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USING OBSTACLES TO OVERCOME CHALLENGES - How to boost gym attendance by getting members in the pool first, not the other way around.

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NINJACROSS™ - The Retractable Obstacle Course

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February 16, 2022

February 16th, 2022 - Most people think they need to go to the gym before heading to the pool, but **NINJACROSS™** Systems, headquartered in Overland Park, Kan., is offering prospective fitness members just the opposite.

The **NINJACROSS™** System is an on-demand, fully-retractable obstacle course designed for aquatics facilities to shake up stagnant programming and liven lap & competition



pools. Due to its modular and circuit-based design, the retractable course doubles as aquatic gym with stations built for functional movement and exercise stations with training wheels built in - buoyancy.



The system can be themed for event-worthy spectator competition, with a built-in timer system & customizable branding; or utilized as a training system, appealing to users of all ages and across any fitness level, not just athletes. While the system was created for event-worthy competition (with high-definition pro-audio music and photo-finish buzzers), the fitness application was designed far beyond a podium finish – with 3 universal connection points, the “living” & modular system can be customized on-the-fly to vary difficulty level based on targeted user groups such as challenged & adaptive athletes.

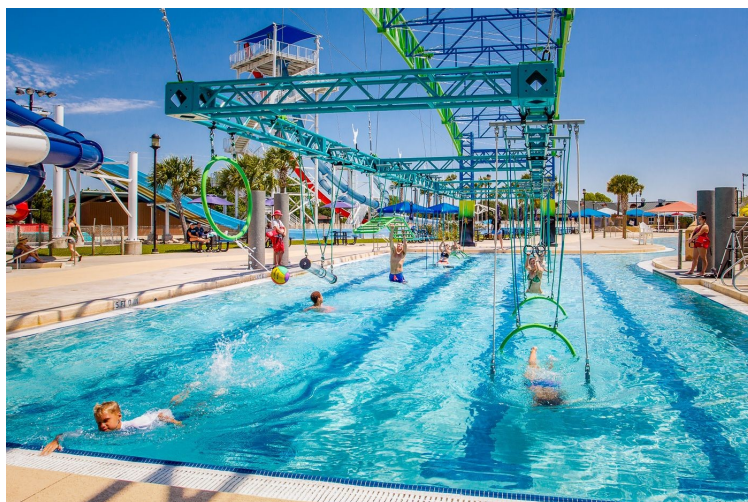
"From beginners to athletes, children to seniors, the **NINJACROSS™** delivers additional revenue potential with specialty programs ranging from one-on-one training to bootcamps and group classes," said Nick Bolton, Fitness Director, celebrity trainer and owner of Fire House Fitness. "This new and potentially explosive market offers a platform

to allow trainers to work with a variety of clients in a new, creative, and fun environment."



Focusing on growing membership for traditional recreation centers and aquatic facilities, **NINJACROSS™** Systems says its patented product is the solution for facilities to meet operational overhead and drive cost-recovery, for operators who are typically subsidized and struggle to break even, let alone generate a profit or rainy-day reserve fund. With a single-button operation and 60-second deployment and retraction time, the system is versatile enough to deliver creative fitness and recreation activities without interrupting current lap swimming scheduling or other programming.

"Most people don't consider hydrotherapy, or aquatic exercise, a form of exercise unless you're hurt, or a hundred years old," said Kyle Rieger, VP of Sales & Managing Partner for **NINJACROSS™** Systems. "Whether you want to compete in a league, tournament, against your own best time, or develop strength using buoyancy to propel you in a way not possible on land-based calisthenics; our system offers a safe environment to get fit and naturally assist proper form."



"With the growing popularity of bodyweight movements and functional training, **NINJACROSS™** is a perfect tool for people looking to ease into strength training, or get out of a normal workout routine to challenge their bodies in an entirely different way," said Bolton. This system enhances the traditional weight training experience by adding the benefits of water: constant resistance from all angles, reduced stress on joints, bones, and muscles, increased blood flow and circulation, and a unique cross-training opportunity to avoid overuse muscle injuries in the gym.



The fitness market has experienced a surge in popularity seen in group fitness, HIIT Training (High Intensity Interval Training) and calisthenics (bodyweight resistance training). According to Millennial Marketing, 72% of millennials believe gym memberships are too expensive, which explains an increase in non-traditional fitness including bar workouts and bodyweight calisthenics. This new wave of working out can also be intimidating, with 36% of men and up to 65% of women claiming that they have avoided the gym due to anxiety or fear of judgement ranging from appearance, strength or gym knowhow, revealed a study by Fitrated.com.

"We're trying to complete the circuit," said Rieger. "We want to be the steppingstone for people fighting gym anxiety by offering a middle ground solution, water-based, that will build strength and confidence; and bring new members into the gym. "Not many people can just go to the gym and do five or even two pull ups. Everyone can do pull ups hanging from the diving board. That's what we see in **NINJACROSS™** - a springboard. Think CrossFit on training wheels."

Facilities Battling Operational Costs to Stay Afloat



Over the decades, non-profits and municipalities find it tougher to maintain funding for community aquatics facilities, often being subsidized by the taxpayers in excess of \$600-700K annually. In our opinion, this is not sustainable, which is why facilities often are closed. In the private sector, an explosion in health facility competition and steepening operational costs are forging a challenge that leaves owners with a challenge - stand out or sink.

"We all know that competitive water is expensive water. The **NINJACROSS™** opens the door for additional programming and a needed revenue stream to help support our competitive swimming venues," said Steve Davis, President and Principal of Progressive Commercial Aquatics based in Houston, Texas. "It's all about programming. If you don't have a product that payers want, you simply cannot operate. This goes for any business, but especially existing facilities with a high capital asset that's not generating revenue."

The **NINJACROSS™** OAB (obstacle attachment bar) was creatively designed for course customization, delivering program directors, facility owners and fitness trainers a hands-on approach by tailoring the system to its users. By selecting fitness obstacles and modifying difficulty based on

age, fitness level or program; the system is a challenge for Professional Athletes, Paralympics or Active Adults, even offering Physical Therapy for users ranging from swim schoolers to seniors or injured military, police & veterans. The Obstacle of The Month Club offers operators an avenue to constantly refresh their course for members, to keep 'em coming back!



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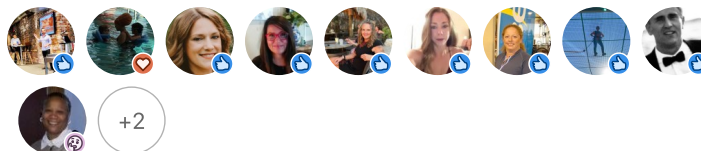
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