

OB TOURS NORD

1 club operated · TOURS · company founded 2014-01-02

1

club

Tours

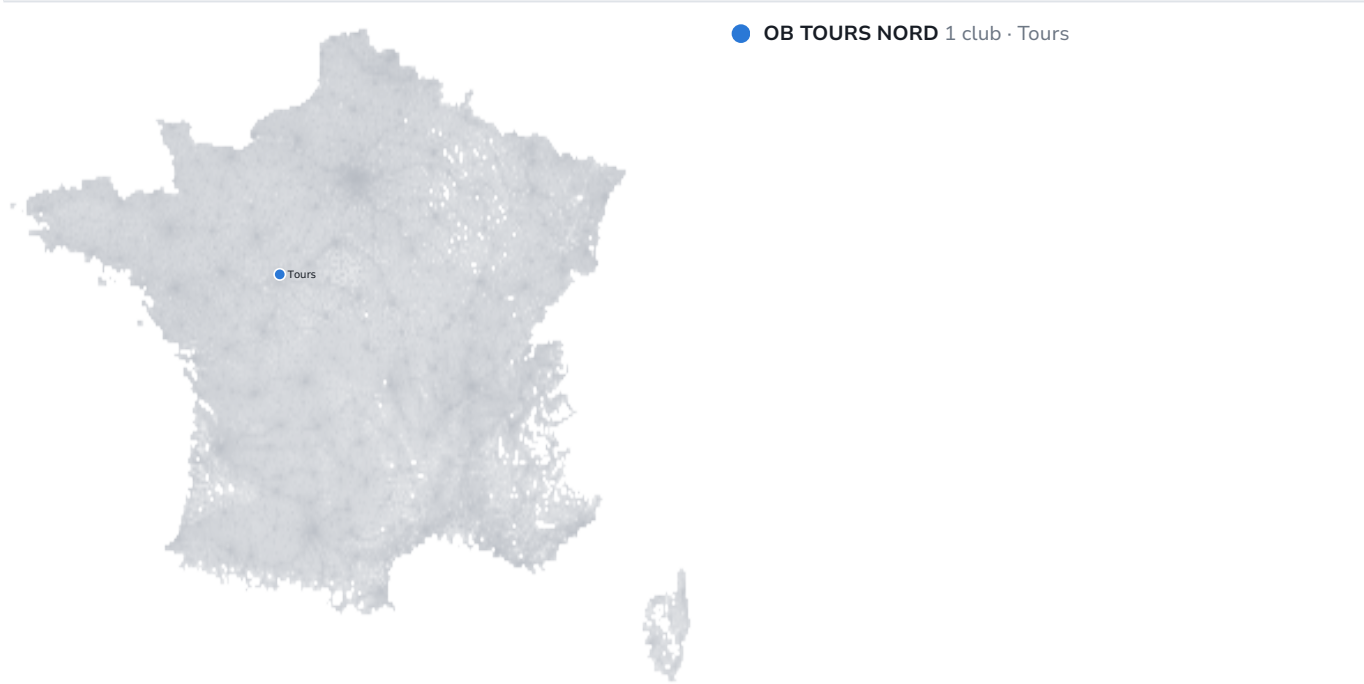
opened 2014-2014

—

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
L'ORANGE BLEUE	Tours 37100	2014	2 → 2	2 → 8	2,416 → 1,541	24,382 → 4,157

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	OB TOURS NORD
SIREN	798845400
Founded	2014-01-02
Activity	93.13Z NAF/APE code
Employees	02 Sirene band
Officers	José Enrique NERCELLAS CORDOBA (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — 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.

L'ORANGE BLEUE Tours

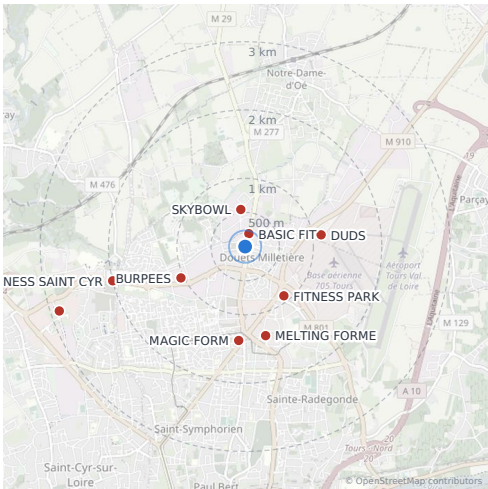
48-50 48 AVENUE GUSTAVE EIFFEL 37100 TOURS · opened 2014-01-02 · SIRET 79884540000018

CHANGE SINCE OPENING — 2014 → today

	AT OPENING	TODAY	CHANGE
Location score	75.8	42	-33.8
Gyms within 1 km	2	4	+2
Gyms within 2 km	2	8	+6
Competition weight, 2 km	0.40	6.10	+1425%
Capture, 2 km	24,382	4,157	-83%
Saturation, 2 km vs national baseline	-46%	+285%	+332 pts

Competitor field as it stood on 2014-01-02 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



9 gym floors, 0 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%	54 500 m	2,916 people	58	714 aged 18-64 + 2,202 workers = 2,916 over 0.79 km2 = 3,712/km2
	2 km	26,214 people	52	9,733 aged 18-64 + 16,480 workers = 26,214 over 12.57 km2 = 2,086/km2
Competition weight 15%	59 500 m	0.40 wt	79	1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	6.10 wt	46	7 genuine gym floors and 0 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	49 500 m	1,541 people	59	596 residents + 944 workers, demand within 500 m against every competitor within 3 km
	2 km	4,157 people	42	1,634 residents + 2,523 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 1,224 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 7.4 LQ
	2 km	LQ 3.85	0	7 clubs / 16,512 residents = 42.39 per 100k against 11.01 nationally
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%	42 500 m	0.90×	34	20,200 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.94×	46	21,015 EUR against 22,380 nationally, median of 10 IRIS within 2 km

NEAREST GYMS — 9 within 3 km; ▲ opened after 2014

0.2 BASIC FIT Basic-Fit	0.55 ▲ SKYBOWL 2022
0.92 ▲ FITNESS PARK Fitness Park 2024	1.05 ▲ BURPEES 2015
1.12 ▲ DUDS 2021	1.34 ▲ MELTING FORME 2017
1.38 ▲ MAGIC FORM Magic Form 2018	2.0 ▲ RECORD FITNESS SAINT CYR 2026
... and 1 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Marne — 1267 m
Bus	Milletière — 124 m
Footfall	Notre-Dame-d'Oé — 2801 m, 6,565 travellers/yr SNCF
Shops	4 within 150 m INSEE BPE