

CHANGE HOW YOU THINK ABOUT OUTDOOR FITNESS EQUIPMENT

For many years buyers of outdoor fitness equipment have been more concerned about how their outdoor gym looks and whether it matches the surrounding environment rather than how well it functions.

This mindset has caused many outdoor gyms to go unused. People stop using these gyms once they realize the equipment provides little to no exercise value.



In an indoor fitness center, the functionality of the equipment is more important than its form. So why isn't this mindset applied to outdoor fitness equipment?



Help Maximize Your Investment In Outdoor Fitness Equipment By:



CHOOSING EQUIPMENT THAT HAS REAL EXERCISE FEATURES.

People want to use outdoor fitness equipment that provides legitimate results and makes them feel good!



PICKING EQUIPMENT THAT PEOPLE WILL CONTINUE TO USE.

Seeing the equipment receive continuous and long-term use will make the investment feel worthwhile.



SELECTING EQUIPMENT THAT HAS A SUPERIOR BUILD QUALITY.

Minimize future maintenance and repair costs by choosing super durable and weatherproof equipment.



THE OUTDOOR FITNESS MARKET

The outdoor fitness equipment market includes five different categories. Each category has certain features that are appealing to specific groups of people. Still, only one equipment category is suitable for people of every athletic ability and age: real outdoor fitness equipment.

ACTIVITY EQUIPMENT

Activity equipment resembles indoor commercial fitness equipment in its form but not its function. This equipment is what people typically imagine when they hear the term "outdoor fitness equipment." The exercise value that activity equipment provides users is minimal, leading to unused outdoor fitness sites. People won't continue or want to use equipment they don't benefit from.

PROS:

- Promotes movement
- Many options

CONS:

- Doesn't deliver real exercise value or benefits
- Doesn't challenge intermediate or advanced users

FUNCTIONAL EQUIPMENT

Functional fitness equipment features multiple bodyweight exercise stations affixed together in a jungle gym-style unit. This equipment style looks impressive as it is modular and takes up a lot of space; however, only some can use it, as users must have a high level of strength.

PROS:

- Impressive Installation Site
- Multiple Users at Once

CONS:

- More Advanced Exercises Requiring a High Level of Strength
- Can be Intimidating for Beginners

BODYWEIGHT EQUIPMENT

Bodyweight fitness equipment can come in single or multiple configurations and has no moving parts. You can achieve a full-body workout if you have a high strength level. Bodyweight equipment can look similar to indoor commercial fitness equipment; however, it is often biomechanically incorrect, leading to injury and ineffective exercise.

PROS:

- Very Low Maintenance
- Appearance Resembles Indoor Fitness Equipment

CONS:

- More Advanced Exercises Requiring a Moderate to High Level of Strength
- Poor Exercise Biomechanics (can lead to injury)

OBSTACLE COURSE EQUIPMENT

Obstacle course equipment is similar to functional fitness equipment because of its large installation and various bodyweight exercises. This type of equipment has gained popularity in the last few years thanks to the show American Ninja Warrior.

PROS:

- Impressive Installation Site
- Eye-Catching

CONS:

- High Chance of Injury
- High Level of Fitness Ability Required

REAL OUTDOOR FITNESS EQUIPMENT

Real outdoor fitness equipment includes adjustable resistance, assistance, and adjustability, making it usable and rewarding for all fitness abilities and ages. This equipment also functions like indoor commercial fitness equipment and delivers the same exercise benefits; therefore, users will continue using the site, helping ensure a positive project ROI.

PROS:

- Has Exercise Options for All Fitness Levels
- Proper Exercise Biomechanics (reduces chance of injury)

CONS:

- Looks Different Than "Big Brand" Equipment
- Physical Distancing Can Be Challenging