MADOR REPORT · NOVEMBER 2026

Gyms in Italy: brand by brand

We asked 13 AI assistants where to find gyms in 12 cities in Italy, with the same 5 questions in every city: cheap gyms, gyms open 24 hours, a membership with no tie-in, the best gym, and a gym with a pool. That makes 775 valid answers, collected on 7 November 2026.

664 of 775 answers name at least one chain

Count the names, though, and independent gyms come out ahead: 2,761 names of independent gyms against 1,652 chain names. 107 answers name independent gyms only.

FitActive is recommended in 377 answers and in 12 of 12 cities

Next come McFit, recommended in 187 answers, and Anytime Fitness, in 185. Every chain is listed below, with the answers that recommend it and the cities where it shows up.

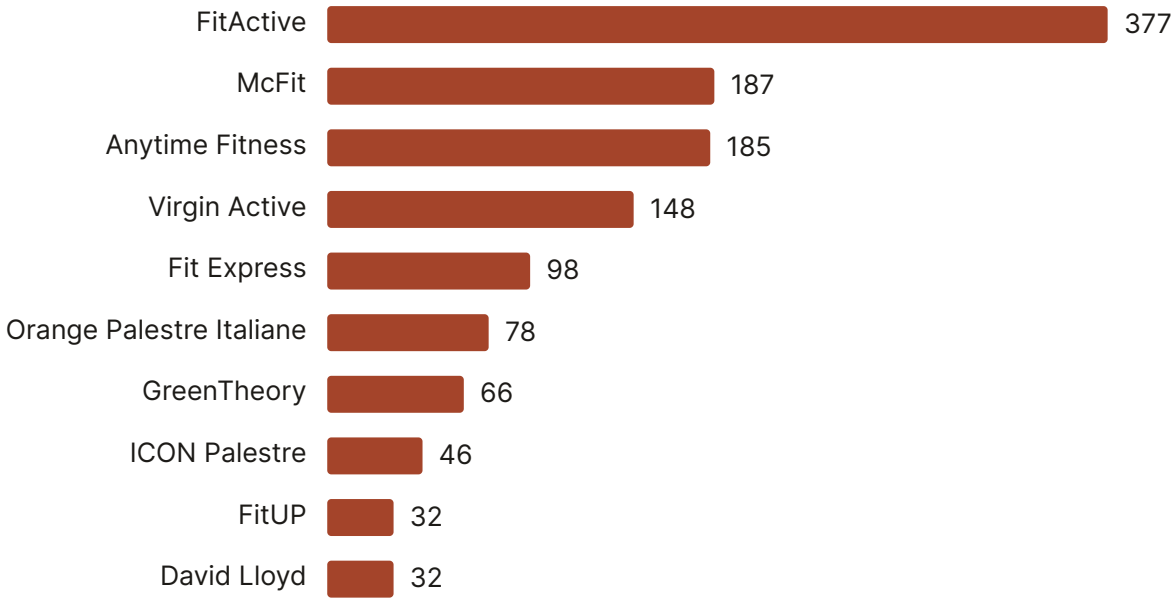
Modena: locations and answers

In Modena, GreenTheory has 3 locations and is named in 12 of 65 answers; FitActive has 2 locations and is named in 37 of 65 answers. Locations were counted on the chains' own websites: GreenTheory as of 7 October 2026 (greentheory.it/cdn/shop/t/2/assets/sedi-stockist.json), FitActive as of 7 November 2026 (fitactive.it/Club/Club).

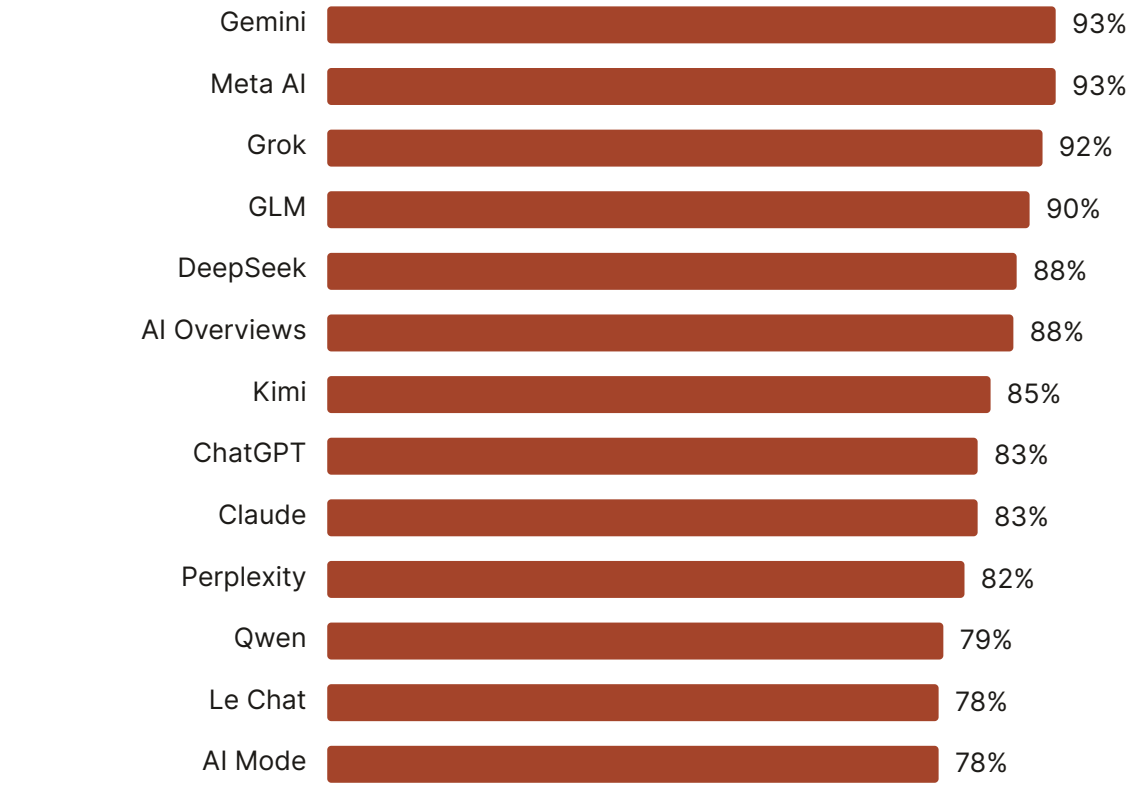
The sites AI reads most when it talks about gyms

