



**Mountain
Coach.co.uk**
The Fitness Studio Ally

RETENTION. REPUTATION. RESULTS.

**A 9-MONTH MEMBER RETENTION
JOURNEY LIKE NO OTHER**

Bespoke alpine adventures that deepen community,
energise members, and build lasting loyalty.

www.mountaincoach.co.uk

MOUNTAIN COACH

Boost loyalty, deepen community, and energize your studio through bespoke Alpine adventures.

We create 9-month engagement journeys that transform fitness members into long term advocates.

Why Member Retention Matters

Attracting new members is just the start — but keeping them engaged, connected, and motivated over time is much more challenging. Nearly 40% of gym members quit each year — and industry data shows that over half of new joiners leave within their first six months. Most leave not because of your workouts, but because they lose interest, feel disconnected, or don't see a bigger purpose.

Mountain Coach offers more than a trip—it's a retention system. Members stay engaged, connected, and motivated through shared purpose and community.

What Mountain Coach Ltd offers

Led by an experienced CEO founder who understands fitness culture and retention, Mountain Coach was set up to create bespoke mountain adventures built just for your studio, gym, pilates studio, or other member-focused space.

The backbone of its success is a 9-month Partnership Journey, which engages the member throughout. This isn't just an adventure — it's a sophisticated retention system.



A pre-Alps Conditioning Day with our client, Elevate Fitness Studios

Each trip is tailored to your members' fitness levels and goals — whether it's a scenic point-to-point trek, a restorative wellness escape, or the challenge of a high alpine summit.

Members benefit from a private trip Whatsapp group, run by the guide, which allows the members to get answers to questions, form connections with their new peers, connect and grow together as a community in the lead-up to their shared adventure. This community is systematically fed engaging content on subjects such as kit, altitude, weather, wildlife and many others. The impact doesn't end on the trail: you'll receive professional branded content throughout the 9-month Journey — stories, photos, drone footage, testimonials that position your studio as bold, different, and deeply connected to its community.

A full-page photograph of a hiker on a mountain trail. The hiker, wearing a red hat, a light blue shirt, dark pants, and a large backpack, is walking on a rocky path in the lower right foreground. The background features a vast, rugged mountain range with steep, rocky slopes and patches of snow. The iconic Matterhorn peak is visible in the distance under a clear blue sky. The lower slopes are covered in dense green forest.

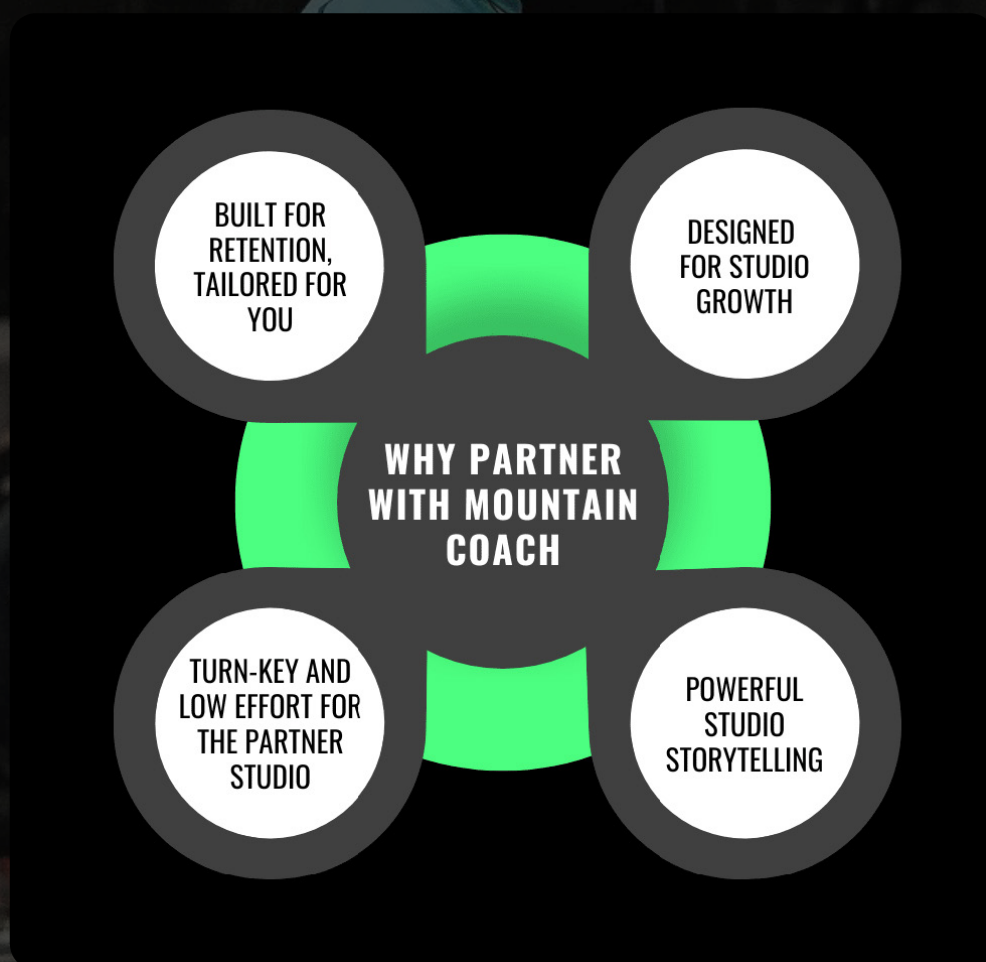
A traverse along the Tour of the Matterhorn, Switzerland

