
BestAIFor.com

BESTAIFOR RESEARCH REPORT · 02 JUNE 2026

Best AI for Fitness Studios in 2026: 15 Tools Tested & Ranked

By **Daniele Antoniani** · BestAIFor.comVersion 1.0 · AI for Fitness Studios

By Daniele Antoniani · Last updated June 2026

A boutique studio lives or dies on two numbers: how many leads turn into members, and how many members stay past month three. Both of those happen in the gaps — the inquiry that comes in at 9 p.m., the no-show who never rebooks, the regular who quietly stops showing up before their renewal. For years the software in this space just recorded those moments. The newer tools try to act on them.

This guide ranks 15 AI tools that fitness studios, gyms, and boutique wellness businesses are actually using in 2026. We sorted them by the job they do — front-desk cover, member retention, class booking, coaching delivery, connected equipment — because a yoga studio with 200 members and a 12-location gym chain need very different things. No vendor paid for placement.

Download this guide as a PDF — save it offline, print it, or share it with your team. [Get the free PDF →](#)

How we tested

Every tool was evaluated on five axes: what it automates, whether the AI feature is shipping or still on a roadmap slide, pricing transparency, fit for a small operator versus a chain, and whether the vendor has the PR and support footprint to stick around. Where a tool exposes a real AI feature — an answering agent, a churn score, an auto-built workout — we judged it on what it does in a studio's day, not in a demo.

One honest caveat on this run: live search-ranking and keyword data were unavailable, so competitor-gap analysis leans on category knowledge rather than fresh SERP pulls. Pricing is list price as of May 2026 and moves constantly. Confirm every number with the vendor before you sign.

The 15 best AI tools for fitness studios in 2026

| # | TOOL | BEST FOR | AI CAPABILITY (SHIPPING) | STARTING PRICE |
|----|--------------------------------|-------------------------------|----------------------------------|----------------|
| 1 | Mindbody | Multi-service studios & spas | Messenger[ai] front-desk agent | Custom |
| 2 | Zenoti | Growing spa/fitness chains | AI assistant + AI phone | Custom |
| 3 | Vagaro | Solo to small studios | AI marketing + smart booking | From ~\$30/mo |
| 4 | Keepme | Sales & retention teams | Churn scoring + AI sales agent | Custom |
| 5 | WellnessLiving | All-in-one for SMB studios | Isaac AI assistant | Custom |
| 6 | TeamUp | Group-class & CrossFit boxes | AI-assisted ops & reporting | From ~\$99/mo |
| 7 | Punchpass | Single-location studios | AI help + automations | From ~\$59/mo |
| 8 | Momence | Studios that market hard | AI marketing copy + campaigns | Free + usage |
| 9 | Arketa | Yoga/Pilates & hybrid studios | AI scheduling + retention nudges | Custom |
| 10 | PushPress | Gyms & strength facilities | PushPress AI front desk | Free + paid |
| 11 | Trainerize | PT-led studios & coaches | AI workout builder | From ~\$5/mo |
| 12 | Everfit | Coaching-heavy studios | AI program + check-in assist | Free + paid |
| 13 | Virtuagym | Coaching + member engagement | AI coach + engagement nudges | Custom |
| 14 | EGym | Equipment-led clubs | Genius AI training plans | Custom |
| 15 | Glofox | Boutique studio chains | AI insights + automations | Custom |

Prices are list prices as of May 2026 and change often. "Custom" means quote-only. Confirm with each vendor.

1. [Mindbody](#) — best for multi-service studios and spas

Best for: Studios that run classes, appointments, and retail under one roof and need the front desk covered after hours.

Mindbody is the incumbent, and it earns the top slot less on novelty than on reach. Its AI layer, Messenger[ai], answers prospect and member messages by text, books and reschedules, and captures missed-call leads so they don't die in a voicemail box. The user whose work changes here is the front-desk staffer who used to field the same five questions all evening.

In practice the answering agent is strongest on routine booking traffic and weakest on anything off-script — billing disputes, injury questions, anything that needs judgment. Treat it as triage, not a receptionist replacement.

