

# CLUB BUSINESS INTERNATIONAL



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“Welcome to IHRSA’s  
European Congress!”

ALAN LEACH, THE CEO OF IRELAND’S WEST WOOD CLUB, SHARES THE FASCINATING STORY OF THIS INDUSTRY-LEADING SIX-FACILITY CHAIN BASED IN DUBLIN

**IHRSA**

### Franchising

#### ‘The Camp’ at 110 Sites ... and Still Counting



During the first half of 2019, The Camp Transformation Center (The Camp), a unique health and fitness franchise based in Chino Hills, California, achieved significant growth and considerable success.

The company, founded in 2010, already has 110 sites in 13 states and Mexico; opened nine new locations this year, with new and existing franchisees, in California, Nevada, and Texas; and has 15 additional centers in development nationwide.

“We’re well positioned to continue expanding our franchise footprint,” says Alejandra Font, the co-founder of The Camp. The brand’s progress, he notes, has been fueled by its Net Promoter Score (NPS) of 82.7%, and its inclusion on *Entrepreneur* magazine’s 2019 Franchise 500 and Fastest Growing Franchises lists.

The firm is now targeting metro areas in Arizona, Colorado, Illinois, Texas, Utah, and Northern California.

Created by Font and Dr. Saman Bakhtiar, The Camp focuses on helping members lose weight and improve their health in a positive group training setting. At the outset, each member is challenged to lose 20 pounds by attending group classes five times a week, for six weeks, led by enthusiastic trainers. The regimen also involves dynamic, high-intensity interval workouts, and nutrition, meal planning, and supplement plans. —