

HALO LEISURE | SUCCESS STORY

How Halo Leisure “Consistently Grows” Their Business with myFitApp

Halo Leisure is a registered charity and Social Enterprise running over 30 sport and leisure centres throughout Bridgend County Borough, Herefordshire, Gloucestershire, Merthyr Tydfil, Torfaen, Shropshire, Swindon, Worcestershire and Stratford-upon-Avon on behalf of the local authorities and other partners.

Breezy Booking: Why Halo “Fully Utilises” myFitApp

“We love myFitApp,” said Head of Marketing and Communication Cathy Fletcher. “The comprehensive range of features streamlines the member journey.” Halo’s customers can book activities with ease, and communication is never more than a few taps away, allowing powerful access to activity bookings, information on swim lessons, and a dedicated member benefits section.

Multilocation support is another feature used by members and staff on a daily basis. “The ability for users to switch between multiple clubs seamlessly, paired with integrated access control and virtual badges, further enhances the experience for our members,” said Fletcher. These member-centric mobile capabilities are designed to

promote personal health and fitness through gamification and encouragement – all utilised by Halo to powerfully support their vision of creating healthier communities.

App-Driven Engagement and Community Health

“myFitApp is a win-win for our teams,” said Fletcher. “They love the simplicity and speed with which customers can book and cancel activities.” With the capability for members to add themselves to the waiting list for activities and get notified when space becomes available, Halo can fill every session. “It helps us meet participation figures and get more people more active, more often,” said Fletcher.

Halo uses myFitApp’s App Cockpit to drive that engagement through push notifications, marketing automation, pop-up screens, and promotional banner carousels; all impactful outreach tools.

Making Leads Move: The Power of “Member Get Member”

While the App Cockpit offers engaging outreach tools to the Halo staff, the most powerful form of marketing remains word-of-mouth. So, to overcome the ever-present (and mildly accurate) critique of the

THE HIGHLIGHTS

33,000
Average Monthly
Active Users

1.1 Million
Total Activities Booked

64%
App Booking Share

7 Million+
Messages Sent



The conversion rate for these (in-app) leads is significantly higher than any other marketing channel.

*Cathy Fletcher,
Head of Marketing
and Communication,
Halo Leisure*

fitness industry stating special offers are only available to new members rather than loyal clientele, Halo utilises the Lead Generation functionality of myFitApp. “We reward loyalty by offering discounts to existing members, effectively overcoming that objection,” said Fletcher.

The tool, fully GDPR-compliant, makes it easy and rewarding for members to share referrals via Email, WhatsApp, SMS, Facebook, and X. “Since we launched this feature, we’ve been referred 6,000 new members to Halo,” said Fletcher.

During times with spare capacity, Halo has expanded that lead-generating tool to their Learn to Swim Programme; “It’s been a massive hit with parents who were already referring friends organically,” said Fletcher. “But now

they have a formal, incentivised way to refer.” “Leads generated through the app are the “hottest” leads we receive,” said Fletcher. Thanks to a personal recommendation from a friend, potential members are highly motivated to convert. “Our contact team finds that the conversion rate for these leads is significantly higher than any other marketing channel,” Fletcher added. “Once it’s set up in the Cockpit, the system runs quietly in the background, consistently growing our business.”

Positive Partners, Powerful Experiences

“myFitApp puts each member’s local leisure centre in their pocket,” said Fletcher. Deep accessibility is a few taps away – with built-in capability to view schedules, book sessions, or cancel appointments. “Users can also read our latest

news and developments in the app – it really gives them total control over their fitness journey,” said Fletcher.

With myFitApp’s regular deep-dive webinars into new and existing functionality, the Halo team gains invaluable understanding of how to best leverage the app to empower their communities. “They ensure we aren’t just maintaining our setup but also constantly evolving it,” said Fletcher.



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Learn more about myFitApp: www.myfitapp.com

Learn more about Halo Leisure: www.haloleisure.org.uk

About myFitApp

myFitApp is an all-in-one, fully customisable, member app that fitness and wellness facilities use to strengthen their brand, retain members, and acquire new ones.

With over 2,500 customers and 3 million+ members using their apps worldwide, they are the leader in providing branded apps for fitness and wellness facilities.

About Clubessential Holdings

Clubessential Holdings provides a full suite of membership and club management Software as a Service solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and college athletic programs. Across eight brands, the company offers a variety of forward-thinking technology and services which help more than 10,000 customers attract, engage, and retain over 15 million club, community members and sports fans for life.