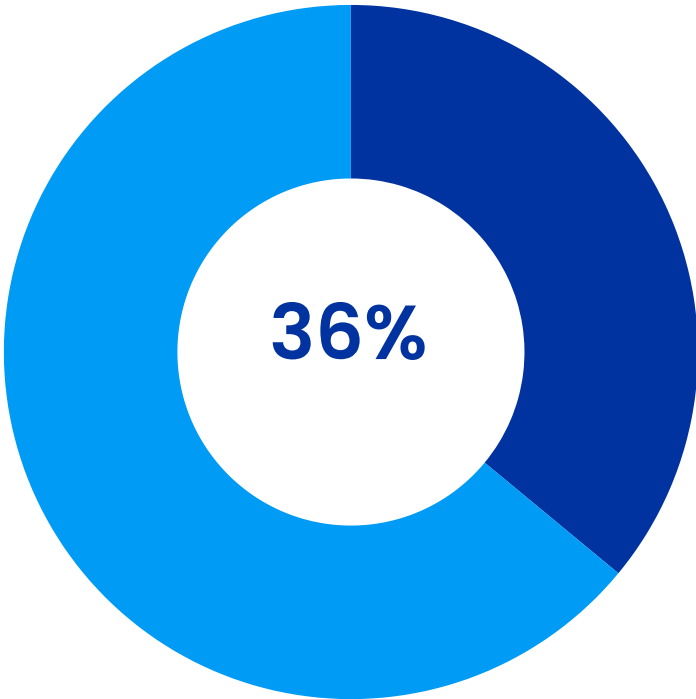
Client Avg Net Payments across Jackrabbit Swim clients with > 100 students



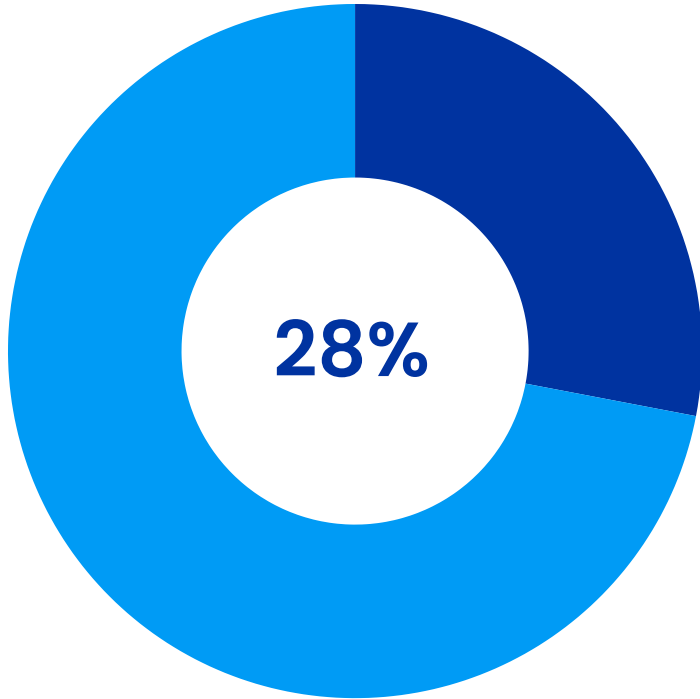
Discounting & Prorating

Flexible pricing helps swim schools attract families while keeping revenue steady. Finding the right balance between discounts and profitability ensures your swim school stays competitive while meeting families' needs.

