

The Global Fitness Club Manager Salary Report 2025

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recruitment & executive search for the global fitness industry.

Welcome

Welcome to the 2025 edition of the [gofitjobs Global Fitness Club Manager Salary Report](#).

This comprehensive report benchmarks salaries and employment data for Club General Manager and Studio/Boutique Manager positions across the international fitness industry.

Our analysis draws from multiple data sources:

- Thousands of permanent and contract applications
- Completed placements
- Targeted industry research

The study encompasses [93 markets](#) of varying economic development levels. Our insights and commentary reflect direct feedback from candidates and clients, combined with quantitative analysis of industry trends.

Markets Overview

global position

Club managers remain the cornerstone of successful health and fitness operations. Our analysis reveals two distinct challenges across markets:

In mature markets, while internal promotion is common and often justified, many operators fail to provide adequate skill development for newly promoted managers. This skills gap frequently leads to the premature departure of high-performing talent.

In emerging markets, the rapid expansion of new clubs and studios drives high demand for club managers. However, the accelerated hiring pace to meet aggressive opening schedules often results in above-average turnover rates.

club manager salaries

Club manager compensation varies significantly across the industry, influenced by operator type and size, brand market positioning (premium, low-cost, etc.), market maturity, and company growth stage.

While salaries have generally remained static across most regions, notable exceptions exist in the premium sector. Specifically, experienced club managers with international expertise are commanding higher compensation packages, particularly when managing standalone luxury lifestyle and wellness clubs in affluent locations.

skills in demand

As organisations increasingly promote from within, many new club managers are taking on their roles with significant gaps in core general management competencies. The most common skill deficits appear in financial management, stock control, product knowledge, and sales management. Organisations that do not address these skill gaps experience notably shorter tenure among their internally promoted managers compared to industry averages.

Market Predictions

shrinking candidate market

The growing property sector, particularly Build-to-Rent, Co-Working, Co-Living, and Student Housing, is actively recruiting experienced club managers from the fitness sector, recognising the value of their transferable skills. Meanwhile, many seasoned expatriate managers are seeking opportunities in and out of the sector to return to their home countries with their families as they advance in their careers.

Career progression patterns are also shifting. While club managers historically could advance from mid-market to premium segments, today's professionals face greater challenges in making this transition. This stems from a declining number of mid-market positions available for gaining the necessary experience, despite having adequate years in the industry.

recruiting from other sectors

As experienced talent continues to migrate to other industries, fitness operators are expected to broaden their recruitment scope to include general managers from entertainment, hospitality, property, and retail sectors. However, success in this cross-sector recruitment will depend critically on accurately evaluating both transferable skills and cultural fit.

improved knowledge

Operators are gaining a deeper understanding of the hidden costs associated with inadequately trained managers. As a result, they are beginning to implement more comprehensive onboarding processes and skills development programs for club managers, recognising these investments as critical to improving staff retention.

Global Demographics

33% of CM's originate
from the fitness department

28% from sales, 23% operations, and 17% non-industry

2.5 years average CM

experience at offer letter

premium / luxury recruitment at 4 years of overall CM experience whilst HVLC is under 1.5 years