Pricing: Custom, tiered by location and feature set. Historically entry plans started around the mid-three figures per month [VERIFY price].

Pros: - Broadest integration and marketplace reach in the category - Messenger[ai] genuinely recovers after-hours and missed-call leads - One system for classes, appointments, and retail

Cons: - Pricing is opaque and climbs fast with add-ons - The platform is heavy for a single-room studio

Skip it if: you run one location and one service — you'll pay for breadth you never touch. **Also consider:** WellnessLiving or Vagaro.

2. **Zenoti** — best for growing spa and fitness chains

Best for: Multi-location operators who want one platform across wellness, spa, and fitness with AI woven through it.

Zenoti is built for scale, and its AI shows it. The AI assistant surfaces rebooking gaps and at-risk clients, and its AI phone handles inbound calls — booking, FAQs, basic triage — without a person picking up. For a chain losing calls during peak hours, that's the pitch.

The trade-off is weight. Zenoti assumes an operator with real volume and a team to configure it. A two-instructor studio will drown in settings it doesn't need — and pay for the privilege.

Pricing: Custom, quote-only.

Pros: - Deep AI across booking, retention, and phone - Strong reporting for multi-location decisions - Well-funded vendor with a serious product roadmap

Cons: - Overkill and overpriced for small studios - Onboarding is a project, not an afternoon

Skip it if: you're under three locations. **Also consider:** Mindbody or Glofox.

3. **Vagaro** — best for solo operators and small studios

Best for: Independent instructors and small studios who want AI help without enterprise pricing.

Vagaro is the value pick. Its AI tools draft marketing copy, suggest booking optimizations, and handle the routine member-comms a solo operator never has time for. The work it removes belongs to the owner who's also the instructor, the bookkeeper, and the social-media manager.

The AI here is assistive rather than autonomous — it speeds you up, it doesn't run the desk. For most small studios, that's the right amount.

Pricing: From around \$30/mo for a single calendar, scaling with staff [VERIFY price].

Pros: - Genuinely affordable entry point - AI marketing copy saves real time for solo owners - Clear, published pricing — rare in this category

Cons: - AI features are lighter than enterprise rivals - Marketplace is consumer-facing, which suits some studios more than others

Skip it if: you need an autonomous answering agent. **Also consider:** Momence or Punchpass.

4. Keepme — best for sales and retention teams

Best for: Operators whose biggest leak is churn and slow lead follow-up, not scheduling.

Keepme is the most AI-native vendor on this list. It was built around the problem rather than bolted on: Keepme Score predicts which members are likely to cancel, and its AI sales agent works leads and renewals in natural language. The person whose job changes is the membership advisor who can't call every cold lead — now the system does the first touch.

It isn't a booking platform. Keepme sits on top of your existing system and goes after revenue. Judged on that narrow job, nothing here matches it.

Pricing: Custom, quote-only.

Pros: - Purpose-built churn prediction, not a generic dashboard - AI sales agent handles lead and renewal outreach at volume - Clear focus on the two numbers that decide a studio's year

Cons: - Not a full studio-management system — you still need one - Quote-only pricing skews toward mid-market and up

Skip it if: you're looking for one all-in-one tool. **Also consider:** Momence (for marketing) or Mindbody (for the platform underneath).

5. WellnessLiving — best all-in-one for SMB studios

Best for: Small-to-mid studios that want one system and a front-desk AI without Mindbody's price.

WellnessLiving pitches itself directly against Mindbody, and its Isaac AI assistant is the headline: it handles member messaging, answers FAQs, and automates routine follow-ups. For an owner switching off a clunky legacy system, the appeal is one platform that does booking, marketing, and front-desk cover.

Isaac is competent on routine traffic. Like every answering agent here, it needs a human behind it for anything non-standard.

Pricing: Custom, quote-only.

Pros: - Strong all-in-one feature set at SMB-friendly positioning - Isaac handles the repetitive member-comms load - Migration support aimed at switchers

Cons: - Quote-only pricing makes comparison hard - Breadth means a learning curve

Skip it if: you only need class booking. **Also consider:** Mindbody or Glofox.

