



Press Release

From Business Trips to Weekend Getaways: Get Sporty Across Europe With Urban Sports Club

Berlin, 16. 01. 2020 – Extend your business trip or explore a new city like a local. With Urban Sports Club, business travellers can reenergize with an intensive workout after an exhausting business meeting. If you're travelling for pleasure, our app allows you to do sports with locals and spend some time off the beaten path. The "bleisure travel" and "untourism" trends define authentic, contemporary travel in 2020. From bootcamp in Copenhagen to pole dancing in Milan to surfing in Lisbon: with just one membership users can check in and train with more than 8,000 partners in nine European countries.



Bootcamp in Copenhagen

"Bleisure travel" (a wordplay combining "business" and "leisure" travel) is the new corporate travel trend made for Urban Sports Club members. Don't just focus on your work to-do list – add some leisure activities to your business trip's agenda. For example, Urban Sports Club users can push themselves to the limit by participating in a bootcamp training at [Vesterbronx Gym in Kopenhagen](#), and be rewarded with a breathtaking Panoramic view of the vibrant Danish capital.



Cryotherapy in Paris

Then there's the "untourism" movement, where travellers favour local attractions to tourist hype. For example, those who have visited the "city of love" have surely stopped by the Louvre to see the Mona Lisa and Venus de Milo. But just around the corner from the world's most-visited museum, you can take an ice break, and not the vanilla or strawberry kind! At [Partnerstudio Pôle](#), the you can gather your courage and spend a few minutes freezing at -110 degrees Celsius. A visit to a cold chamber has a positive effect on your physical and mental health – it's a boost for the immune system with an anti-aging effect. Afterwards, we recommend a hot drink in café with the locals.



Pole Dancing in Milan

Ciao Bella! Those travelling to the fashion and design mecca Milan can try out one of the hottest [sport trends of the new year](#) at the [Pole Dancing Academy](#). Pole dance, a pole-based total-body workout, trains not just strength, flexibility and body-awareness, it's also a real booster for your self-esteem.



Surfing in Lisbon

Outside of Portugal's capital lies the epicenter of surfing. Here you will find vast sandy beaches and some of the best waves in Europe. Beginners as well as advanced surfers and professionals will certainly get their money's worth. Urban Sports Club members can learn this beloved water sport from a wide variety of partners, such as the [Duckdive Surf School](#). Simply check in and start soaking up the spirit of this exciting city!



Outdoor Fitness in Barcelona

The cultural metropolis of Barcelona overwhelms visitors with its unique art and architecture highlights. Members who use their app to check in with our partner [FitPack](#) will get a tour of the most beautiful sights during their training. From jogging to functional training, their group sessions motivate participants and allow them to make new connections. There is no better way to explore the Catalan capital on the Mediterranean.



Sauna in Oslo Fjord

Aker Brygge, one of Oslo's most popular districts, offers an especially relaxing and unique sauna experience. Our partner [Green Boats](#) offers a "swimming" sauna located directly on a boat. All boats have been lovingly restored and fitted with an electric motor, making the water's drift smooth and calming. Visitors do not need a boat license, so you can simply float freely across the water and take a refreshing swim in the Fjord after a relaxing sauna session.



Ashtanga Yoga in Helsinki

Ashtanga Yoga, the reigning king among yoga styles, can be practiced right in the Finnish capital at one of the oldest yoga schools in Europe. The [Helsinki Astanga Yoga School](#) has been teaching this sweat-inducing yoga style since 1997. The quick and dynamic asanas strengthen the body and calm the spirit: perfect for a detox vacation in this northern seaport.



About Urban Sports Club

Urban Sports Club offers a flexible, flat-rate sports membership. Our goal is to encourage people to try a wide range of activities and to inspire them to live an active and healthy lifestyle. Club members can choose from over 50 activities at more than 8,000 partner venues across Europe, ranging from classic gym workouts, swimming, yoga, bouldering and more. Our corporate group, which includes the Dutch company OneFit, has over 10,000 partner venues. We offer variety, flexible conditions, as well as team sports and wellness to both private customers and companies.

Urban Sports GmbH was founded in 2012 by Moritz Kreppel and Benjamin Roth in Berlin, Germany. After two years of bootstrapping, the company secured early-stage financing in 2015 and went on to acquire four of its German competitors, starting with Somuchmore in December, 2016. In January 2018, FITrate came on board, with INTERFIT following in December of the same year. OneFit joined the Urban Sports Club family in August of 2019.

Please do not hesitate to contact us if you have any questions.

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