

CityFitness Announcement Press Release



Gisborne community embraces new era of affordable fitness

FOR IMMEDIATE RELEASE

/STARTS/

12/03/2026 - Gisborne locals have shown strong support for the city's newest fitness facility, with overwhelmingly positive feedback just weeks after the opening of the large, modern and affordable gym.

The early response reflects growing demand across regional communities for accessible and affordable ways to stay active, as more New Zealanders look for practical ways to prioritise their health and wellbeing.

CityFitness Gisborne is the 64th club across Aotearoa and the first in the Gisborne region, connecting the local community with modern fitness facilities that keep fitness affordable and accessible.

Local radio host Walter Walsh described the new club as “modernised and really, really classy”.

The new club spans 1,700 square metres and features state-of-the-art equipment, a multi-purpose studio for virtual fitness and functional training, and on-demand reformer Pilates, offering members a wide range of training options all in one location.

Recognising the importance of recovery as part of any fitness journey, the club also includes a dedicated recovery zone with deluxe massage chairs and a massage gun station.

Club Manager, Julie Walker says the response from locals has been incredibly positive.

“At CityFitness, we’re serious about supporting our communities and making health and fitness accessible and affordable for all Kiwis. It’s fantastic to see the Gisborne community embracing the new facility.”

Like all CityFitness locations nationwide, members can enjoy 24/7 access to the Gisborne club, allowing them to train around work, whānau and everyday commitments.

Memberships start from \$7.99 per week, helping make quality fitness accessible for people of all experience levels, confidence and budgets.

Walkers says the strong response from locals highlights how much communities value having access to modern, affordable fitness options close to home.

“Our vision is simple — to help make Aotearoa New Zealand the healthiest nation in the world”.



Figure 1: CityFitness Gisborne

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More information

You can find more information about CityFitness and membership options on our website:

www.cityfitness.co.nz

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Notes to the Editor

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.

