

Rubén Herrera · Mar 7

Is Squash Healthy? Let’s explore what the club of the future is shaping into



Rubén Herrera is a seasoned tennis professional with a passion for helping the racquet sports industry. As a former Division I student-athlete at Jacksonville State University, Rubén holds a Bachelor of Arts in Communications and a Master of Science in Business Administration. Over the past decade, he co-founded and successfully grew a boutique tennis academy from scratch, overseeing its expansion to over 300 players of all ages and levels and managing a team of seven coaches. His love for people, technology, and racquet sports drives his mission to support fellow professionals in achieving their goals.

Before diving into the evolving landscape of squash, it’s worth taking a step back to examine the broader health environment. The world’s population is aging, and a new industry has emerged: the longevity industry. Lifespan and healthspan have become more crucial than ever, driven by rapid advancements in medicine. Anyone who owns or manages a sports facility understands that health and sports—leading an active life—go hand in hand.

This article brings together insights on these shifts in health, shows where squash stands in this big picture, and offers practical steps for designing the “club of the future.”

A Shifting Perspective on Health

Here are a few key trends shaping our understanding of health today:

1. **People are taking ownership of their health.**
With social media and wearables like Oura, Whoop, and Apple Watch, individuals no longer rely solely on doctors for guidance.
2. **The definition of health has expanded.**
Physical, mental, social, spiritual, and financial well-being now form a holistic view of what “healthy” really means.
3. **The healthcare system is overloaded.**
It’s incentivized to treat rather than prevent, lacks the infrastructure to serve a booming population, and doesn’t emphasize long-term education as much as it could.
4. **Misinformation is rampant.**
Endless conflicting advice on social media makes it hard to separate fact from fiction.
5. **The impact of COVID-19 lingers.**
We still don’t fully understand its long-term effects, but one thing is clear: people crave human connection more than ever before.

Where Does Squash Fit In?

According to the **2024 Squash Global Report**, squash is on the rise:

- Squash participation is growing.
- Leisure players are the heartbeat of the sport.
- Olympic recognition has drawn more attention and new audiences.
- A thriving ecosystem of facilities, brands, coaching, a professional tour, and dedicated technologies is coming together.

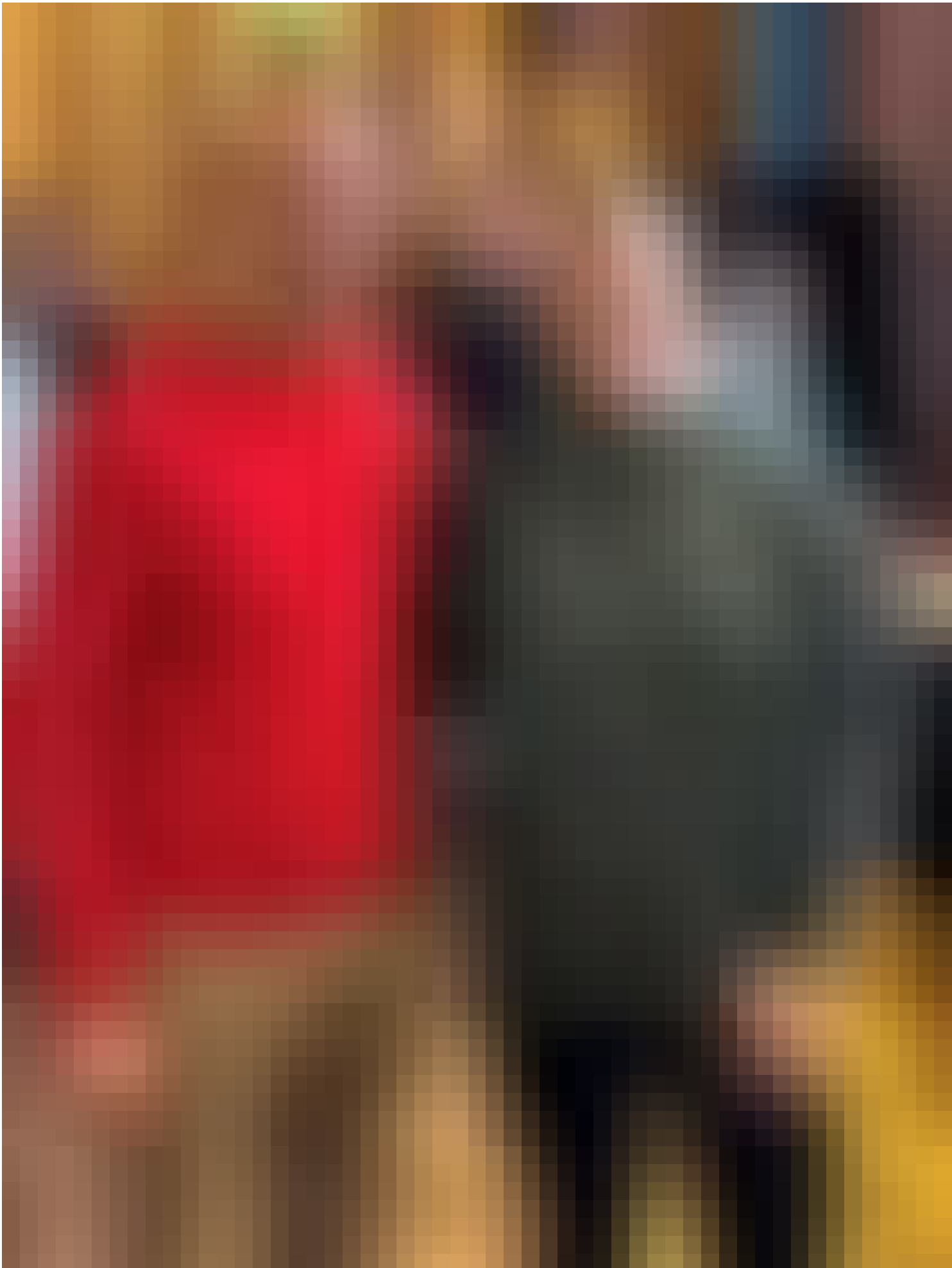
Why does this matter? If leisure players form the majority, and the concept of health is shifting, it makes sense to cater to them in a more holistic way. Remember, you're not just up against other sports—you're competing for people's time, attention, and money. The upside? Health isn't a commodity. It's essential. And squash is fun.

