

CityFitness Announcement Press Release



NZ's Largest Gym Chain in \$100m Expansion, Entry into Women-Only Market

FOR IMMEDIATE RELEASE

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A new multimillion-dollar expansion programme by the country's largest chain of fitness centres is set to create up to 1,000 jobs in regional New Zealand.

CityFitness will invest up to \$100 million to open up to 50 new fitness centres over the next five years, taking its nationwide network beyond 100 locations. The expansion will include the growth of its Simplicity Fitness premium facilities and the launch of women-only gyms, with the first location opening this spring.

The chain has over 260,000 members across its 66 branches around the country and employs 1,200 staff and contractors.

Doug Hatten, CityFitness COO, says the growth programme represents one of the largest investments in the sector's history and reflects a long-term strategy to expand the network while continuing to reinvest in existing clubs and respond to changing consumer demand.



Figure 1: Newlands Gym Floor

He says the gym will target population centres with catchments of 30,000-40,000 people within a 5-10km radius who have limited existing gym options.

The next phase of the expansion will include new clubs in Newmarket in Auckland, Papamoa in the Bay of Plenty, Courtenay Place in Wellington and Pukekohe during 2026/27, alongside a series of upgrades and relocations across the existing network. These include new Simplicity Fitness facilities on Moorhouse Avenue in Christchurch and at Fraser Cove in Tauranga, a larger Nelson CBD Club, and the relocation of CityFitness Upper Hutt to a new site, with its existing premises to be converted into a Simplicity Fitness club.

The programme includes recent relocations of CityFitness clubs in Blenheim, Petone and Lyall Bay, with further investment planned to expand and modernise established clubs alongside the opening of new locations.

“We’re not just growing our footprint, we’re making a long-term commitment to the health of New Zealanders,” says Hatten.

“Our goal is to ensure more communities have access to high-quality, low-cost fitness facilities. We’re focused on making fitness accessible to everyone, regardless of location, income or background.”

The new clubs will be built in a mix of regional and urban centres, with each site expected to employ 20 staff. Locations are being prioritised based on member demand and current gaps in access to full-

service fitness facilities.

One of the biggest changes will be CityFitness' move into women-only gyms, with several facilities planned around the country in response to broader changes within the fitness industry and growing demand for training environments designed around the preferences of different groups of gym users. The first of the new women's clubs will open in Christchurch in the coming weeks.

Hatten says the fitness industry has undergone a noticeable demographic shift over the past decade, including strong growth in participation among younger men and increasing demand for more specialised training environments.

The new CityFitness Women clubs will be based around the company's Simplicity Fitness format, with the addition of a multipurpose studio and group fitness.

Hatten says the move is aimed at reaching women who are active and interested in fitness but may not necessarily want to train in a conventional mixed gym.

"The fitness industry has changed significantly in terms of who is joining and how different groups want to exercise," he says.

"Strong growth in younger men participating in the sector is one of the trends creating greater demand for women-only spaces, and we see that as a meaningful opportunity to broaden the range of environments available to New Zealanders."

CityFitness is also expanding its Simplicity Fitness offering, a smaller-format facility designed to provide a less-crowded, more private alternative to its full-scale clubs.

"The company's strategy is to maintain a nationwide network of large-format clubs, complemented by boutique-style Simplicity Fitness and women-only gyms to better meet changing consumer demand."

At the same time, several existing clubs are being relocated, enlarged or refurbished, with major upgrades planned across the network.

Hatten says the investment in existing facilities is an important part of the company's growth strategy.

"We don't want growth to simply mean opening more sites. Existing members need to see the benefit of that investment as well," he says.

“That means larger facilities where demand has outgrown the current site, better equipment and upgrading older clubs.”

Hatten says around one in five (21%) adult New Zealanders in urban areas are members of a fitness centre, but with countries like Sweden seeing over a third (34%) of their population engaged in gym memberships, there is still significant room for growth in the local market. [1](#)

The company says it is also investing heavily in technology, equipment and facility design to cater to changing member preferences. Hatten says CityFitness is increasingly seeing growth in small group training, virtual offerings and recovery services such as massage chairs and stretching zones. He says the new clubs will also be equipped with remote access and monitoring technology to help cater for the thousands of members who use the gym after hours.

“We’re investing in recovery spaces, meditation rooms, saunas and reformer Pilates because the demand isn’t just about fitness anymore, it’s also about overall wellbeing. The clubs have been designed to appeal to everyone from teenagers to people in their 90s. It’s important that our spaces are inclusive and welcoming.”

Founded in 2000 in Porirua, CityFitness has grown steadily into a dominant force in New Zealand’s fitness landscape. The company’s model, focused on scale, affordability and convenience, has helped it weather challenging economic conditions and drive consistent year-on-year growth.

“This expansion ensures we continue to set the pace in an increasingly competitive market,” says Hatten. “Each day more and more New Zealanders are becoming aware of the benefits of health and fitness. We’re building clubs that reflect that reality.

“The growth and opportunities in the market are what’s driving our expansion. With over half (54%) of Kiwi adults not meeting the World Health Organization’s minimum physical activity guidelines, one of the highest rates in the Western world, the potential to get more people active is wide open.

“Exercise New Zealand estimates physical inactivity now costs the public health system more than \$600 million every year, while wider productivity losses exceed \$2.3 billion annually. That gives you some idea of the scale of the issue and why improving access to exercise matters well beyond the fitness industry.

“The implications of physical inactivity go well beyond individual wellbeing, it’s placing a growing strain on our health system. We know that conditions like type 2 diabetes, cardiovascular disease and mental health disorders are increasingly linked to sedentary lifestyles. If we can shift even a portion of inactive

adults into regular movement, there would be a significant long-term positive impact on public health costs and quality of life for Kiwis.

“It’s not about reaching 100 clubs and stopping, it’s just the next milestone. We’ll continue growing wherever there’s demand.”

¹ Health & Fitness Association. (2025, January 25). Reversing the Physical Inactivity Crisis: Fitness Affordability as Strategic Policy. Accessible [here](#).

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Notes to the Editor

About CityFitness:

CityFitness is New Zealand’s largest fitness provider, operating 65+ locations nationwide and serving more than 250,000 kiwis. CityFitness offers accessible, and affordable high-quality fitness experiences through its CityFitness and Simplicity Fitness clubs, supporting members in building strength, confidence, and lifelong wellbeing.