

Blink Fitness Announces Growth Strategy in Eight U.S. Markets

By: Rachel Zabonick-Chonko | February 27, 2020 | Link: <https://bit.ly/2PGOien>



Blink Fitness, a high-value, low-price (HVLP) fitness brand, announced its plans for multi-unit franchise development in eight U.S. markets, including Dallas-Fort Worth; Denver; Phoenix; St. Louis; Kansas City; Las Vegas; Charlotte, North Carolina; and the state of Connecticut.

These markets were identified based on criteria including real estate availability, favorable business climates, attractive competitive landscapes and a suitable consumer audience.

“We initially were focused on company-owned development, predominantly in the New York metro area, primarily to make sure we had a business model that was replicable — something we felt was going to lend itself to a retail rollout strategy,” Todd Magazine, the CEO of Blink Fitness, told Club Solutions Magazine in June 2019. “After the first five years [of business], we really started to focus on expanding outside the New York metro area.”

Last year brought a number of milestones for Blink Fitness, including growing its franchise footprint by 50 percent, opening 20 locations, and growing past the [100-location mark](#).

In 2020, Blink Fitness predicts an additional 30 franchise and company-owned gyms to be added to its portfolio. This year, the brand has celebrated openings in Houston; Los Angeles; Chicago; and Jacksonville, Florida.

“Our members have spoken: our technology-forward, premium fitness model is disrupting the affordable fitness space today,” said Patti Rother, the director of franchise development for Blink Fitness, in a statement. “Member enthusiasm for Blink Fitness, coupled with our operationally simple and labor light model, has multi-unit groups perking up. We’re excited about growing in target markets this year — our expert team has done the legwork and these regions present strategic opportunities for franchise development.”

To support its growth plans, Blink Fitness is currently seeking experienced multi-unit franchise groups interested in expanding their portfolios.