THE PARTNERSHIP BENEFITS

Across the UK fitness industry, average annual member lapse rates hover around 40%. That means, even with strong acquisition efforts, many studios spend significant time and money simply replacing the members they've lost — just to keep revenue flat.

Build Loyalty. Attract New Members. Elevate Your Brand.

Improving retention by just a few percentage points is financially powerful. But combining that with brand-building experiences, member-driven content, and authentic community connection? That's transformational.



WHY PARTNER WITH MOUNTAIN COACH?

We're more than a trip provider — we're your retention partner. At Mountain Coach, we help fitness studios develop a community and convert it into loyalty through unforgettable, co-branded Swiss Alps adventures. Our 9-month engagement model doesn't just create memories — it strengthens your business.

Built for retention, tailored for you

Our bespoke Swiss Alps adventures are designed to:

- ✓ Boost retention by keeping members engaged over many months
- ✓ Every trip is co-created to reflect your studio's unique community, fitness level, and aspirations

Turn-key and low effort for the partner studio

You focus on your members while we deliver the experience:

- ✓ Content and marketing materials
- ✓ Booking systems and logistics
- ✓ UK training hikes and prep
- ✓ International Mountain Leaders (highly qualified guides)

Designed for studio growth

Mountain Coach isn't just a service — it's a Business tool:

- ✓ Strengthens member bonds
- ✓ Inspires word-of-mouth referrals
- ✓ Offers premium, differentiated experience
- ✓ Positions your studio as an innovator

Powerful studio storytelling

Each adventure comes with:

- ✓ Drone footage, summit photos, and interviews
- ✓ Testimonials and social content
- ✓ Highlights instagram reels to attract new members
- ✓ Your brand is front and centre, shining as a source of inspiration and pride

THE 9-MONTH, 8-STAGE PARTNER PROCESS

The backbone of the retention success is a 9-month Partnership Journey, which engages the member throughout. This isn't just an adventure – it's retention system.

The Partnership Journey between Mountain Coach and the Fitness Partner

Kick-off Conversation (Week 1)

01

Alignment on the value of a tailored adventure to boost member retention and attract new members.

Spark Member Curiosity (Weeks 2-3)

02

We supply ready-to-use content (videos, Instagram posts, posters, and presentations) to spark excitement.

Shape the Adventure (Weeks 3-4)

03

Members engage with content and complete a short survey to shape the trip.

Present the Tailored Adventure (Weeks 5-6)

04

The custom trip is promoted via your channels, using our materials. A dedicated webpage outlines key details and launches when it suits you.

Commitment Day (Week 7)

05

Members secure spots with a non-refundable deposit. We send welcome packs and a private WhatsApp group builds community.

