

SFN Team · Dec 8, 2024

# The Strava Trend Report: Lessons for Squash Facilities from a Broader Fitness World



Strava, with over 135 million users across 190 countries, has established itself as a go-to platform for active individuals. Offering insights into a wide range of sports and activities, the app caters to users regardless of location, preferred sport, or device. Strava aims to foster a sense of community, embracing anyone striving to lead an active lifestyle.

In their recently released Year In Sport: Trend Report, Strava has revealed valuable insights into how global fitness habits are evolving. While these findings mostly focus on running, cycling, and similar activities, the key points point to broader truths—ones that squash facilities can use to shape their own strategies.

## Embracing Community and Social Connections

Strava’s data suggests workouts are no longer just about personal improvement; social connection has become equally important. This shift from “burnout to balance” and the trend of “run clubs as new nightclubs” highlight the importance of community. Squash centers can learn from this by creating social leagues, friendly round-robins, and group practice sessions that encourage players not only to play but to hang out and connect.

Prioritizing Balance and Overall Well-Being

The report shows that balanced training and adequate rest are now top priorities. Squash facilities can adapt by offering flexible court times, shorter sessions, and maybe even light recovery classes. Encouraging players to find the right balance will keep them active, motivated, and happy to return.


Diversifying Offerings for Newcomers and Regulars Alike


Just as many Strava athletes explored new sports and training styles, squash facilities can diversify their offerings. From beginner-friendly intro classes to cross-training sessions that include basic fitness exercises alongside squash drills, variety will appeal to a broader audience.

Looking Forward

Though the Strava Trend Report focuses on different sports, the themes of social play, balanced approaches, and diverse offerings provide a glimpse into where the active world is heading. Squash facilities that embrace these trends will likely see more vibrant communities, engaged players, and long-term success.

Download the complete report:

 2024 Strava\_The\_Trend\_Report-en-UK.pdf  
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