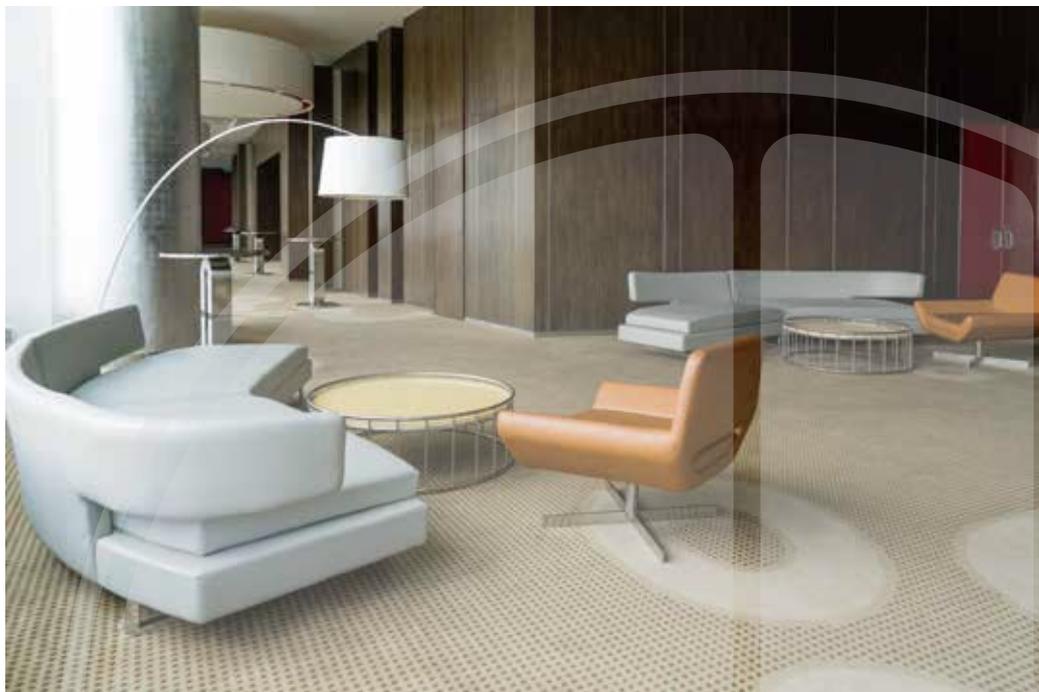


NEWSLETTER

Jan 2026



THE TRENDS OF PRIVATE CLUB IN 2026

In 2026, private clubs in Hong Kong are set to undergo significant transformations in response to evolving consumer demands and technological advancements.

Enhanced Service Quality and Professionalism

Customers' expectations are rising, pushing private clubs in Hong Kong to focus more on service quality and professionalism. Clubs will invest more in staff training. Fitness instructors and nutritionists will be equipped with in-depth knowledge to offer personalized services, like customized fitness and nutrition plans. Meanwhile, facilities will be upgraded with state-of-the-art fitness gear and beauty equipment. For example, high-end clubs may collaborate with international fitness brands to create exclusive training zones and offer professional sports rehabilitation services.

Integration with the Mainland Market

Under the backdrop of the Guangdong - Hong Kong - Macao Greater Bay Area development, the integration between private clubs in Hong Kong and the mainland market will deepen. Hong Kong clubs can attract more high-net-worth individuals and business people from the mainland. At the same time, they can cooperate with mainland clubs, sharing resources and experiences, and jointly exploring the market through activities like joint events and member referrals.

Diversified Business Expansion

To meet the diverse needs of members, clubs will expand their business scope. Besides traditional fitness, dining, and entertainment, more cultural and artistic activities will be added, such as concerts, art exhibitions, and book-sharing sessions. Some clubs may cooperate with medical institutions to provide health check-ups and wellness services. With the development of technology, virtual reality and augmented reality may be introduced to provide novel entertainment experiences.

Environmental Protection and Sustainable Development

With growing environmental awareness, private clubs will pay more attention to environmental protection and sustainable development. They will use more eco-friendly materials and energy-saving devices during construction and operation, such as solar water heaters and energy-efficient lighting. Clubs may also initiate environmental protection campaigns to encourage members to participate in green actions.

Digital and Intelligent Transformation

Technological progress will drive the digital and intelligent transformation of private clubs. Smart membership management systems will be adopted for efficient member information management and online booking. Fitness equipment will become more intelligent, recording members' exercise data and giving personalized advice. Big data analysis will help clubs understand members' needs better, enabling more targeted services and marketing.

Strengthened Social Aspect

Private clubs in Hong Kong have always had a social function, which will be further enhanced in 2026. Clubs will organize high-quality social events, including business networking, exclusive parties, and interest-based groups. These activities help members expand their social circles and enhance their sense of belonging. Social media platforms will also be used for promotion and member interaction.

In conclusion, private clubs in Hong Kong in 2026 will focus on enhancing service quality, personalization, diversification, digitalization, social functions, environmental protection, and market integration to maintain their competitiveness and meet the evolving needs of members.