The Real Competition

Ask yourself: **What business are you in?** Health? Sports? Entertainment? Hospitality?

You could be involved in all of these at once. People want community, status, and security in their health choices. They want freedom from fear—the reassurance they're doing something meaningful for their well-being. Above all, they want joy. Squash can deliver these in a compelling package.

The Club of the Future



Ruben Herrera with former World No. 1 tennis champion Angelique Kerber

Gone are the days when a racquet sports center could get by without a professional approach. Expectations have risen, and today’s consumers demand convenient, high-quality experiences. Forward-thinking leaders who embrace this new reality can flourish—both in terms of financial reward and the satisfaction of promoting a sport they love.

Designing a Business That Wins: Know Your Customer, Deliver the Experience

What Do You Want?

You want a successful business, financial freedom, and the reward of promoting a thriving sport in your community. These outcomes won't happen by accident. They're the result of planning and executing a detailed experience that truly delights the people you serve.

Know Your Customer

Leisure players are the heartbeat of squash, so they're likely your **Ideal Customer Profile**. Yet many facility owners haven't taken the time to define who these players are—beyond basic demographics.

1. Where Do You Start?

It all begins with two foundational questions:

- a. **Who do I want to serve?**
- b. **How can I serve them better than anyone else?**

2. Defining Your Audience

- o **Demographics:** Where do they live? How old are they? What's their gender, income, or education level?
- o **Psychographics:** What do they really want? Who do they affiliate with? Why would they choose you over someone else? How do they feel when they visit your facility?

These insights help you create an experience that transforms a simple court booking into a fulfilling social and health-focused outing.

The “Secret Sauce”

Very few racquet sports facility owners can confidently answer these questions, let alone build a world-class experience around the answers. Without this understanding, talk about programs, technology, and strategy won't amount to much.

The Mindset Shift

Service is the key. It's an attitude that starts at the top and spreads to your entire team. Instead of “the customer is king,” think of it as attracting and delighting the right market—the people who value what you offer and will gladly pay for it.

A Reminder: Health must be a core part of your offering. And so must fun. Let that sink in.

The Club of the Future: Designing an Experience That Delights

The Ecosystem of a Sports Facility

A facility's success depends on four key stakeholders:

- Owners
- Administrators
- Staff members
- Athletes

When designing an experience, consider how it feels from the athlete's perspective. People crave community, status, and peace of mind about their health. They also want convenience and ease of use.