THE 9-MONTH, 8-STAGE PARTNER PROCESS

Prepare and Connect (Week 8 to Summer/Autumn)

06

Members prepare with regular guidance from us on engaging topics. UK mountain conditioning days bond the group and provide training feedback.

The Adventure & Beyond (Summer/Autumn)

07

The trip delivers stunning scenery, fulfillment, and stronger community ties.

Post-Adventure Promotion (Autumn/Winter)

08

Post-trip content: drone footage, summit photos, quotes & interviews with the studio featured in every highlight. Your fitness space becomes more than just a training facility — it becomes a source of pride, connection, and loyalty.

The net result of this for your Studio is:

- ✓ Lower churn
- ✓ Stronger community
- ✓ Differentiated brand
- ✓ Member acquisition through referrals
- ✓ Low-effort implementation—we handle logistics, promotion, guiding

KEEPING MEMBERS EXCITED & CONNECTED

In addition to the naturally excited conversations that will occur on a peer-to-peer and coach-to-member basis, Mountain Coach systematically feeds member development and curiosity to both maximise enjoyment and ensure engagement.

MEMBER ENGAGEMENT STEPS

Phase 0 Shape the Adventure
Sept to Dec
Studio announces partnership + shares landing page. Members complete survey to shape the trip.

Phase 1 Welcome to the Journey
Dec to Jan
Welcome email + info pack and WhatsApp group created. Group intro call builds early connection.

Phase 2 Fuel the Dream
Jan to Feb
Regular insights + gear tips keep momentum building. MC + Studio provide training plan + member check-in.

Phase 3 1st Alpine Conditioning Hike
Mar to Apr
'Real world' hike identifies gaps and builds community. Branded videos and images captured for studio use.

Phase 4 Train & Connect
Apr to June
Regular tips + group chat maintain engagement. 2nd hike builds confidence.

Phase 5 Countdown to the Summit
Jun to July
Final itinerary, kit list, and travel tips shared. Last group call clears questions + builds anticipation.

Phase 6 Adventure & Afterglow
July to Sept
Alps trip runs with full media capture + daily updates. Member testimonials inspire your community (+ FOMO!).

MEMBER ENGAGEMENT TOPICS



Meet The Locals!
Marmots, ibex, chamois, wolves, lynx, golden eagles.



Swiss Alpine Food
Food for comfort, calories, and community such as rösti & fondue.



What's in the Guide's pack?
Expert gear, safety essentials, and trail tools — the quiet confidence behind every step you take.



Flora & Fauna
Edelweiss, gentians, alpine roses and many more.



Weather in the mountains
Which apps to use, temperature ranges, risks and opportunities!



How will altitude affect me?
Education on Acute Mountain Sickness (AMS) and other more serious conditions.



Common Mountain Injuries
Blisters, sunburn, dehydration, twisted ankles and how to avoid them!



How the Alps were formed
How the Alps formed through tectonic collision, uplift, glacial carving, and ongoing natural reshaping over time.



Relaxing at an Alpine Refuge
near Bella Tola Summit

ADVENTURE OPTIONS

Our 9-month engagement model includes pre-trip support, training integration, promotional guidance, and logistics. This is not just a trip – it's a member retention system.

During the first 8 weeks of the Partnership Journey, we work closely with you (Studio owner/director) and the members to design the adventure that best fits YOUR community's hopes, dreams, abilities and ambitions. Adventures can usually be adapted to suit member preferences, fitness levels and availability.



Possible early June to late September

ALPINE WALKING RETREAT - Spa Based

4 - Nights

Day hikes from one base



Possible end June to late September

3000ER PEAKS ALPINE ADVENTURE

3 - Nights

Hut-to-hut journey, peak-bagging!



Possible end June to late September

TOUR DES DENTS DU MIDI

4 - Nights

Circular hut-to-hut adventure

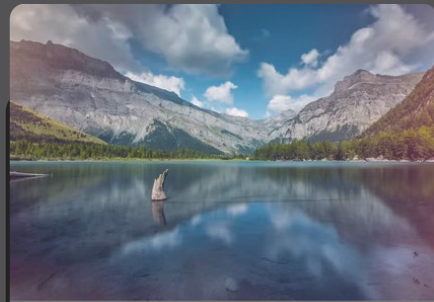


Possible August and September

MATTERHORN NORTH

6 - Nights

Breathtaking journey with stiff climbs!



