

# ROAM FITNESS

Best Innovative Consumer Experience Concept

BWI Airport, February 2018



# **BEFORE + AFTER**

ROAM Fitness was the first service to open in the new D/E Connector at BWI. Travelers, airport staff, and flight crews can access the gym and wellness center with a day pass or annual membership. Its close proximity to the TSA security checkpoint turns a lot of heads and our brightly colored clothing draws travelers in to shop and ask questions.



#### WOMEN'S RENTAL CLOTHING

OR

OR







MEN'S RENTAL CLOTHING



FITNES

ROAM FIT

Complimentary rental workout gear and reservable private showers are provided to all ROAM guests. This program gives guests a try-before-you-buy experience and makes them feel much more confident when purchasing new workout apparel. Take a look inside our gym and get a sense of the ROAM experience in this <u>video</u>. Don't have your gear with you and don't want to wear rental items? ROAM is the only authorized lululemon retailer in airports.

RXB.

<u>3 Egg Wh</u> 6 Almond

3 Egg Whit

Coffee Chocolate

RXBAR

<u>3 Egg Whites</u> 6 Almonds

4 Cashews

RXBAR

XXBAR

RXBAR

SAHALE

Our food and beverage program provides national and local healthy options so travelers can grab-and-go on their way out the door.







A sense of place is evoked by the Baltimore Inner Harbor mural in the cardio and free weight area of the gym. Technogym cardio equipment features tablet screens that allow guests to stay connected to their busy lives while they workout. Virtual courses are available as well as popular entertainment streaming services.

A sense of community is fostered through monthlong employee wellness competitions that encourage airport staff and flight crews to track their exercise and compete for prizes and individual improvement. Statements Statements

Private shower rooms stocked with soft towels, premium Malin+Goetz bath products, and complimentary toiletries draw additional guests to ROAM who are simply looking for a place to refresh.







to check out our press page for an overview of our



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Flight delayed @SouthwestAir ATL and wising there was a @ROAM\_Fitness here as I wait. Need more of those in the US!

5:50 AM - 12 Feb 2018 from East Point, GA







necessarythickness Airports are finally incorporating gyms in their terminals thanks to @roam\_fitness 🦾 🛫 Got the opportunity to check out their very first US location this past Sunday & WAS LOVING EVERY MINUTE OF IT. Pictured here in my @lululemon rental outfit for a quick 35 min burner before boarding my flight. NEW POST 💽 BLOG!! http://bit.ly/2qd4Vzu

#necessarythickness #thicknessisoursickness #travel #healthytravel #RoamFitness #Baltimore #bwiairport #necessarythicknessgoeseverywhere #Necessarythicknessneverstops #lululemon #fitaid #rxbars #vosswater mtfumindset Very cool.

...

robot\_ross gym pics?

158 likes

Add a comment..



4.5/5 stars



5/5 stars



5/5 stars

Helene UNC Chapel Hill **C** 61 **b** 31

> SB. Greensboro, NC **3** friends

## 24 reviews



Reviewed August 3, 2017 via mobile

#### Superb gym!

With all the gear you need on loan and showers nicer than those at Hotel Monaco, ROAM is a winner! I hope they expand to other airports soon. The staff members were super friendly, and I enjoyed trying out some new Lululemon styles (including a jog bra in my size) as part of the \$25 entry fee. They even had spray deodorant in case you're not prepared post shower. With treadmills, bike, free weights, and yoga mat and blocks, it was better equipped than many hotel gyms. I would call it a workout spa experience! Thanks so much for a great

### 7/31/2017

I haven't stopped talking about this place since I left. Facing a three hour flight delay, I was on my way to explore the wines that BWI had to offer when ROAM caught my eye. The other reviews are spot on -- these guys have thought of everything! From providing clothes (yes, even shoes and sports bras) to shower goodies to chargers INSIDE the lockers (yep, they're fancy), there was not a single thing to which I asked "do you have...?" that they didn't respond, "of course!" Heather and Asia were so friendly and so helpful. And that glass of wine after working out tasted that much better :)



Kristy A. Anderson reviewed ROAM Fitness — 5\* March 8, 2017 · 🕥

I had a great experience at ROAM this past Sunday. Super friendly staff, great facility and clean up for travel was easy. My time was far better spent than sitting at the gate. I hope to see this at every major airport someday!

Like

Comment

A Share