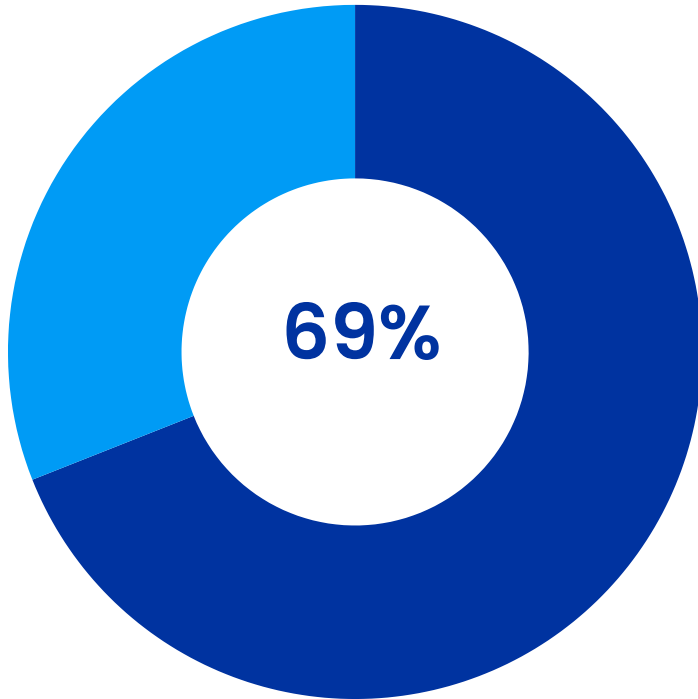
Schools Offering Discounting



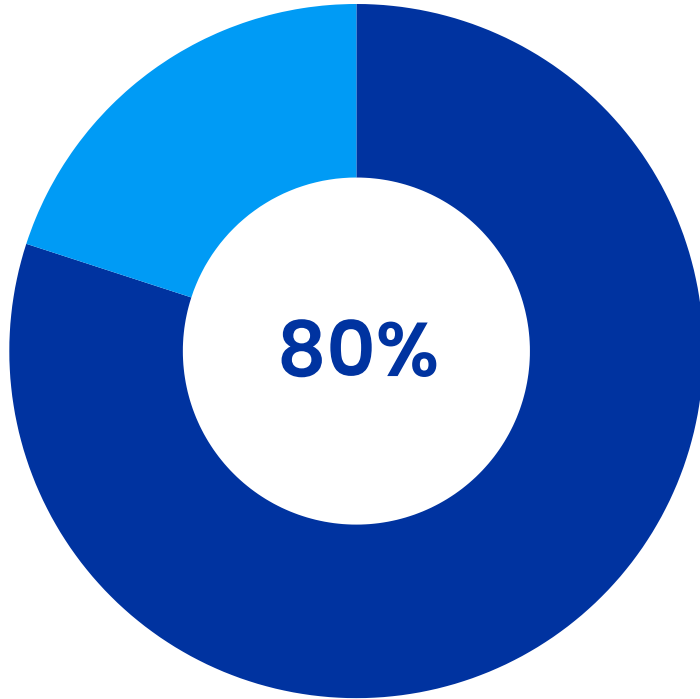
Total Classes With Discounts



Schools Offering Prorating



Classes Prorated



Technology & Automation



Streamlining Operations & Enhancing Customer Experience

Technology is more than a convenience—it's the key to improving retention, streamlining payments, and reducing admin work. This section explores the impact of automation in billing, scheduling, and parent communication, along with the role of mobile apps and digital tools in driving swim school growth. Leverage these insights to create a more efficient, profitable, and customer-friendly swim program.

Family Engagement



**#1 CAMERA SYSTEM
& STREAMING APP**

88%

of all texts are sent
on Wednesday.

