

California WOW is a big Pattaya hit

No expense spared in workout scene



THE California WOW Xperience, one of the country's leading fitness groups, opened their 10th Thai branch in the heart of Pattaya late last month. The location was The Avenue lifestyle centre, Pattaya Second Road, and the theme was "Exertainment", or mixing working out and entertainment in one spot.

The official opening

was attended by Ittiphol Khunplome, the chief advisor to the mayor, and a host of distinguished guests and local residents. Items to attract attention included the swimwear fashion show by the Phuket Mermaids, a cross ramp championship race and lucky draws including plasma TVs, DVDs and Startree Upright Bike exercising gear.

Chief executive officer and WOW founder Eric Mark Levine said the clubs were so popular because of shrewd investment strategies in new equipment including Cardio Resistance and Free Weight gear. There were lots of extra opportunities such as aerobic classes, planet yoga and body combat. Mr Levine has more than 30 years experience in the global fitness business and was the founder of the California fitness centres.

He added that his company would open another branch in Thailand next year as only 1% of Thais exercise regularly. There were already branches in Bangkok and Chiang Mai and the Pattaya initiative, with its 160 million baht of investment, was already proving itself. Nationally, the WOW empire has 80,000 active and healthy members. You might say it's a "wow".

