

## Hockey Demographics

Note: Your fee schedules are dependant on local ice availability & rental costs and competition.

Most facilities aim for \$150 - \$200 of “on deck” revenue. In other words, have 4-5 kids cycling at 45 sec to 1 minute intervals, each paying between \$30 and \$55 per 50 minute ‘shared’ lesson, depending on how many sessions they may have prepaid. This would equal about \$160 to \$225 per hour of revenue. You have to deduct the cost of a trainer. You may also try a 25 minute cycles with less kids, for less money. This seems to work effectively as well. In either case, it has been said that a shared 50 minute lesson on the StrideMill is equivalent to 8 power skating lessons.

Check our **Operating Cost PDF**, also on this site, for additional costs to consider in your business budget.

In the Toronto, ON area [this generally would apply anywhere], the average usage for about 5 competing facilities is about 30-40 hours per week, with the average fee being about \$35 per session with 4 kids on deck, or about \$4200- \$5600 per week in gross revenue. General times for usage is between 2 PM - 11 PM, plus Sat/Sun 7 AM - 5 PM. Teams [2 or 3 sets of 5 players] account for about 65% of usage and most book bi-weekly. The age range varies, but starts at 8 years unless the facility has a “learn to skate” program, which starts kids at 4-5 years of age. And of course you have Junior A, semi pro and NHLers – not to mention folks who just like to skate for exercise.

Success, in large part, is dependant on the training level of the instructors. Good instructors encourage students in a positive way, where they achieve pre set goals. In so doing, they validate the reason the students signed up for training, which of course leads to long-term relationships – and great word-of-mouth advertising. Something every facility aspires to achieve.

Include trainers of different disciplines and backgrounds to reach out to different markets, which will round out your client base. And of course, the more great trainers you have, the busier you will be. Similar to let’s say, a hair salon, where volume is determined based on the number of “active chairs” and “stations” [colour, cut, spa] your volume will be based on the number of training stations and qualified instructors and disciplines.

As a long time business coach, I am here to assist in whatever way possible to help you make proper educated decisions.

Thank you,



Ray Bakker  
President

**Express Fitness Products**

Email: [info@ExpressFitnessProducts.com](mailto:info@ExpressFitnessProducts.com)

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