2/3's of successful hires

hold a bachelors degree or
higher

under 50% in developing countries within Africa and Asia

average **35** years old

European's averaging 38 and Asian's averaging 32

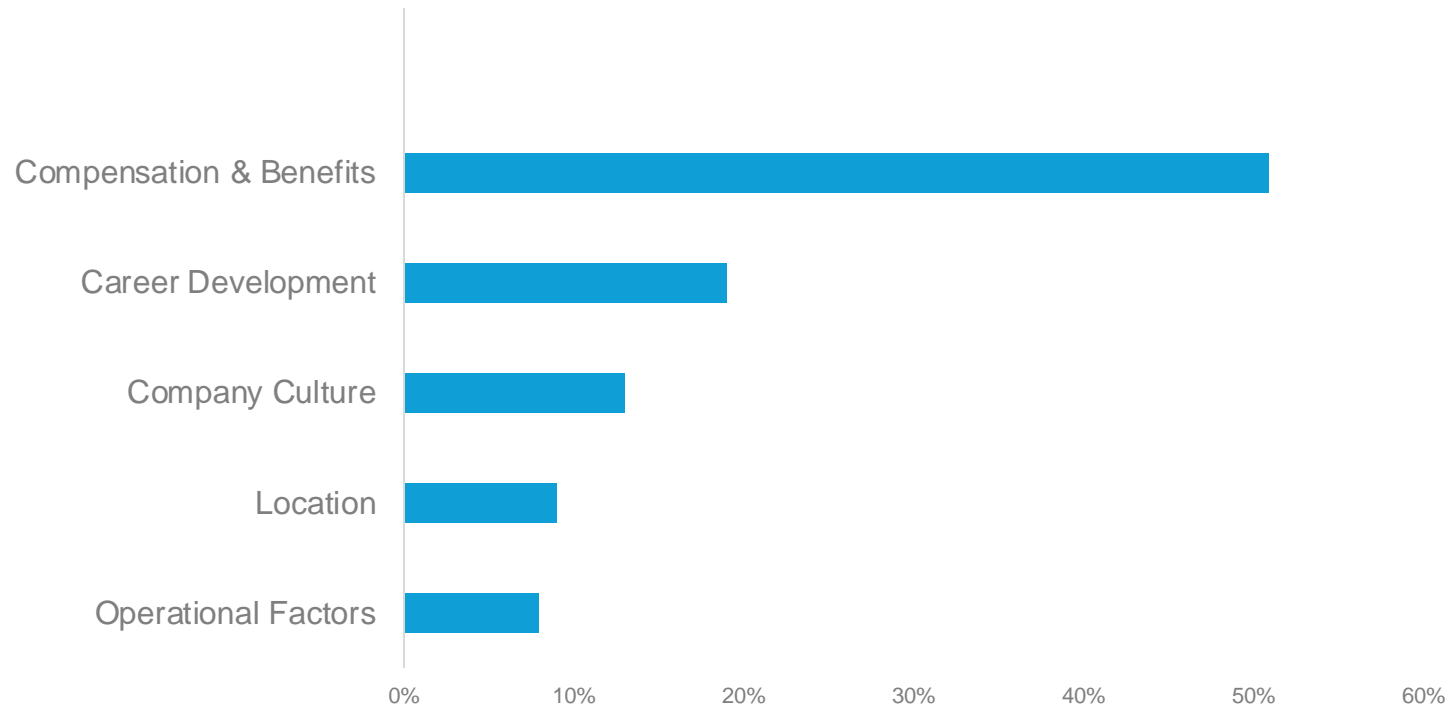
38% of club managers

are female with significant

underrepresentation in Africa (70%), Asia (67%), and in the Middle East (71%)

Influencing Joining Decisions

“What are the key influencers for you when deciding to apply for a new job, or to accept a job offer?”



