



24 Hour Fitness Unveils New Amenity Concepts Designed to Redefine the Member Experience

Recovery24 State-of-the-Art Recovery Tools and Premium Fit24 Smart Tech Training Areas Now Available at Select Clubs

CARLSBAD, CA (April 28, 2025) – [24 Hour Fitness](#) is expanding its premium fitness offerings with the launch of **Recovery24** and **Premium Fit24**, two innovative amenities now available at select club locations nationwide. These new experiences are designed to elevate the fitness journey, offering members advanced recovery and high-tech strength training solutions in dedicated private environments.

As part of the brand's ongoing investment in member experience, Recovery24 and Premium Fit24 represent a new era in fitness amenities—giving members greater access to the tools, technology, and programming needed to achieve their goals and feel their best. These two products are at the head of a multi-million-dollar, multi-location strategy to improve member experiences throughout 24 Hour Fitness' core markets.

Recovery24 brings guided recovery and self-care to the forefront, integrating state-of-the-art Hyperice Normatec compression therapy and Human Touch massage chairs in a relaxing, spa-inspired setting. These spaces support post-workout recovery by helping reduce muscle tension, flush lactic acid, and improve blood circulation. Recovery24 is designed to help members feel rested, recharged, and ready for their next session.

Premium Fit24, a private training area powered by top-of-the-line Matrix equipment, delivers an elite strength-training experience for all fitness levels. Members can access fully connected, intelligent training machines that provide built-in tutorials, personalized progression programs, and workout tracking. Designed in partnership with the National Strength and Conditioning Association (NSCA), Premium Fit24 empowers both newcomers and seasoned athletes to make measurable progress over 8-12 weeks of goal-driven workouts and beyond.

"Recovery and progression are the two keys to getting results, yet are often thought about separately," said Raphael Konforti, Senior Director of Fitness Business and Operations at 24 Hour Fitness. "With Premium Fit24 and Recovery24, we're offering members a boutique-quality experience right inside their home club. These amenities make elite-level training and recovery tools accessible to everyone, creating more personalized and effective pathways to health." Recovery24 and Premium Fit24 are now available at select clubs, with access offered

through a separate agreement. Club team members are available to guide interested members through tours of the new spaces.

For more information or to find a participating location, visit 24hourfitness.com.

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About 24 Hour Fitness

For more than 40 years, 24 Hour Fitness has been dedicated to creating a healthier, happier world through fitness. 24 Hour Fitness offers welcoming and inclusive environments with thousands of square feet of premium strength and cardio equipment, turf zones, free weights, functional training areas, and more. Members can choose from a variety of options such as studio and cycle classes, personal training, and innovative digital and virtual offerings to help them keep their minds and bodies fit. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.

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