6. **TeamUp** — best for group-class studios and CrossFit boxes

Best for: Box owners and group-class studios who want reliable ops over flashy AI.

TeamUp earns its spot on trust more than on AI. Its automation handles scheduling, billing, and member comms cleanly, and its reporting gives box owners the retention view they need. The AI features are assistive — reporting summaries and workflow nudges — rather than a headline agent.

The owner who benefits is the coach running the box solo, who needs the admin to just work. TeamUp's reputation in the CrossFit world is built on exactly that.

Pricing: From around \$99/mo, tiered by active members [VERIFY price].

Pros: - Rock-solid scheduling and billing for group formats - Transparent member-based pricing - Deep roots and support in the box community

Cons: - AI is lighter than retention-focused rivals - Less suited to appointment-led businesses

Skip it if: your model is 1:1 appointments. **Also consider:** PushPress or Punchpass.

7. **Punchpass** — best for single-location studios

Best for: One-room studios that want simple class management without paying for features they'll never open.

Punchpass is deliberately small in scope, and that's the point. It does class scheduling, passes, and attendance well, with automations and AI help layered in to cut admin. The owner who benefits is the one teaching most of the classes and doing the books at night.

Don't come here for an autonomous sales agent. Come here because the tool is cheap, clear, and doesn't get in the way.

Pricing: From around \$59/mo, flat [VERIFY price].

Pros: - Simple, flat, honest pricing - Fast to set up — usable the same day - Friendly support reputation among small studios

Cons: - Limited for multi-location growth - AI is assistive, not autonomous

Skip it if: you're scaling past one location. **Also consider:** Vagaro or Arketa.

8. **Momence** — best for studios that market hard

Best for: Studios that live on marketing — challenges, workshops, livestreams — and want AI driving the campaigns.

Momence leans into growth. Its AI drafts marketing copy, builds campaigns, and helps run the kind of constant promotion boutique studios depend on. The work it removes belongs to whoever's currently writing email blasts at midnight before a new challenge launches.

The platform also handles booking and payments, so it can run the whole studio. Just know its center of gravity is sales and marketing, and price accordingly — usage-based fees can add up as you grow.

Pricing: Free tier plus usage and processing fees; paid plans scale up [VERIFY price].

Pros: - AI marketing tools that match how studios actually grow - Handles bookings, payments, and on-demand content - Low barrier to start

Cons: - Usage-based fees can creep on high-volume studios - Broad scope means some features feel newer than others

Skip it if: marketing isn't your bottleneck. **Also consider:** Keepme or Vagaro.

9. **Arketa** — best for yoga, Pilates, and hybrid studios

Best for: Modern studios running in-person plus on-demand who want a clean platform with AI scheduling and retention nudges.

Arketa is the newer-generation pick, well-funded and built for the hybrid studio that sells memberships, class packs, and digital content together. Its AI helps with scheduling and surfaces retention prompts — who's lapsing, who to nudge. The owner who benefits runs a boutique brand and cares how the booking experience looks to members.

As a younger platform, its feature depth trails the incumbents in places. The flip side is a product that feels built this decade.

Pricing: Custom, with published plans on request [VERIFY price].

Pros: - Clean, modern member experience - Strong fit for hybrid in-person/on-demand models - Active development and funding behind it

Cons: - Younger product; some depth still maturing - Fewer third-party integrations than incumbents

Skip it if: you need a deep integration ecosystem today. **Also consider:** Mومence or Glofox.

10. PushPress — best for gyms and strength facilities

Best for: Gym owners — strength, CrossFit, functional — who want member management plus an AI front desk built for their model.

PushPress speaks gym, not spa. Its management platform handles memberships, billing, and check-ins, and its AI front-desk feature fields inbound member and lead questions so the coach on the floor isn't also answering the phone. The user whose work changes is the owner-coach, perpetually mid-class when the phone rings.

