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# Key Trends Shaping Private Clubs in 2025



Looking toward 2025, several key trends stand out, shaped by broader societal shifts and rapid technological innovation. These highlighted issues emphasize the need for adaptability and forward-thinking strategies to ensure clubs remain vibrant and relevant...

## Strategic Planning for Sustainability

Environmental awareness and economic preparedness are converging and impacting club business strategies. Clubs are actively reinventing aspects of their business models to become sustainably principled as a multi-faceted operational, revenue generation, and long-term survival strategy. The post-pandemic economic environment has expedited this change, forcing clubs to adopt more agile financial structures.

Clubs are adopting sustainable green initiatives, including eco-friendly course designs, advanced water conservation systems, and the integration of renewable energy sources such as solar panels. Many are restructuring operations to reduce environmental impact while creating value for environmentally conscious members through efforts like eliminating single-use plastics, implementing farm-to-table dining programs, and converting unused land into native habitats or sustainable agriculture projects that provide fresh, organic produce for members.

Significant investments are being made to enhance the physical environment of both golf courses and clubhouses. These include upgrading to energy-efficient facilities, installing smart irrigation systems for water conservation, transitioning to electric maintenance vehicles, and integrating ecological landscaping that supports biodiversity. Clubs view these changes not only as environmental necessities but also as strategic decisions that reduce operating costs, attract eco-conscious members, and open opportunities for other sustainability incentives.

## Technological Innovation and Member Experience

Artificial intelligence and creative technologies are fundamentally changing the club experience, blurring the lines between traditional, high-end hospitality in a digital-first world. Technology integration is no longer a premium but an essential tactic for member recruitment and retention. Clubs should be thinking beyond standard digital interfaces to achieve customized, predictive experiences that anticipate and exceed members' expectations.

Now, through advanced data analytics, clubs can identify member preferences in granular detail. Machine learning algorithms can forecast usage behaviour, propose personal activities, and formulate individualized communication plans. Virtual concierge services are becoming increasingly sophisticated, offering seamless, intuitive interactions that mirror the convenience of leading luxury brands. Technological advancements extend to operational efficiency as well of course. Smart building management systems are being used to optimise facility usage, maintenance schedules, and resource management. These systems are saving operational costs and offering a clear record of the club's commitment to sustainability and progress.

### **Emerging Sports: Padel and Pickleball**

The tremendous growth of padel and pickleball offers a tactical opportunity for clubs to gain a wider breadth of sports offerings and engage new membership segments. These sports interests are important development patterns of recreational preference catering to diverse member demographics looking for dynamic social and activity experiences.

Clubs are approaching these new sports with sophisticated strategic and capital planning. Instead of simply opening more courts they are critically examining spatial use, membership characteristics, and possible revenue-sharing schemes. Among them, hybrid spaces are being developed in which utilisation of the current infrastructure is maximised.

These sports offer more than just entertainment – they foster social interaction, are easy to learn, and provide great fitness benefits. Clubs are building comprehensive programs with coaching, tournaments, and social events to enhance community and engagement.

### **Wellness and Lifestyle Integration**

Wellness has evolved from a niche offering to a fundamental expectation for modern club members. Clubs are designing integrated programmes covering physical, mental, and social well-being, noting that real well-being is much more than the fitness/performance paradigm alone.

These comprehensive wellness strategies incorporate advanced health screenings, personalised nutrition consultations, mental health support, and lifestyle coaching. Outdoor participatory wellness experiences involving interactions between members and nature and between members and community are becoming part of programming. Clubs are collaborating with local health providers to establish integrated health ecosystems offering members robust support.

The approach goes beyond individual wellness to community well-being. Clubs are framing themselves as engines of holistic health and providing initiatives that can help individuals be mentally resilient, manage stress, and build social cohesion. Clubs that don't have dedicated facilities are collaborating with other providers and looking for unique ways to use outdoor spaces to their advantage.

### **Family-Centric Club Experiences**

Contemporary families are looking for club experiences that can handle more than one generation at the same time. This necessitates the development of environments and initiatives that are functional, educational, and inclusive at the same time.

The design of family experiences is becoming increasingly sophisticated to allow every member of the family to feel engaged and valuable. Educational aspects are seamlessly integrated with playful activities, providing learning experiences that are natural and fun. For example, private clubs are introducing nature-based scavenger hunts on the golf course or club grounds, teaching children about local wildlife and ecosystems while exploring familiar spaces. Family-friendly cooking classes in the clubhouse kitchen focus on preparing healthy meals, often using produce grown on-site or sourced from local farms. Interactive gardening projects, such as planting herbs or vegetable gardens, provide hands-on lessons in sustainability while enhancing the club's dining offerings. For teens, leadership workshops integrated into sports camps or outdoor adventures help develop teamwork and confidence, preparing them for future roles within their families or communities.

Additionally, membership models with flexibility are appearing in order to cater to family categories and lifestyles that have changed. Clubs are considering adjustments that favour more flexible, diverse, contemporary family formations.

Top-performing private clubs in 2025 will be recognized by their ability to reconcile tradition and innovation, actively shaping the future of leisure, wellness, and community engagement.

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