

BYRON

1 club operated · ROMORANTIN-LANTHENAY · company founded 2026-09-21

1

club

Romorantin-Lanthenay

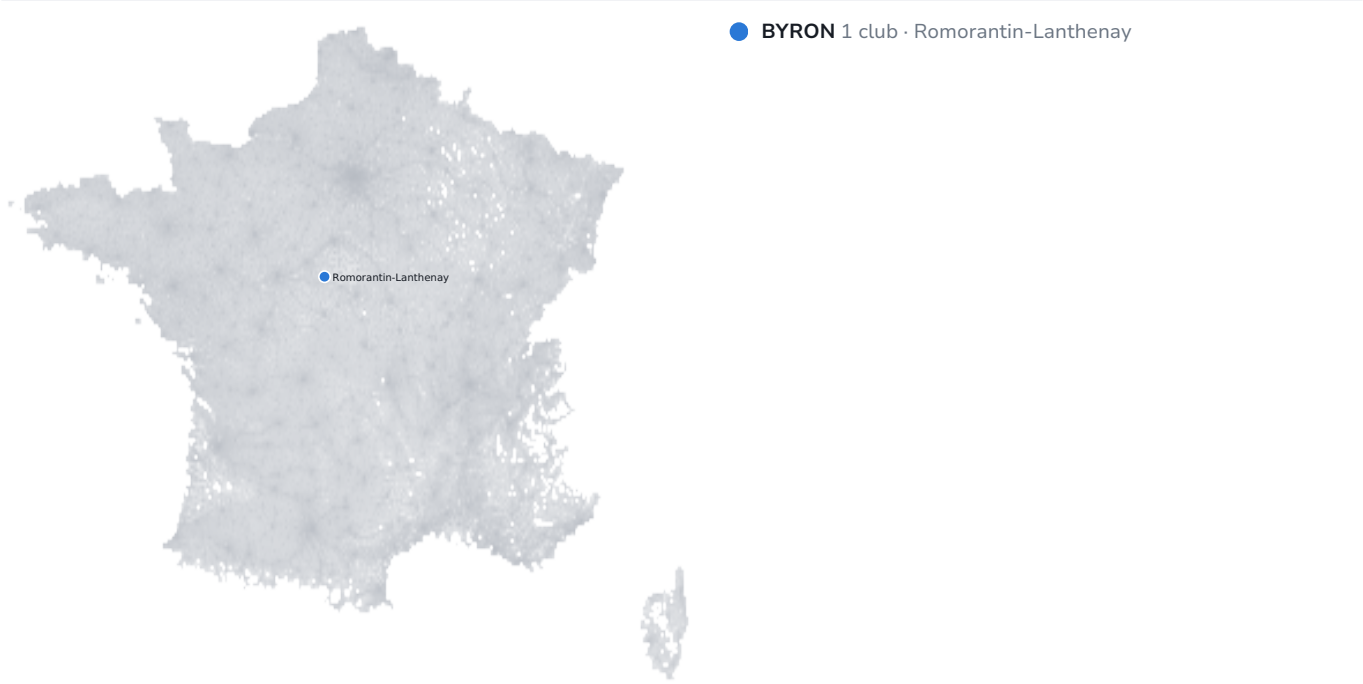
opened 2026–2026

—

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
BYRON	Romorantin-Lanthenay 41200	2026	1 → 1	1 → 1	543 → 543	2,008 → 2,008

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage.

LEGAL IDENTITY — INSEE Sirene

Legal name	BYRON
SIREN	130380736
Founded	2026-09-21
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	NOOSA (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	<i>not stated in any filing</i>
Years filed	0 of the last 0 on record
Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	<i>not tracked</i> — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

BYRON Romorantin-Lanthenay

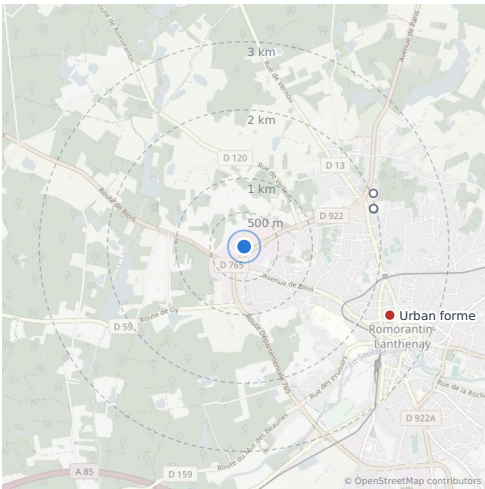
37 RUE DES CHARDONNES 41200 ROMORANTIN-LANTHENAY · opened 2026-09-21 · SIRET 13038073600012

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	39.8	39.8	0.0
Gyms within 1 km	1	1	0
Gyms within 2 km	1	1	0
Competition weight, 2 km	0.56	0.56	0%
Capture, 2 km	2,008	2,008	0%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2026-09-21 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



1 gym floors, 3 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	16 500 m	530 people	23	42 aged 18-64 + 488 workers = 530 over 0.79 km2 = 675/km2
	2 km	3,177 people	11	1,876 aged 18-64 + 1,300 workers = 3,177 over 12.57 km2 = 253/km2
Competition weight 15%	93 500 m	0.00 wt	100	0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	0.56 wt	88	0 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	18 500 m	543 people	28	79 residents + 464 workers, demand within 500 m against every competitor within 3 km
	2 km	2,008 people	11	1,180 residents + 828 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 85 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 106.9 LQ
	2 km	not measured	—	catchment of 3,563 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.6 LQ
Fit weight 10%	— unit	not measured	—	no floor area recorded for this unit
Rental weight 10%	— unit	not measured	—	no rent or no floor area recorded
Income weight 10%	52 500 m	0.98x	60	21,950 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.94x	47	21,065 EUR against 22,380 nationally, median of 2 IRIS within 2 km

NEAREST GYMS — 1 within 3 km; ▲ opened after 2026

2.36 Urban forme 2008

ACCESS — straight-line, GTFS

Rail	Faubourg d'Orléans — 2096 m
Bus	ZAC de la Grange (Centre Cial Sud) — 174 m
Footfall	Faubourg d'Orléans — 2096 m, 148,433 travellers/yr SNCF
Shops	2 within 150 m INSEE BPE