



24 Hour Fitness Reimagines and Remodels Escondido La Terraza Super Sport, Creating a Stronger Fitness Hub for the Community

Remodeled club introduces a new floorplan and Recovery24 space designed to help members train and recover more effectively

Escondido, CA (March 12, 2026) – [24 Hour Fitness](#) today announced the reopening of its Escondido La Terraza Super Sport club following a full remodel designed to deliver a more modern, welcoming and functional fitness environment for members across the North County community.

A community celebration is planned at the location (400 La Terazza Blvd. Escondido) on April 6th from 4-9pm. The event will include guest access for all to try out the new amenities, guided tours and exclusive membership offers.

The reimagined club features a completely redesigned floorplan that improves the overall flow of the gym floor while expanding space for strength training, cardio and functional fitness. Members returning to the club will enjoy upgraded equipment, more open training areas and a layout designed to make it easier to move through workouts while enjoying a more comfortable and energizing atmosphere.

A major addition to the club is Recovery24, a dedicated recovery space that supports the growing recognition that recovery is an essential part of overall fitness. The new area provides members with tools designed to support muscle recovery, relaxation and overall wellness, helping them restore their bodies after training and return stronger for their next workout.

“Today’s members are thinking about their fitness routines more holistically, balancing training with proper recovery,” said Darren Bluffin, District Manager at 24 Hour Fitness. “By remodeling the Escondido La Terraza club and introducing Recovery24, we are creating a space where the community can train with intention, recover effectively and feel supported every step of the way.”

The remodeled club reflects 24 Hour Fitness’ continued investment in its facilities across California and its commitment to creating spaces that serve the evolving needs of members. The Escondido La Terraza Super Sport club now offers an improved

training environment that supports everyone from first time gym goers to experienced athletes looking for a high quality place to pursue their goals.

The Escondido La Terraza Super Sport club is now open and welcoming members back to experience the redesigned space.

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About 24 Hour Fitness

For more than 40 years, 24 Hour Fitness has been dedicated to creating a healthier, happier world through fitness. 24 Hour Fitness offers welcoming and inclusive environments with thousands of square feet of premium strength and cardio equipment, turf zones, free weights, functional training areas, and more. Members can choose from a variety of options such as studio and cycle classes, personal training, and innovative digital and virtual offerings to help them keep their minds and bodies fit. For more information about 24 Hour Fitness and its programs, visit www.24hourfitness.com.

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