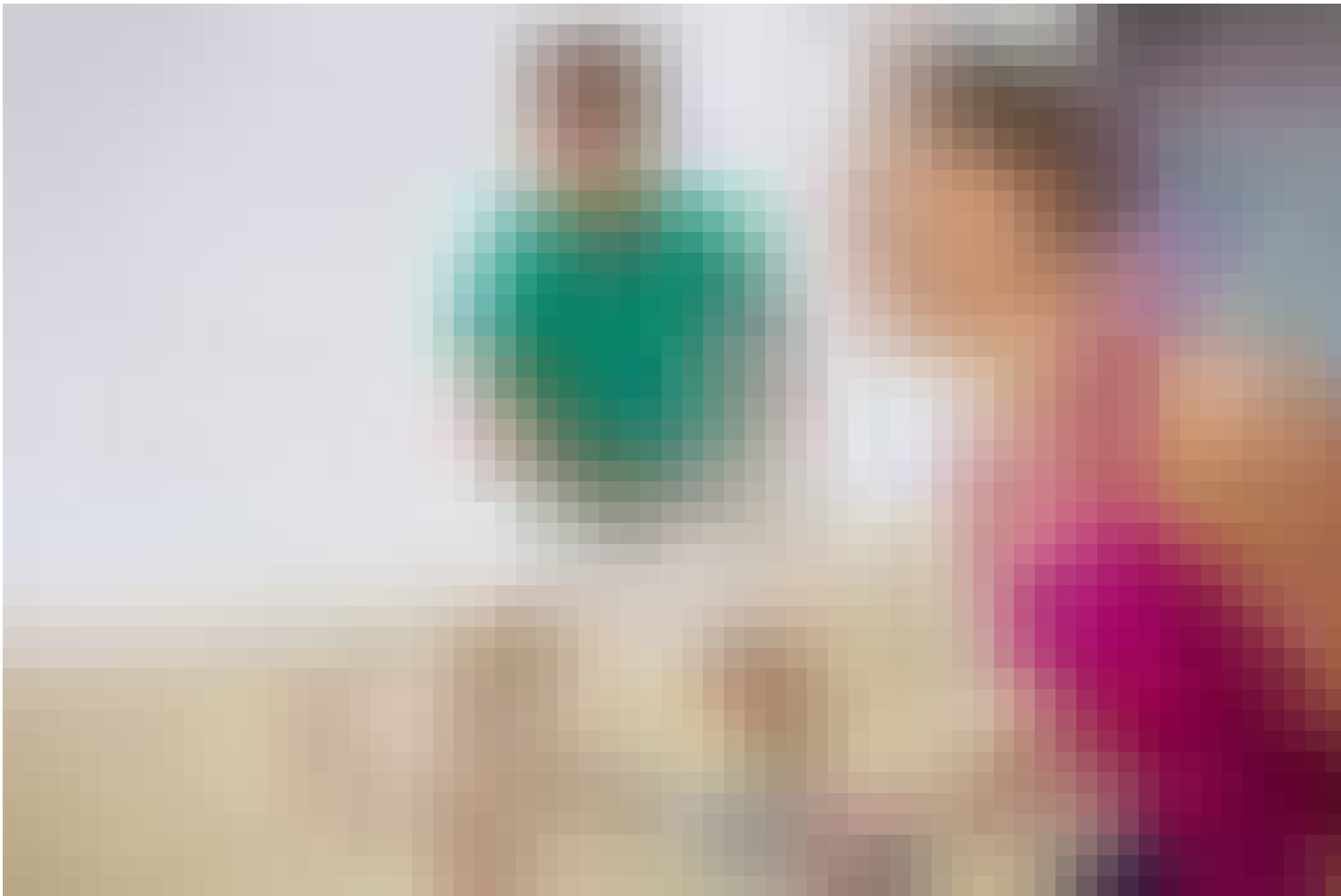


Photo: Designed by Freepik

A Seamless Event Experience

Let's bring this to life with an example:

1. Marketing and Registration

You promote your event through your website, social media, newsletter and email. Registration is a one-tap experience     by PayPal. The confirmation isn't just a dull receipt—it's exciting and shareable.

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2. Before the Event

Attendees receive helpful reminders: parking info, a sneak peek at the schedule, maybe even a quick “what to bring” list. These little touches ease any stress and build anticipation.

3. Event Day

Guests are greeted warmly. Staff know their names and ask how the day is going. Snacks are laid out, drinks are cold, and the courts have cameras that live-stream the action. AI automatically captures highlight moments—longest rally, craziest point—so players can share them instantly. Sponsors love the exposure, whether it's ten thousand viewers or just the *right* hundred.

Your facility is buzzing, not just with athletes but friends, family, and the local community. You go the extra mile: maybe a local charity speaks briefly, a bakery sponsors snacks, or a local sports team drops by for a meet-and-greet. It feels spontaneous to attendees, but you designed it that way.

4. The Technology Behind the Magic

It's not about a giant budget. With the right integrations—booking, invoicing, CRM, and wearables—you build a seamless system that cuts down staff workload and ups the “wow” factor.

- a. You're running a *health* program, not just a squash facility.
- b. Wearables track progress, a digital platform keeps players engaged, and educational content helps them improve.

This vision isn't just a dream—it's already here, and it doesn't have to cost a fortune. By combining creativity, technology, and genuine care for customers, you can save time, reduce operating costs, and increase revenue. Most importantly, you get to focus on what truly matters:

- Asking how you can serve your players better.
- Finding more ways to delight them.

When you do this, conversations about **lifetime value** and **value chain** come naturally. Players stay longer, bring friends, and become your best ambassadors.

Are You Ready?

So, are you ready to bring the club of the future to your location? The opportunity is huge for open-minded, innovative leaders who see squash as more than just a sport—it's a gateway to better health, deeper community ties, and genuine joy.

We're here to help.

Thank you for reading, and let's keep building the sport we love!