

Airports adding gyms as way to kill time

By Justin Bachman, Bloomberg

America's airports are where long lines, crowds, and the TSA combine to make life miserable. But once the metal detectors, explosives-sniffers, and pat-downs are behind you, suddenly all is transformed into boutiques, bars, and restaurants.

Why not gyms, too?

The airport terminal has long been lucrative commercial real estate, thanks to a captive audience. For those who have hours to wait, there's not much else to do except shop, drink, and eat. So two graduate business students at the University of Oregon started wondering whether an airport gym could thrive in such a setting. After researching the airport and fitness industries, Cynthia Sandall and Ty Manegold concluded that the only obstacle is mainly cost—not because air travelers consider it ridiculous. Thus, a business model was born.

Its name is Roam Fitness, which opened its first airport location in January at Baltimore Washington International, with a goal of adding two airports this year.

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