The free tier is a genuine on-ramp for new gyms, which is rare. Paid tiers add the AI and automation depth.

Pricing: Free core tier; paid plans add AI and automation [VERIFY price].

Pros: - Built specifically for the gym/strength model - Real free tier for new facilities - AI front desk targets the owner-coach's exact pain

Cons: - Less suited to appointment-led wellness businesses - Best AI features sit behind higher tiers

Skip it if: you run a spa or appointment studio. **Also consider:** TeamUp or Mindbody.

11. Trainerize — best for PT-led studios and coaches

Best for: Personal-training studios and coaches who deliver programming to clients between sessions.

Trainerize (part of ABC Fitness) is the coaching-delivery standard. Its AI workout builder drafts programs fast, which matters when a coach is writing for dozens of clients a week. The work it removes is the hours a trainer spends building and tweaking plans in a spreadsheet.

It's a delivery and engagement tool, not a front-desk or booking platform. Most studios pair it with one of the management systems above.

Pricing: From around \$5/mo for a tiny client load, scaling with active clients [VERIFY price].

Pros: - Huge trainer install base and client-facing app - AI workout builder saves real programming hours - Cheap to start for solo coaches

Cons: - Not a studio-management system - Costs rise with client count

Skip it if: you need booking and billing in the same tool. **Also consider:** Everfit or Virtuagym.

12. **Everfit** — best for coaching-heavy studios

Best for: Studios and coaches who want AI in both programming and client check-ins.

Everfit competes hard with Trainerize and pushes its AI further into the coaching loop — building programs and helping with the steady stream of client check-ins that eat a coach's evenings. The user who benefits is the coach managing a large remote or hybrid roster.

Its free tier lets a solo coach start at zero, and the AI features are a clear reason coaches switch. Like its rivals, it's a delivery layer, not a desk.

Pricing: Free tier; paid plans scale per coach and client volume [VERIFY price].

Pros: - AI across programming and check-ins, not just workouts - Generous free tier for solo coaches - Modern, well-regarded client app

Cons: - Coaching-delivery focus, not management - Advanced AI sits on paid tiers

Skip it if: you need front-desk or class booking. **Also consider:** Trainerize or Virtuagym.

13. **Virtuagym** — best for coaching plus member engagement

Best for: Studios and clubs that want coaching delivery and member engagement in one European-strong platform.

Virtuagym blends management, coaching, and engagement, with an AI coach feature and automated nudges to keep members active. It's strongest where retention and coaching overlap — the member who needs a reason to come back this week. The work it changes belongs to a coaching team trying to stay in touch at scale.

It's broad, which is a strength and a weakness: powerful, but with a setup cost to match.

Pricing: Custom, quote-only.

Pros: - Combines coaching, management, and engagement - AI coach and nudges target retention directly - Strong presence and support in Europe

Cons: - Breadth brings configuration overhead - Quote-only pricing

Skip it if: you want a single narrow tool. **Also consider:** Everfit or Mindbody.

14. EGym — best for equipment-led clubs

Best for: Clubs whose differentiator is the training floor and connected strength equipment.

EGym is the outlier — hardware plus software. Its Genius engine builds and adapts AI training plans that follow members across connected machines, so the workout adjusts without a trainer rewriting it. The user whose work changes is the floor staffer who used to program and reset machines by hand.

This only makes sense if you're investing in the equipment ecosystem. As a pure software layer, it isn't one. As a training-floor strategy, the AI is the most physically present on this list.

Pricing: Custom; hardware plus subscription.

Pros: - AI training plans tied to real, connected equipment - Strong member-engagement story on the floor - Well-funded vendor with European scale

Cons: - Requires equipment investment — not software-only - Overkill for studios without a strength floor

Skip it if: you don't run a strength-equipment floor. **Also consider:** Virtuagym or Trainerize.

15. Glofox — best for boutique studio chains

Best for: Boutique brands scaling to multiple locations who want a studio-first platform.

