

CityFitness Announcement Press Release



Momentum builds for affordable fitness as Rotorua community turns out

FOR IMMEDIATE RELEASE

/STARTS/

05/03/2026 - Rotorua residents are turning out in strong numbers for the City's newest fitness facility, signalling growing momentum for more affordable and accessible ways to stay active.

Since opening on 27 January, the club has quickly built a large local membership base, highlighting demand in the region for fitness options that are flexible. Welcoming and realistically priced.

The club marks CityFitness' 63rd location across Aotearoa and its first in the Rotorua region, bringing a large-scale modern fitness facility to the community.

Spanning 1,700-square-metres of training space, CityFitness Rotorua features state-of the-art equipment, a multi-purpose studio for virtual fitness and functional training, and on-demand reformer Pilates, giving members greater variety and flexibility in how they work out.

The club also includes a dedicated recovery zone with deluxe massage chairs and a massage gun station, recognising recovery as an important part of overall wellbeing.

Regional Operations Director Joe Erskine says the Rotorua opening reflects CityFitness' long-standing focus on making fitness more achievable for everyday New Zealanders.

At CityFitness, "we're serious about making health and fitness accessible and affordable for all Kiwis," regardless of experience, confidence, or budget. "Opening in Rotorua was about removing barriers and supporting healthier lifestyles in the community".

Like all CityFitness locations nationwide, the Rotorua club offers 24/7 access, allowing members to train around work, whānau, and daily commitments.

Memberships start from \$7.99 per week, helping keep fitness within reach for many households at a time when living costs remain high.

Erskine says the strong early response reflects the importance of affordable fitness options for regional communities.

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



Figure 1: CityFitness Rotorua

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More information

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

www.cityfitness.co.nz

Follow us online:

www.facebook.com/cityfitness

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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.