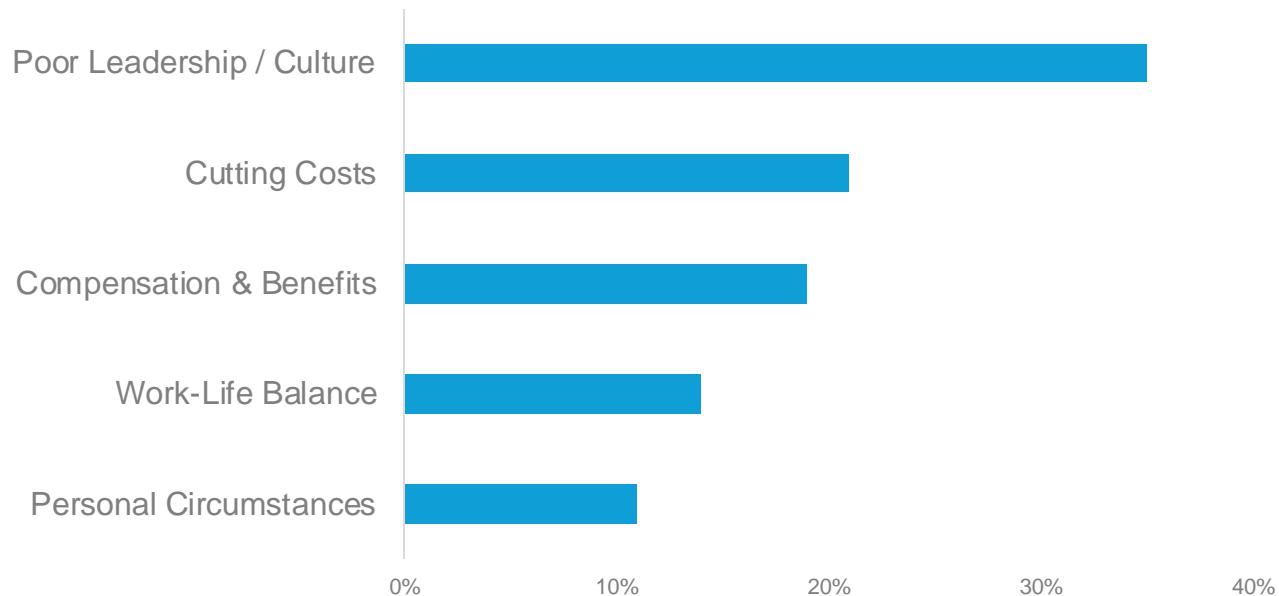
In every market, **compensation & benefits** was a clear leader in the main influencing decision for a CM to join a new employer.

In Europe, North America, and Oceania; **company culture** was deemed to be more important than career development.

In Asia; **location** was deemed more important than culture, often in highly populated cities where heavy traffic impacts commuting time.

Influencing Leaving Decisions

"What is the key reason why you have decided to leave your current employer?"



In most markets, **poor leadership / culture** was the main driver to influence a decision to leave an employer. In more developed markets, this was more prevalent than in emerging or developing regions.

Cutting costs was considered a frustration for more experienced CM's (2+ years) who felt hindered by their ability to drive profitability.

In Qatar, Kuwait, Saudi Arabia and South Africa the key influencer above all else was poor **work-life balance**.

Average Tenure

4-6+ years	Northern and Western Europe (Belgium, Austria, Germany, Netherlands, Scandinavia, Switzerland), Canada, Australia, New Zealand, Singapore, Japan
2-4 years	United States, United Kingdom, Southern Europe, most of Western and Central Europe, Hong Kong, South Korea, the Gulf States, Israel, most of the developed Asian markets
1-2 years	Most developing markets in Southeast Asia, Latin America, Eastern Europe, South Asia

Salary Guide: Africa

\$ USD	Low	Median	High
Algeria	500	900	2,500
Angola	600	1,000	2,500
Gabon	400	850	2,200
Ghana	400	700	1,500
Kenya	375	750	2,000
Morocco	500	850	2,300
Nigeria	500	1,000	2,500
Seychelles	800	1,800	4,000
South Africa	1,000	1,650	3,500
Tanzania	300	600	1,800
Tunisia	300	750	2,000
Zimbabwe	200	550	1,500

Salary Guide: Americas

\$ USD	Low	Median	High
Argentina	500	1,250	3,500
Bahamas	1,800	3,500	7,000
Brazil	800	2,200	5,000
Canada	2,500	4,500	9,000
Chile	700	1,750	4,500
Colombia	500	1,300	3,500
Cuba	200	500	1,200
Ecuador	500	1,200	2,800
Mexico	600	1,500	4,000
Peru	500	1,250	3,000
United States	2,800	5,000	10,000

Salary Guide: Asia

\$ USD	Low	Median	High
Indonesia	500	1,250	3,500
Thailand	700	1,650	4,000
Singapore	2,800	4,500	9,000
Vietnam	500	1,250	3,500
Malaysia	800	1,800	4,500
Philippines	400	1,000	2,500
Hong Kong	2,500	4,400	8,500
Japan	2,500	4,300	8,500
South Korea	2,000	3,700	7,000
Tawain	1,800	3,200	6,000