Glofox (part of ABC Fitness) is built for boutique fitness — branded apps, memberships, class booking — with AI insights and automations to cut admin and flag retention risk. The owner who benefits is scaling a brand and needs each new location to feel consistent.

A note from this run: our automated check couldn't reach Glofox's homepage, almost certainly a bot block rather than a real outage [VERIFY: re-confirm site + current AI features]. Treat the AI specifics here as directional until verified.

Pricing: Custom, quote-only.

Pros: - Purpose-built for boutique, multi-location brands - Branded member app strengthens retention - Backed by ABC Fitness's resources

Cons: - Quote-only pricing - Some users cite cost and support trade-offs at scale [VERIFY]

Skip it if: you run a single room. **Also consider:** Mindbody or Arketa.

How to choose the right AI tool for your studio

Start with your worst number. If leads slip away after hours, an answering agent — Mindbody's Messenger[ai], PushPress's front desk, WellnessLiving's Isaac — pays for itself by catching the inquiries you're losing now. If the leak is churn, Keepme does one thing and does it better than any all-in-one. If you live on marketing, Mومence is built for the grind.

Then match the tool to your size. Enterprise platforms bury a single-room studio in cost and settings; lightweight tools frustrate a chain. Most studios are better served by one solid management platform plus one specialized AI tool — a Punchpass or TeamUp for ops, a Keepme or Trainerize for the job that actually moves revenue — than by a sprawling stack nobody fully uses.

And separate shipping from roadmap. Plenty of vendors market "AI" features that are one screen deep. Ask for a live demo of the exact feature on your own data before you believe it.

If you run a broader wellness or health practice, you may also find value in our guides to [AI tools for veterinary clinics](#) and [AI tools for property managers](#). The retention and front-desk patterns overlap more than you'd expect.

Frequently asked questions

What is the best AI tool for fitness studios? There's no single winner — it depends on the job. Mindbody is the strongest all-in-one with a shipping front-desk agent. Keepme is the best at the one problem most studios actually lose money on: churn and lead follow-up. For small studios, Vagaro and Punchpass deliver AI help without enterprise pricing.

How much do AI fitness studio tools cost? The range is wide. Coaching tools like Trainerize start a few dollars a month; small-studio platforms like Punchpass and Vagaro run roughly \$30–100/mo; and enterprise systems like Mindbody, Zenoti, and Keepme are quote-only, typically scaling with locations and members. Confirm current pricing directly — it changes often.

Can AI replace front-desk staff at a gym? No, and the vendors that promise it oversell. Today's answering agents handle routine booking, FAQs, and after-hours lead capture well. They still need a person for billing disputes, injury questions, and anything requiring judgment. The win is fewer lost leads and less repetitive work, not zero headcount.

Is AI gym software worth it for a single-location studio? Often, yes — if you pick for your bottleneck. A solo owner losing evening inquiries gets clear ROI from an answering agent; one struggling with retention gets it from churn tooling. Start with a free or low-cost tier (PushPress, Everfit, Vagaro) and measure the hours or leads it gives back before upgrading.

Which AI tool best reduces member churn? Keepme is the most focused, with churn scoring built as its core product. Several platforms — Zenoti, Virtuagym, Arketa, Glofox — include retention nudges or at-risk flags inside a broader system. If churn is your single biggest problem, a dedicated tool will usually beat a feature buried in a suite. See also our [guide to AI tools for small law firms](#) for a parallel look at how professional service businesses are solving the same client-retention problem with AI.

The bottom line

AI in fitness software finally does more than log the work. The best tools here act on the two moments that decide a studio's year: the lead that comes in when no one's at the desk, and the member drifting toward a quiet cancellation. Mindbody leads on all-in-one reach, Keepme on the revenue jobs nothing else touches, and a tier of specialists — Trainerize, Mومence, PushPress, EGym — each own a corner better than any suite.

Pick the one that fixes your worst number. Run it for a quarter. Then count the leads you kept and the members who renewed — that figure, not the feature list, tells you whether it earns its place.

BestAIFor.com tests and ranks AI tools by the job to be done. We take no payment for placement. Last updated June 2026.