

**Jetts**  
24 hour fitness

# JETTS IRELAND

## GYM FRANCHISE

**AWARD-WINNING FRANCHISE.  
PROVEN BUSINESS MODEL.  
UNRIVALLED SUPPORT.**

**BE A PART OF THE  
JETTS SUCCESS STORY**

**PRIVATE AND CONFIDENTIAL**





# OUR STORY

Since August 2007 when the first gym was launched on Australia's Gold Coast, Jetts has grown from the ground up with a focus first and foremost on the most important part of the business – the customer.

It all began when husband and wife team Brendon and Cristy Levenson had an idea that would revolutionise the Australian fitness industry: to build a gym entirely around the member. So, a gym was created that is simple and convenient, open 24/7, with no lock-in contracts, low fees and equipment for people who want to get results.

This ethos has propelled Jetts into one of the most successful gym chains, with more than 250 clubs worldwide.

It is the company's vested interest in the Member, combined with a focus on the Franchisor and Business Owner working together in partnership to both benefit, that really sets Jetts apart.



# 250+

## CLUBS WORLDWIDE

# 25

## UK GYMS OPEN BY SPRING 2026

# 7

## UK MULTI-SITE BUSINESS OWNERS



# JETTS' GROWING FOOTPRINT IN THE UK



Since launching in the UK in 2017, Jetts has brought a fresh approach to the franchise fitness market which has seen us open **22 successful sites**, with **20+ gyms currently in the pipeline**, making us the most exciting and relevant brand for those looking to own their own gym and make a profit with real purpose.

We have established a differentiated position by combining a high-return investment model built for growth with the look and feel of a boutique gym that delivers results-based training on our members' terms.

Matching high-quality facilities with bespoke programming and embedding the latest technological innovations and fitness trends into our model, Jetts is proud of the growing community of loyal and like-minded fitness enthusiasts that continue to join our gyms across the country.

Our continuous industry-leading support helps franchisees create successful businesses, from the initial gym opening through to ongoing one-to-one support as we integrate our best-in-class systems and processes into each gym.

**AND NOW WE ARE ARE LOOKING FOR MULTI-SITE OWNERS OR A COUNTRY-WIDE PARTNER TO WORK WITH US TO TAKE OUR PROVEN BUSINESS MODEL AND EXPAND JETTS INTO IRELAND.**

For more information about owning your own Jetts franchise, contact [marketing@jetts.co.uk](mailto:marketing@jetts.co.uk) or call **07881 500002**



# IRELAND'S FITNESS MARKET IS PRIMED FOR EXPANSION

NOW IS THE TIME TO BE A PART OF IT

With almost half (49%) of adults in Ireland now regularly participating in sport and rising, the demand for accessible, high-quality fitness facilities continues to grow. Personal exercise also leads the way in activity types, with over twice as many participants as the next most popular activities (swimming and running).

With a population of over 5 million and 550,000+ individuals already members of health, fitness or leisure facilities, there is increasing demand for gyms matched with a significant growth opportunity.

Elsewhere, consumer spending in related areas such as wellness technology and overall fitness behaviours illustrates a more engaged, health-conscious demographic willing to invest in their health and wellbeing.



## FOR JETTS, THIS PRESENTS A COMPELLING OPPORTUNITY.

The market is expanding in both participation and spend, and there is evident consumer appetite for quality facilities offering a strong member experience.

For new partners in Ireland, this means a chance to capitalise on rising demand through a differentiated offering; engaging with members seeking the look and feel of a boutique gym, with no lock-in contracts, low fees, and a model designed to deliver results - for its members and its business owners.

**550,000 PEOPLE ARE MEMBERS OF  
FITNESS & LEISURE FACILITIES**

**PERSONAL EXERCISE IS THE MOST  
POPULAR FORM OF PHYSICAL ACTIVITY**

**16-24 YEAR OLDS HAVE THE HIGHEST  
SPORTS PARTICIPATION RATES OF ALL  
AGE GROUPS**



# WHY JETTS?

## AWARD-WINNING FRANCHISE

Be part of an award-winning global franchise that has consistently delivered outstanding financial results and has become a global leader with over 250 gyms across 6 international territories.

## PROVEN BUSINESS MODEL WITH GLOBAL SUCCESS

Jetts is not a transactional franchisor selling pins on a map, instead the success of every club is underpinned by the unrivalled size of geography on offer in the industry, so you have the best opportunity of finding the very best sites.

Our gyms are highly profitable with a high-return investment model designed for modern gym users, that delivers great results for our members and financial results for our business owners.

## MAKE A DIFFERENCE IN COMMUNITIES ACROSS THE COUNTRY

We want every community to be better for having a Jetts gym in it. We love to find ways of making a difference in the lives of those we come into contact with, and this results in strong, sustainable membership for our clubs.

## STRONG MULTI-GYM REPRESENTATION

Most of our UK business owners now own multiple gyms. This is all down to our integrated operating systems and marketing strategy that creates the opportunity to grow your second club (and beyond!) by building on the success of the first.

We want to work with business owners with immediate ambitions for multiple sites or a country side partner that we can work with to take our proven model of success and expand the Jetts brand across Ireland.

# UNRIVALLED SUPPORT

WE TAKE GREAT PRIDE IN PROVIDING  
ALL OUR FRANCHISEES WITH AN  
UNRIVALLED, FULL, TURNKEY  
SOLUTION BORN OUT OF YEARS OF  
INDUSTRY EXPERIENCE TO PROVIDE  
YOU WITH EVERYTHING YOU NEED TO  
SUCCESSFULLY OPEN A GYM.

