

Three Multi-Million-Dollar Fitness Clubs Open in Brisbane

GO Health Clubs, Arena Fitness MMA and Yogabox offer their services under the one roof.

BRISBANE, QLD, AUSTRALIA, November 7, 2016 /EINPresswire.com/ -- Brisbane, QLD: Queensland Gym Giant [GO Health Clubs](#) have developed three multi-million-dollar Superclubs in Brisbane, spending over \$7 million dollars in club upgrades and equipment over the last twelve months.

The newest Superclub in Rothwell recently completed renovations totalling \$3 Million Dollars. The facility also added two new brands under its umbrella, activating its Superclub status.

The new Superclubs in Brisbane house three fitness brands; GO Health Clubs, [Yogabox](#) and [Arena Fitness MMA](#). The Superclubs are in the Brisbane suburbs of Carindale, Rothwell and Springwood.

Through member feedback, GO Health Clubs found that many members held multiple memberships to other brands, specialising in boutique training like yoga, HIIT and MMA. Some of these additional memberships were adding up at \$80 to \$120 per week.

These findings prompted the GO Group to introduce a \$35 Superclub Membership that gives members access to traditional gym facilities and group fitness classes, as well as coach-led MMA HIIT training and Hot Yoga classes.

GO Health Clubs have more than 25,000 current members, with many already taking advantage of the Superclub Membership. Since the upgrade to



This picture was taken just after \$3M renovations finished at GO Health Clubs Rothwell



Superclub status new membership sales have increased by 15% and the average yield of new members has increased by 40%.

The most successful Superclub conversion to date was the \$3.5 Million Dollar upgrade to GO Health Clubs Springwood. The club was handed to the landlord by a National big box operator and GO took it over with just over 700 members. In approximately 12 months, the Superclub has grown to 4,700 members. The GO group expects it to become Queensland's biggest club by the end of 2017.

Managing Director of GO Health Clubs Niki Dean believes that the Australian Fitness Industry is primed for the Superclub concept, stating "We are essentially leveraging off the massive growth of the boutique training space."

"Now our members can access multiple brands for just \$35 per week if they want various training options," Dean said.

"We have spent a couple of years developing the Yogabox and Arena Fitness MMA brands, and now the programming behind it is nationally accredited with Fitness Australia."

"We're attracting a new group of consumers that see the benefits of specialised training and we're offering them a lower price tag under one roof, as opposed to multiple memberships at a spread of locations."

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[Picture] Moreton Bay Mayor Allan Sutherland with GO Health Clubs Directors at the GO Health Clubs Rothwell Grand Re-Opening Event.

From Left: Mayor Allan Sutherland, followed by Directors Niki Dean, Sue Howard and Dan Ross.

Link: https://drive.google.com/file/d/0B_grRu0t2Nntb0cxaF9DTTJGcIE/view?usp=sharing

Download Rothwell club images - <https://goo.gl/4ync8N>

Download Springwood club images - <https://goo.gl/PEYK9z>

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