Possible July to September

TOUR DES MUVERANS

5 - Nights

Hut-to-hut, off the beaten path adventure

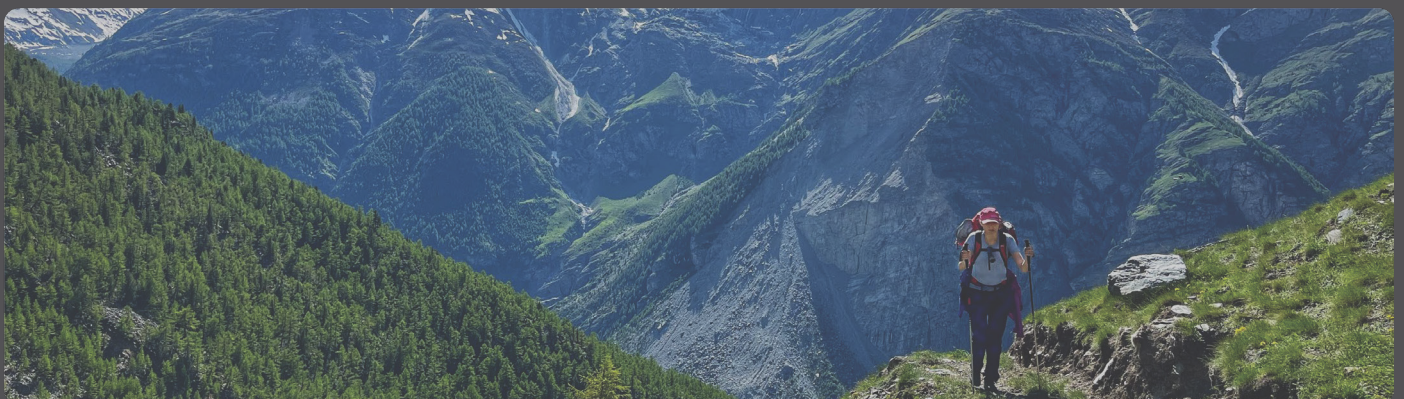


Possible July to September

RELAXED ZERMATT

4 - Nights

Day hikes, accessed via cable car



CASE STUDY

EXAMPLE COLLABORATION:

Elevate Fitness Studio, Winchester

Take inspiration from Elevate's tailored alpine journey:

This adventure was an unparalleled opportunity for Elevate's members to enjoy the deep satisfaction that comes from profiting from their hours of training at the studio to achieve something special, in bonding fellowship with peers who have since become true friends, creating lasting memories associated directly with the Elevate brand.

HIGH ALTITUDE HUT-TO-HUT ADVENTURE

A 45km alpine traverse along awe-inspiring ridges, peaks and meadows, sleeping in incredible accommodation with amazing 3 course meals.

SUMMITTING ICONIC PEAKS

Over 3 days, two non-technical, but nonetheless demanding, 3000m (10,000ft) peaks to challenge and inspire members.

FOSTERING YOUR COMMUNITY

The connections start immediately with studio group training ahead of the adventure, including prep trips to the UK mountains beforehand.

ELEVATE



Starting from St luc



Night 2 at the famous Hotel Weisshorn



Summitting the 3025m (10,000ft) Bella Tola

Quote from Alfie Whittingham, Co-owner Elevate Fitness Studios:

"Working with MC has had a tremendous impact on our member retention."



A hiker with a backpack is walking on a narrow, rocky trail in the foreground. The trail leads through a lush, green mountain valley. In the background, there are steep, rocky mountain slopes with patches of green vegetation and small evergreen trees. A winding road is visible on the left side of the valley. The sky is blue with scattered white clouds. The overall scene is a beautiful mountain landscape.

The Anniviers Valley, Switzerland.

WHAT OUR CLIENTS SAY

Working with MC has had a tremendous impact on our member retention. By creating engaging community events, they've fostered long-term commitment from our members, resulting in a more sustainable and consistent customer base. MC works closely with you to measure and analyse the abilities and interests of the group involved. This is an incredible opportunity that's carefully planned and provides numerous benefits for your business. We've had two trips sell out within just weeks! It's completely free to offer this to your members and host a seminar evening for them to learn more.