**Weekends are the least
popular send days.**



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

68%

MID

91%

LARGE

92%

ENTERPRISE

97%

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

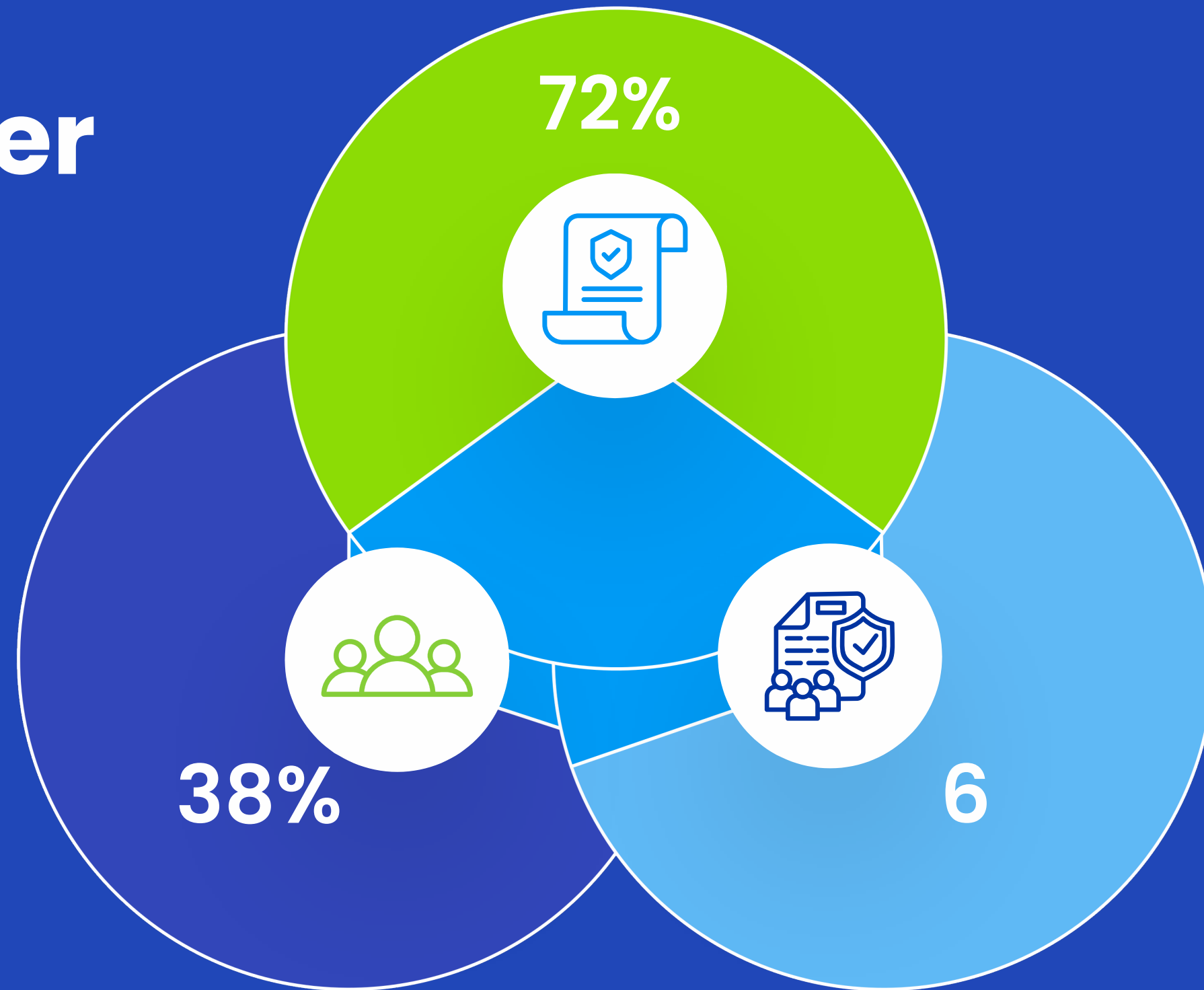
**ONE
MILLION**

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.



Customer Policies



72%

of Jackrabbit Swim clients have business policies in place.

38%

of classes have policy groups enabled.

6

Average number of policies per swim school.

TOP 3
Policy Types



Payment & Financial



Makeups & Reschedules



Enrollments & Renewals

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

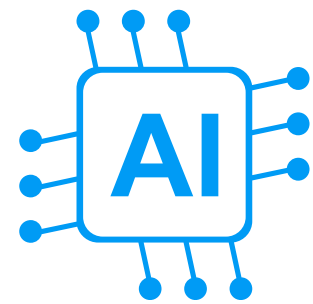


Zippy AI

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
- leveling up celebrations
- swim school newsletters



CRM Integration



Accelerate your growth and strengthen retention at your swim school without creating more work and additional responsibilities when you connect Jackrabbit to your CRM, such as Swim Influx, 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



