

CityFitness Announcement Press Release



New Zealand's largest gym brand to open third club in Hamilton

FOR IMMEDIATE RELEASE

/STARTS/

23/03/2026 - The former JB Hi-Fi in Hamilton's CBD is being transformed into a new 24/7 gym, with New Zealand's largest gym network opening its third Hamilton club on April 1.

Hamilton residents will have the opportunity to get a first look inside the new facility at an exclusive preview event on 25th March from 5-7pm, which will feature giveaways from Red Bull and other local vendors.

The new Hamilton CBD club will become CityFitness' 65th location nationwide.

The opening reflects growing demand for accessible fitness in Hamilton and gives the community a chance to see one of the country's largest gym networks expanding in the central city.

The Hamilton CBD club will have 24/7-member access and will include an expansive fitness floor space, state-of-the-art equipment, and a multi-purpose studio for virtual fitness and functional training.

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 health and wellbeing.

Regional Operations Director Joe Erskine says the Hamilton CBD opening reflects CityFitness' long-standing focus on making fitness more accessible and affordable for everyday Kiwis.

At CityFitness, "we are committed to providing health clubs that are accessible and affordable for all Kiwis, no matter their experience level or fitness goals".

Memberships for the new Hamilton CBD club start from \$7.99 per week, but residents are encouraged to come down to the new club on the 25th of March to get an exclusive look at the equipment, meet the team, and see the new space firsthand.

“We’re excited to bring this club to the local community as we move one step closer to our vision of making New Zealand the healthiest nation in the world” Erskine says.

“That starts at a local level, by creating spaces where people feel comfortable showing up and getting started”.



Figure 1: CityFitness Hamilton CBD

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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.