Salary Guide: Europe

\$ USD	Low	Median	High
Albania	400	850	2,200
Andorra	2,500	4,000	7,500
Austria	2,600	4,300	8,000
Belarus	400	1,000	2,800
Belgium	2,300	4,000	7,500
Bulgaria	600	1,500	3,500
Croatia	800	1,800	4,500
Czechia	1,000	2,400	5,000
Denmark	3,700	5,500	9,500
Estonia	1,000	2,200	4,500
Finland	2,800	4,750	8,500
France	2,300	4,000	7,500

Salary Guide: Europe

\$ USD	Low	Median	High
Georgia	400	1,000	2,800
Germany	2,500	4,250	8,500
Greece	1,200	2,600	5,000
Hungary	800	1,800	4,500
Ireland	2,800	4,700	8,500
Italy	1,800	3,400	6,500
Kazakhstan	500	1,500	4,000
Kosovo	500	1,150	2,800
Latvia	800	1,800	4,000
Lithuania	800	1,800	4,000
Malta	1,800	3,300	6,000
Moldova	350	750	2,000

Salary Guide: Europe

\$ USD	Low	Median	High
Monaco	3,500	6,250	12,000
Montenegro	600	1,500	3,500
Netherlands	2,400	4,400	8,000
Norway	3,500	6,000	10,000
Poland	900	2,250	5,000
Portugal	1,500	2,900	5,500
Romania	700	1,700	4,000
Russia	700	2,000	5,500
Serbia	600	1,500	3,500
Slovakia	900	1,800	4,000
Slovenia	1,200	2,400	5,000
Spain	1,800	3,300	6,500

Salary Guide: Europe

\$ USD	Low	Median	High
Sweden	3,000	5,000	9,000
Switzerland	4,000	6,750	12,000
Ukraine*	400	1,000	2,800
United Kingdom	2,200	4,000	8,000

* Ukraine data is highly variable due to the ongoing conflict

Salary Guide: Indian Subcontinent

\$ USD	Low	Median	High
Bangladesh	200	550	1,800
India	300	800	2,500
Maldives	600	1,250	3,500
Pakistan	250	750	2,000
Sri Lanka	250	650	2,000

Salary Guide: The Middle East

\$ USD	Low	Median	High
Bahrain	2,000	4,200	8,500
Cyprus	1,500	2,800	5,000
Egypt	500	1,000	2,800
Iran	400	1,000	2,300
Iraq	800	2,000	5,000
Israel	2,000	4,000	8,000
Jordan	800	1,750	4,500
Kuwait	2,500	4,750	10,000
Lebanon	500	1,250	3,000
Oman	1,800	3,800	8,000
Qatar	2,800	5,500	12,000
Saudi Arabia	2,200	4,400	9,000

Salary Guide: The Middle East

\$ USD	Low	Median	High
Turkey	500	1,250	3,500
UAE	2,500	4,750	10,000

Salary Guide: Oceania

\$ USD	Low	Median	High
Australia	3,000	5,000	9,000
New Zealand	2,800	4,500	8,000

Our Advice

compensation and benefits

While some operators in markets with tighter margins attempt to achieve EBITDA targets by offering below-average base salaries, this approach often proves counterproductive. Experienced club managers capable of driving revenue growth, optimising operations, and improving staff retention typically command market-rate compensation.

The most effective compensation strategy combines competitive base salaries with performance-driven bonus structures that reward overachievement. This approach attracts and retains high-calibre talent who consistently deliver above-market performance.

learning and development

Our data clearly demonstrates that organisations with defined learning and development pathways for managers experience significantly lower turnover of key personnel and are often recognised as market leaders. A structured approach to onboarding club managers, combined with periodic core skills development, positions organisations as employers of choice.

diversify your team

Recruiting managers from outside the fitness industry brings fresh perspectives and innovative operational approaches that can differentiate your business from competitors. Similarly, when promoting internally, drawing talent from all areas of your health club — not just traditional pathways — creates a management team with broader expertise.

Gender inequality remains a challenge in the industry, with female club managers underrepresented in certain markets. Organisations should actively maintain unbiased recruitment practices to build more diverse and inclusive management teams.

About us

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