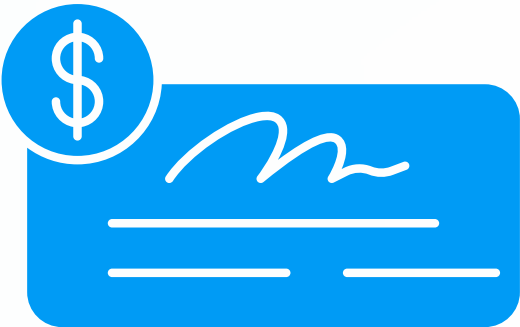
Pay, Retention & Optimizing Your Team

A successful swim school starts with a great team. Understanding wage trends, staff retention, and scheduling strategies helps you attract and retain top instructors while managing costs. This section covers pay benchmarks, payroll trends, and staffing insights to help you build a sustainable, high-performing team.

Staff Pay

Averages by role

Instructor	Office Admin	Manager	Lifeguard
\$18	\$21	\$23	\$18



"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

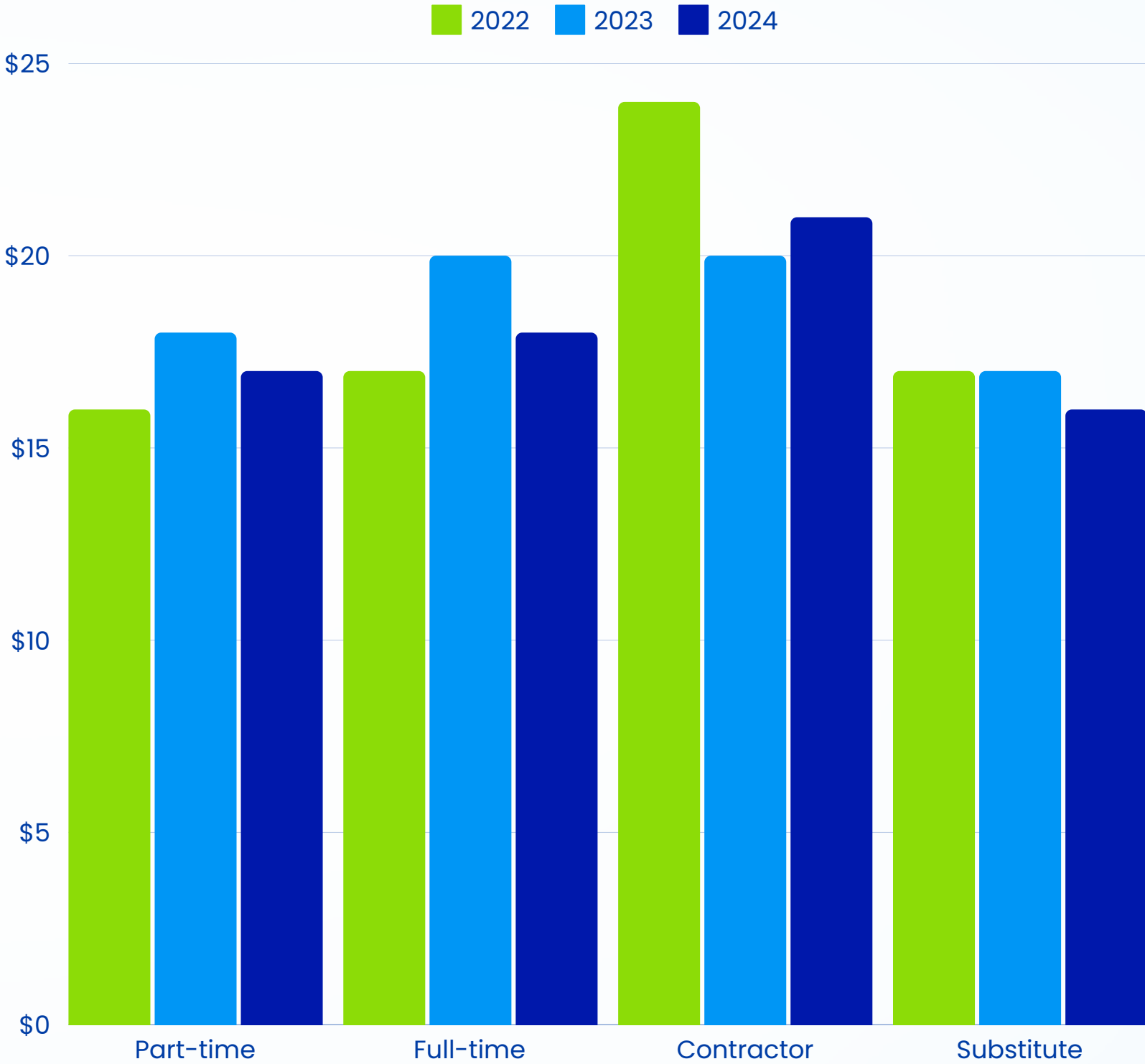
Staff wages have been increased on average \$1.33 since 2023, among Jackrabbit Swim clients.*