Of the 523 answers that show the sites they read, palestre.fitness is read in 153, google.com in 114, fitactive.it in 111, fitprime.com in 88, wellhub.com in 81. Each site counts once per answer.

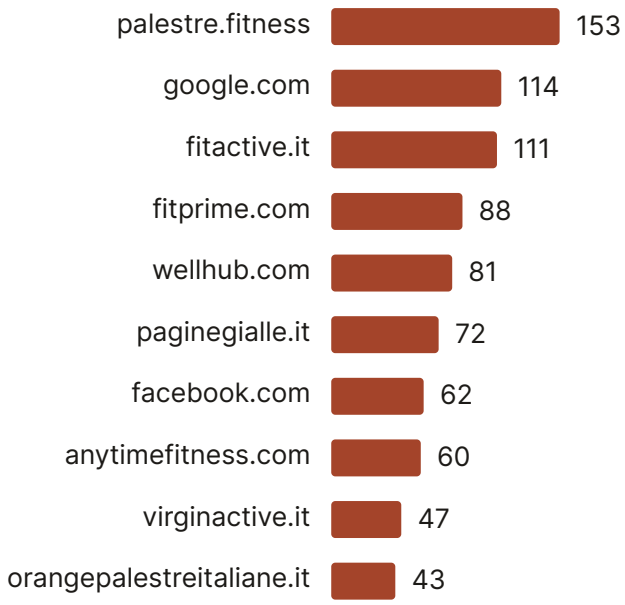
Chains, by answers that recommend them



Answers naming at least one chain, by assistant



Most-read sites, answers



The chains, brand by brand

Out of 775 answers in 12 cities. Answers are the ones that recommend the chain; cities are those where at least one answer recommends it.

Chain	Answers recommending it	Cities
FitActive	377	12
McFit	187	12
Anytime Fitness	185	10
Virgin Active	148	10
Fit Express	98	8
Orange Palestre Italiane	78	12
GreenTheory	66	9
ICON Palestre	46	11
FitUP	32	5
David Lloyd	32	2
Up Level	22	2
Get Fit	21	4
Hut FIT	19	2
20Hours	19	1
GimFive	18	3
BeFit Palestre	13	1
NOWGYM H24	12	3
Gold's Gym	7	4

Chain	Answers recommending it	Cities
Fitness Park	5	3
24FIT	2	2

City by city: chains and independent gyms

Chains among names: chain names out of all names in the city's answers.

City	Answers	With a chain	Chains among names	Most recommended
Torino	64	59	45%	FitActive, McFit, Anytime Fitness
Genova	65	61	35%	FitActive, Anytime Fitness, Virgin Active
Brescia	65	63	46%	FitActive, McFit, Virgin Active
Modena	65	59	32%	FitActive, David Lloyd, GimFive
Parma	65	50	38%	FitActive, Anytime Fitness, McFit
Livorno	65	46	32%	FitActive, GreenTheory, ICON Palestre
Massa	62	48	35%	FitActive, GreenTheory, Gymnasium Club
Vercelli	64	41	20%	FitActive, New Gold Gym, Wellness Paradise
Milano	65	62	51%	McFit, FitActive, Anytime Fitness
Roma	65	57	33%	McFit, Anytime Fitness, FitActive
Napoli	65	61	46%	FitActive, McFit, Virgin Active
Firenze	65	57	32%	FitActive, Anytime Fitness, Virgin Active

Method

Cities: 12 cities: those where GreenTheory and FitActive have or are opening a gym according to their websites, plus Milan, Rome, Naples and Florence; locations checked on 7 November 2026. Every city gets the same 5 questions, in Italian and identical for every assistant; one answer per question and assistant, collected on 7 November 2026.

Assistants: ChatGPT, Claude, Gemini, Perplexity, Grok, Meta AI, Le Chat, DeepSeek, Qwen, GLM, Kimi, AI Overviews and AI Mode, on their top models and with web search where the assistant uses it; AI Overviews and AI Mode are Google's answers, where they appear. Copilot could not be reached during the measurement. 775 of 780 answers are valid.

DeepSeek answers without searching the web, so it tends to name the best-known brands.

Claude Haiku read the names in the text of each answer. A chain counts once per answer, even when the answer names several of its locations.

Memberships valid across many gyms (Fitprime, Wellhub, Gympass) and equipment brands do not count as gyms.

Basic-Fit was taken out of the count: according to its website, it has no gyms in Italy.

David Lloyd and Aspria are counted together, as David Lloyd, because they are the same group today. Orange and Palestre Italiane are the same brand.

The report counts the answers where the AI recommends the chain, not the ones that name it only to say it does not fit. A chain shows up in a city if at least one answer recommends it. The opening figure and the comparison with

locations count every answer that gives the name.

Run a gym? Mador's free scan tells you which assistants you show up in, and who they name instead of you.

[See where your gym shows up]

For chains: Mador measures how AI recommends brands with many locations, city by city.

Mador, "Gyms in Italy: brand by brand", November 2026, mador.ai.