

Hi there,

If 2027 planning isn't quite on your radar yet, September is a good time to start.

Not because you need every detail mapped out today.

But because the decisions you make over the next few months can shape how prepared your studio is for the opportunities ahead.

And right now, the numbers are giving Pilates studio owners a lot to think about.

According to ClassPass, **Pilates was the most booked workout globally for the third year in a row in 2025, with reservations growing 66% year over year.** More than **27 million Pilates searches** were made on the platform, along with more than **15 million Pilates reservations.**

Zoom out even further, and the fitness industry is growing too. The Health & Fitness Association reported that among countries with comparable data, fitness industry revenue grew by an average of **8% between 2023 and 2024**.

Those are exciting numbers.

But here's the question we think studio owners should be asking:

What does that growth mean for your studio in 2027?

Because more people wanting Pilates doesn't automatically translate into more revenue, fuller classes, or a stronger teacher training program.
You need a plan for how your studio will meet that demand.
Here are a few places to start.

1. Look at where your studio has room to grow.

Before adding more classes, programs, or instructors, look at what is already happening inside your studio.

Which classes consistently fill?

Where do you have waitlists?

What are clients asking for?

Where are you turning people away because you don't have enough teaching capacity?

Your own numbers, paired with what's happening across the industry, can help you decide where growth makes sense.

2. Think about your future instructor needs now.

More demand for Pilates means studios need qualified instructors to serve that demand.

Don't wait until you're short-staffed to think about where your next instructors will come from.

Your teacher training program can become part of your long-term staffing strategy.

Instead of only seeing training as another offer your studio sells, think of it as a way to develop talented instructors who already understand your studio, your standards, and your community.

3. Build consistency before you add more cohorts.

Growing your teacher training program shouldn't mean rebuilding it every time enrollment opens.

Standardize your training materials, teaching process, student experience, and expectations so each cohort receives the same quality of education.
This is where a standardized curriculum like PEI can make a big difference.

PEI gives studios a curriculum built by Pilates experts, so you aren't starting from scratch every time you train a new group of instructors. You can focus more of your energy on teaching, mentoring, and building relationships with your students.

4. Start planning your 2027 enrollment calendar.

If you want to train more instructors next year, work backward.

When would you like your first cohort to begin?

When does enrollment need to open?

When should marketing begin?

How many students would make the cohort successful?

Planning those dates now gives you time to build awareness instead of trying to fill your program a few weeks before training begins.

5. Decide what growth actually means for you.

Maybe it's developing enough instructors to expand your class schedule.

Maybe it's increasing the revenue your training program brings into the studio.

Or maybe it's simply creating a more reliable system so teacher training takes less time to manage.

The goal is to decide which opportunities make sense for your studio and prepare for them.

Pilates is growing.

The studios that benefit most from that growth will be the ones thinking beyond the next class schedule and building the people, systems, and education needed for what's coming next.

2027 may still feel far away, but the best time to start preparing for it is before you need to.

👉 **[Learn More About PEI's Teacher Training Curriculum]**

Cheers to you and your next steps!
- Team PEI



At PEI, our mission is to increase the number of highly-qualified Pilates instructors across the world by empowering you, the Pilates studio owner, to build and implement a Pilates teacher training program. We provide the curriculum and resources, and you train your own instructors - and keep the profits!

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