*Staff Salary Info (US Only)

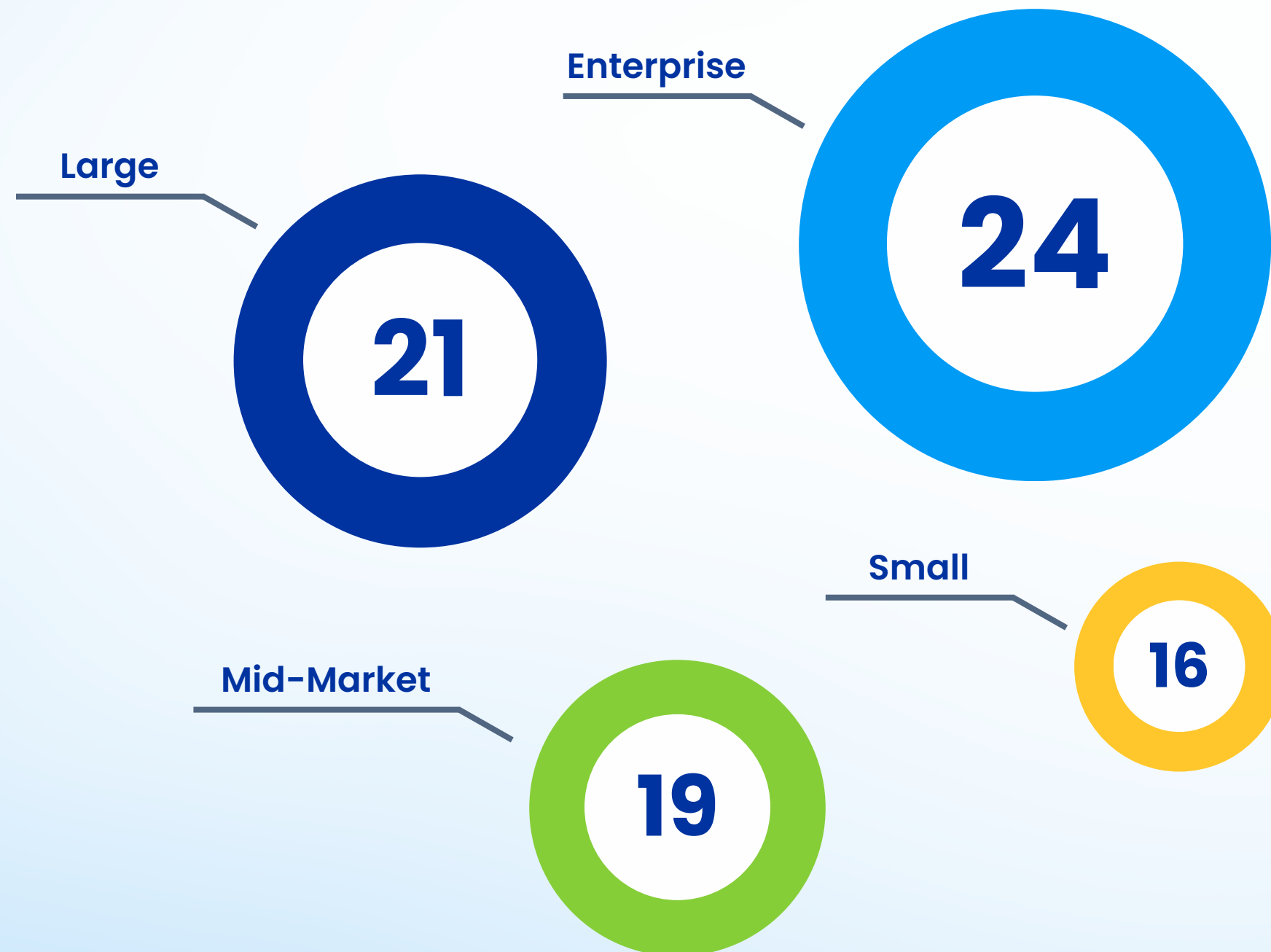
Employee Type & Rate

Averages hourly rate by employment