

# Business Connection



[www.pleasanton.org](http://www.pleasanton.org)

Catalyst • Convener • Champion

November 2023

## Business Spotlight

### VillaSport Athletic Club and Spa Introduces a New Sub-Brand: Villa Sport Fitness in Pleasanton

VillaSport Athletic Club and Spa has announced it will be opening its first new fitness concept club in Pleasanton, CA. Villa Sport Fitness, a satellite location that supports the VillaSport Athletic Club and Spa hub in each market, offers a new option for fitness enthusiasts who want the luxury of VillaSport in a relaxed setting that cultivates friendship and connection. The new Villa Sport Fitness clubs are modern, state-of-the-art facilities that offer a premium fitness experience with more focused amenities, but the same high level of service enjoyed in the full-sized clubs. Membership pre-sales began November 1, 2023.

"We are excited about expanding and growing our community and presence in the Bay Area. Last year, we acquired a four-club fitness chain in Boise, ID, that has been very successful. We have learned a great deal from running a smaller fitness-focused gym and are excited to bring this concept to our other markets," said Billy Malkovich, President of VillaSport.

The Pleasanton space is undergoing a major renovation to provide the elevated experience of a VillaSport club. The new 30,000 square foot Villa Sport Fitness facility will feature lifestyle amenities that include indoor

lap pool and whirlpool; complete fitness center for cardio and strength training; array of complimentary group exercise classes each week for all fitness levels; hardwood sports court; recovery spa offering cryotherapy, float tanks, compression therapy, zero gravity massage chairs, cold plunge tub, and infrared sauna; indoor café; childcare center; and luxurious locker rooms with steam rooms, saunas, and relaxation lounges. Villa Sport Fitness is the mid-tier fitness offering with a high level of service that is currently missing in the market.

This new location will add to VillaSport's current portfolio of four Axiom by VillaSport locations, and seven VillaSport Athletic Club and Spa locations, bringing the total to 12 clubs across five states. "It's an exciting time here at VillaSport. We have an aggressive growth plan, through both acquisition and green field development. If there are similar opportunities in other markets, we are open to hearing about them. While the large format, family-focused VillaSport model is our foundation, the smaller fitness-focused model allows more accessibility in current and new markets. This Pleasanton project affords new possibilities for VillaSport, and having a mixed portfolio of large and mid-size clubs is our goal," said Joe Syufy, CEO



Villa Sport Fitness is located at 5341 Owens Court in Pleasanton and plans to open in early 2024.

of VillaSport. VillaSport has initiated a major expansion effort and continues to seek new locations in its existing markets and beyond.

#### About VillaSport

VillaSport Athletic Club and Spa is a resort-style athletic club and spa offering a unique combination of luxury amenities, state-of-the-art equipment, and innovative programs for the entire family. VillaSport is a family-owned business with four Axiom locations in Boise, ID, and seven VillaSport locations in Beaverton, OR; Colorado Springs, CO; Katy, Cypress and The Woodlands, TX; and San Jose and Roseville, CA. VillaSport corporate

headquarters are located in San Rafael, CA. VillaSport is proud to be an active member in the communities by supporting local charitable organizations such as food banks, schools, health groups, and youth sports. For more information about VillaSport, please visit [villasport.com](http://villasport.com)



**VILLA SPORT**  
FITNESS