[READ OUR LATEST NEWS](#)

SCALABILITY | MARKET DIFFERENTIATION | OPERATIONAL INFRASTRUCTURE | BRAND STRENGTH | HIGH-RETURN INVESTMENT MODEL





# STRONGER

# THAN

# YESTERDAY

We continue to push boundaries with the evolution of the design of our gyms, never settling for second best, and ensuring our clubs match our aspirations to create a truly affordable boutique fitness experience for all our members.



# OUR VISION, MISSION & VALUES

## VISION

To be the most loved gym in the UK and Ireland

## MISSION

To inspire people to live a better life

## VALUES (DNA)

Live By The Golden Rule

Listen. Learn. Improve. Repeat

We're All In This Together

Make a Difference In the World

We All Shower Naked

Wow the Member

Keep It Simple



**WE WANT THE BEST PEOPLE  
HEADING UP OUR GYMS AND OUR  
BUSINESS OWNERS ARE CHOSEN  
BASED ON A WIDE RANGE OF  
CRITERIA, SO YOU KNOW THAT YOU  
ARE JOINING A GROUP OF LIKE-  
MINDED, DRIVEN INDIVIDUALS THAT  
ARE AS PASSIONATE ABOUT THE  
BRAND AND ITS VALUES AS WE ARE.**

**JAMES GARNER**

Managing Director, Jetts Fitness UK





# THE JETTS MEMBER STRATEGY



**Members are at the heart of everything we do at Jetts. To reflect this, we will...**

- ...create and maintain our club policies around the best interests of our members
- ...focus on building and delivering an outstanding value proposition
- ...ensure our mission is alive and thriving in each and every club
- ...maintain an effective feedback tool to ensure we listen to our customers on a frequent basis
- ...focus on delivering excellence in standards within our clubs that exceed our members' expectations
- ...aim to develop relevant, strong brand partnerships and affiliations in order to provide additional value
- ...treat our members as "customers for life", and always treat them accordingly



# THE JETTS PEOPLE STRATEGY

**We understand the importance of our team and the impact they have on our customers. Our teams are at the core of the Jetts member experience and to maintain the highest standards. We will...**

- ...recruit and develop our people to best represent the Jetts vision, mission and values
- ...create a culture that positions Jetts as an aspirational place to work and brand of choice for people within our industry
- ...always give our team members and owners a voice to share their views and ideas
- ...ensure the business is simple, efficient and productive by taking care of issues and tasks that hinder this
- ...as leaders, we will "walk the talk" and live and breathe our mission and our values
- ...value people's hard work and encourage performance through incentivised rewards





**OUR BUSINESS OWNERS DON'T NEED TO KNOW HOW TO OPEN GYMS...**

# THAT'S OUR JOB

**We take great pride in providing all our franchisees with an unrivalled, full, turnkey solution born out of years of industry experience to provide you with everything you need to successfully open a gym.**

A large part of our success is based on the relationships with our specialist partners.

All experts in their respective fields, our partners are laser focused on ensuring your gym opens on time, and once open, continues to create engaged members and communities of like-minded individuals that become loyal to the gym and brand.

As a Jetts business owner, you will be able to access these expert partners, which include:

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- Property agents and lawyers
  - Premium gym equipment providers
  - Architects
  - Construction and fit-out specialists
  - Sector specialist marketing agencies
  - Financial experts and funders
  - Signage contractors
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**DON'T JUST  
TAKE OUR  
WORD FOR IT.**  
HEAR FROM OUR  
FRANCHISEES...



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**IT'S CLEAR THAT JETTS  
GENUINELY CARES ABOUT THE  
SUCCESS OF ITS BUSINESS  
OWNERS, AND OUR PLAN IS TO  
OPEN AS MANY JETTS GYMS  
AS WE CAN – OUR AIM IS 10 IN  
THE NEXT FOUR YEARS, BUT  
WE DON'T WANT TO STOP  
THERE!**

**MANOJ**

Co-Owner - Jetts Burnt Oak &  
Jetts Maidenhead





**WHEN JAMES [GARNER, MANAGING DIRECTOR OF JETTS UK] WALKED US AROUND THE JETTS GYM IN PORTSMOUTH, I FELL IN LOVE WITH THE BRAND. NOW WE'VE GOT OUR SECOND GYM IN FARNHAM, AND WE WANT TO TAKE ON ADDITIONAL CLUBS. WE WANT TO BE A BIG, MULTI-SITE OPERATOR.**

**BRAD**

Owner, Jetts Farnborough & Jetts Farnham



**THE SUPPORT WE'VE RECEIVED FROM JETTS' DIRECTORS, THE WIDER UK TEAM AND THEIR PARTNER AGENCIES HAS BEEN EXCELLENT. THIS COLLABORATIVE APPROACH HAS BEEN CRUCIAL TO OUR SUCCESS DURING PRE-SALE AND OPENING.**

**DAVID & KEVIN**

Owners, Jetts Colliers Wood & Jetts Brixton





**BENEFIT FROM A  
PROVEN FRANCHISE MODEL  
BUILT FOR GROWTH**

For more information about owning your own Jetts franchise  
in Ireland, visit [jetts.co.uk/own-a-franchise-ireland](https://jetts.co.uk/own-a-franchise-ireland)