types year over year.



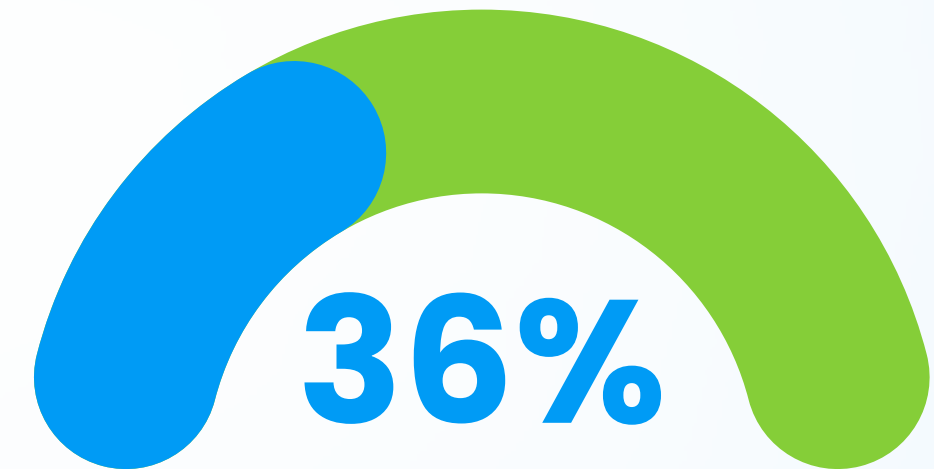
Active Staff

Average number of active staff by program size.



