

The first CityFit Blue is open!

On August 30, 2022, the Polish chain of 24-hour fitness clubs opened the first of its gyms in the CityFit Blue format. The showroom of the new business model, also available as a franchise, is located in Galeria Zielona in Puławy at Lubelska 2. This is the first facility of its kind in the city.

Quality from the big city gyms carried over to smaller towns. Can it work? The turnout at the opening proves that this is what the citizens of Puławy expect.

"We expected a large turnout at the event, as with our previous openings - a good pre-sale is a great predictor for opening day - but the queue that lined up at 5 pm exceeded our expectations. This and the reactions of clubbers after the first workout reaffirm our conviction that the new solutions we created based on customer need research and our experience in running clubs were entirely right," says Łukasz Gądek, a member of CityFit's board of directors.

CityFit Blue presents a completely new business concept, a radically changed interior design and innovative solutions tailored to the specifics and preferences of users in smaller and medium-sized cities. There are 6 training zones on an area of 1150 square meters: functional, free weights, resistance machines, cardio, group activity room, relaxation zone - all equipped with gear from the renowned manufacturer Matrix. As in CityFit clubs, within the price of the pass CityFit Blue membership you receive access to all zones and group activities and amenities such as fountains with filtered water, workout plans and diets available on the CityFit app, body composition analysis equipment and WiFi. At the reception desk, you can purchase water, drinks, workout gadgets, get a coffee or even order a meal. CityFit Blue will also feature a new product - isotonic drink dispensers. Customers will also be able to use the CityFit app's features (including booking group classes and personal training or managing memberships) and participate in loyalty programs with attractive prizes.

"The concept created in Puławy is a new club format - one with a smaller footprint, optimized for a localities of a slightly different demographic structure. It is also an example of an offer for those interested in franchising with our network and opening a club under the CityFit Blue brand. We offer future partners a recognizable trademark, highly effective online sales tools, and most importantly, a profitable and fully scalable business model based on our years of experience and ongoing support to enable faster growth." adds Łukasz Gądek.

Unlike the classic CityFit concept, the CityFit Blue club is not open 24 hours a day. Instead, it is accessed through the reception desk during designated hours. Monday through Friday from 6:00 a.m. to 11:00 p.m., while on weekends between 8:00 a.m. and 8:00 p.m. The club operates every day, including holidays. Parking is available in the mall's free parking lot. Users of MultiSport, Medicover Sport, PZU Sport and Fit Profit sports programs can also take advantage of the offer.

Video from the opening:

https://www.tiktok.com/@cityfit/video/7138047241666776325?r=1&t=8VKTapJyEI1&is_from_webapp=v1&it_em_id=7138047241666776325

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