Alfy Whittingham, Owner – Elevate Fitness Studios

What I loved about the Mountain Coach experience was the interest the company took well before we left the UK in the specific goals that we had as a group. Our guide took the time to listen, understand and then we worked together both remotely and on a trip to Snowdonia to help us all get used to the exposure of heights.



Neil, UK

It feels like I've got a 'gym+' right now. With Mountain Coach's mountain expertise on top of the Elevate trainers' knowledge, I'm getting the best of both worlds. The Alpine Conditioning Day helped me spot a few areas of development, and now the studio is building a personalised plan to work on them—so I'll turn up in the Alps in the best shape possible and enjoy the experience so much more.



Rajh, UK

ABOUT

Mountain Coach

Tailored Adventures. Proven Retention. Community That Lasts.

Mountain Coach was founded with one clear purpose: to help health and fitness communities deepen member engagement through unforgettable shared experiences in the Alps.

Every Mountain Coach trip is tailored to your studio's identity and your members' fitness levels and aspirations. From the first spark of curiosity to the summit itself — and the inspiring post-trip content that follows — we work with you to make this an experience your members will never forget.

Led by Experts

All our guides are qualified International Mountain Leaders (IMLs), the highest recognised standard in high-mountain trekking. You and your members are in safe, professional hands — every step of the way.



UIMLA Badge

Our Team



**FOUNDER -
MOUNTAIN COACH LTD.**

Tom Wilkinson

Former CEO of AXA Global Healthcare, national rower, ultra-runner and mountaineer. Tom created Mountain Coach because he supports what quality Fitness Studios are aiming to achieve in developing health and fitness, while developing local community.



ALPINE TREKKING GUIDE

Gwen Bevan

GB age-group triathlete and British champion who began at 44 and finished Ironman Barcelona sub 10h. Certified Ride Leader (British Cycling).



ALPINE TREKKING GUIDE

Andy Bevan

Ex-Detective Chief Superintendent with 33 years in army and police. An accomplished backcountry skier, ski mountaineer, cyclist, and qualified British Cycling MTB & Ride Leader.



ALPINE TREKKING GUIDE

Christel Langeveld

Since 1996, Christel has led groups across Europe and beyond as an IML, ski instructor, and rafting guide. Fluent in six languages, she brings energy, expertise, and a love for adventure to every trip.

A full-page photograph showing two hikers on a grassy hill. The hiker in the foreground is wearing a white t-shirt, dark shorts, and a backpack, walking towards the left. The hiker in the background is wearing a dark shirt and shorts, also with a backpack, walking towards the right. The hill is covered in green grass and low-lying vegetation. In the background, there is a valley with rolling hills and a prominent rocky outcrop. The sky is filled with large, white, fluffy clouds against a deep blue background.

A pre-Alps Conditioning Day in the Black Mountains, UK

If you'd like to discuss how Mountain Coach could help you improve your retention and grow your member base, please get in touch.

For more information, please look at our website:

www.mountaincoach.co.uk

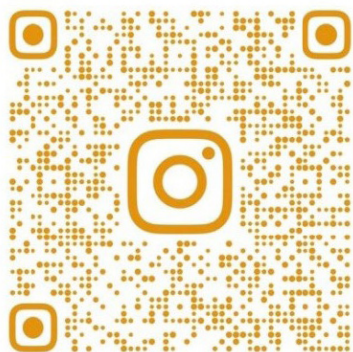


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From Studio To Summit

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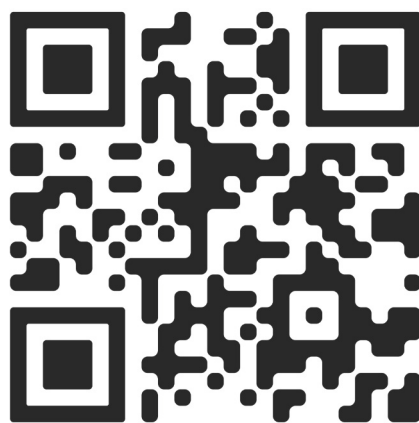
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