Staff Retention

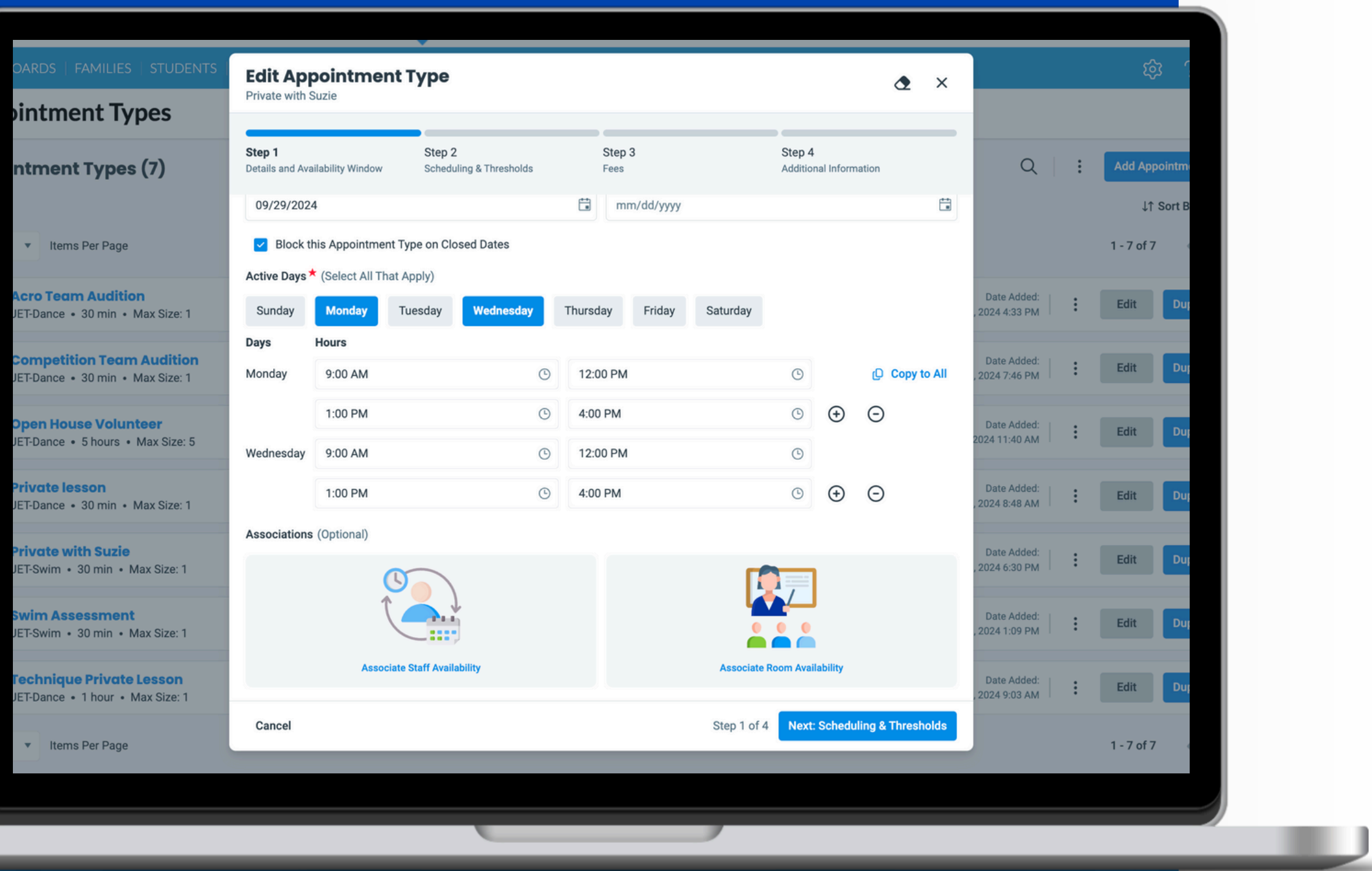
Percentage of swim schools with an average of 2 years retention rate of staff was 36% in 2024.



YARDSTIKTM

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

1.51



Lane & Instructor Utilization

Say goodbye to scheduling headaches and hello to a fully optimized, revenue-boosting calendar that keeps your swim school running smoothly. By leveraging lane and instructor availability, you can fill calendar openings with services such as private lessons, facility tours, and skill evaluations.

[Learn More About These New Features](#)

2025 What Comes Next



Retention Will be More Important Than Ever

While enrollment stayed steady, drop-offs spiked in June, July, and August. To keep swimmers coming back, schools will need to double down on retention efforts—offering flexible summer programs, progress-based incentives, and re-enrollment strategies to maintain strong class numbers.

More Schools Will Turn to Automation

Many swim schools still handle scheduling and registrations manually, but that's changing. Schools that embrace automation for billing, class management, and parent communication will reduce admin work and create a smoother experience for families.

Tuition Increases Will Continue

On average, swim schools raised tuition by 9% in 2024, with smaller schools making the biggest adjustments. Finding the right balance between affordable pricing and profitability will be key as operational costs rise.

Class Offerings Will Keep Expanding

More schools are adding private lessons, stroke clinics, and flexible short-term programs to bring in new students and increase revenue. Expect more creative scheduling options to meet families where they are.

Hiring and Retention Will be a Challenge

Instructor wages are rising, but staffing shortages are still a struggle. Swim schools will need to focus on competitive pay, flexible hours, and career growth opportunities to attract and keep great teachers.



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 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 Swim



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

See More

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25

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