

VIDAPADEL

1 club operated · MAXEVILLE · company founded 2024-05-23

1

club

Maxeville

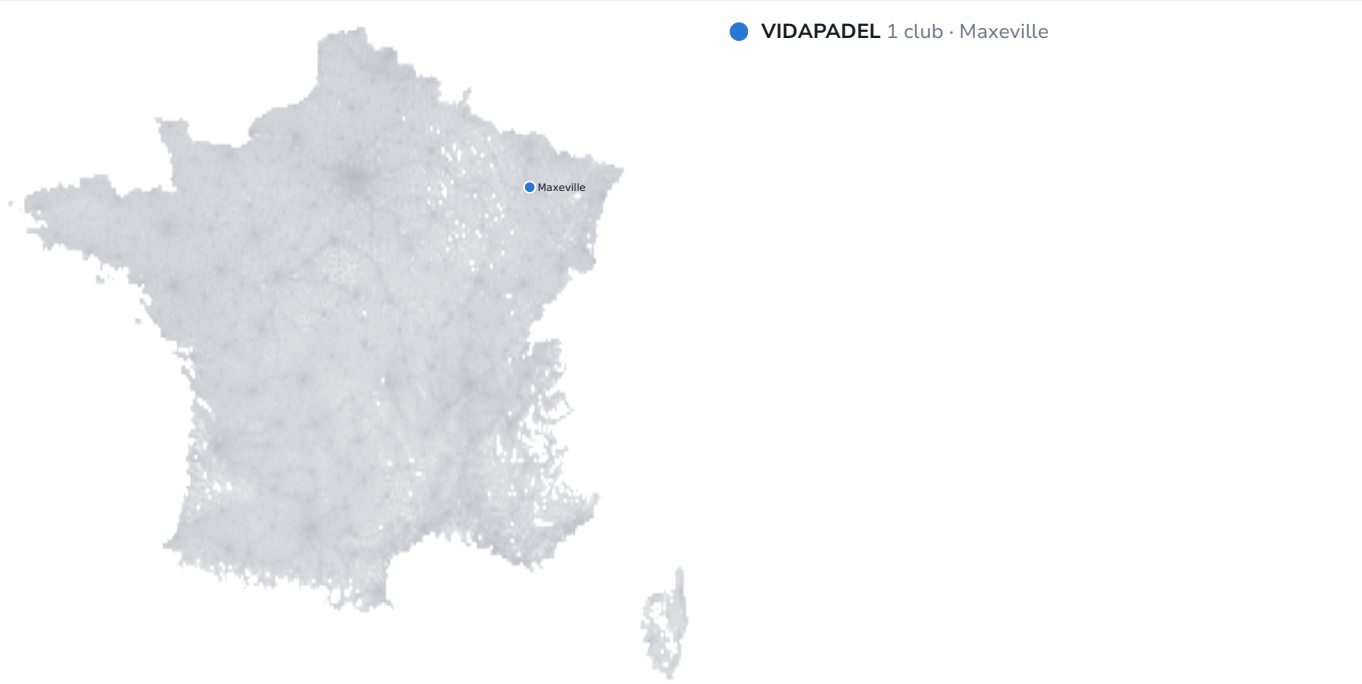
opened 2024-2024 · 1 closed

—

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
VIDAPADEL	Maxeville 54320	2024	2 → 2	2 → 4	1,849 → 1,617	8,893 → 6,473

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. Closed establishments on this company: VIDAPADEL (Malzeville).

LEGAL IDENTITY — INSEE Sirene		FILING & CAPITAL — INPI RNE	
Legal name	VIDAPADEL	Registered capital	<i>not stated in any filing</i>
SIREN	929216570	Years filed	0 of the last 0 on record
Founded	2024-05-23	Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Activity	93.11Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	NN Sirene band	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
Officers	Etienne BOUVIER (Gérant); Hugo VANNESSON (Gérant)		

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.

VIDAPADEL Maxeville

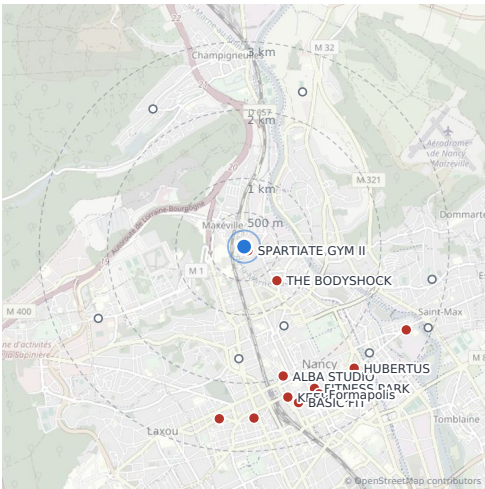
11 RUE JEAN JAURES 54320 MAXEVILLE · opened 2024-08-22 · SIRET 92921657000028

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	69.4	65.2	-4.2
Gyms within 1 km	2	3	+1
Gyms within 2 km	2	4	+2
Competition weight, 2 km	1.60	3.60	+125%
Capture, 2 km	8,893	6,473	-27%
Saturation, 2 km vs national baseline	-76%	-25%	+50 pts

Competitor field as it stood on 2024-08-22 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



13 gym floors, 9 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%	59 500 m	3,033 people	58	1,366 aged 18-64 + 1,667 workers = 3,033 over 0.79 km2 = 3,861/km2
	2 km	39,562 people	60	22,958 aged 18-64 + 16,604 workers = 39,562 over 12.57 km2 = 3,148/km2
Competition weight 15%	58 500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	3.60 wt	58	3 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	61 500 m	1,617 people	60	769 residents + 849 workers, demand within 500 m against every competitor within 3 km
	2 km	6,473 people	61	4,401 residents + 2,072 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 2,214 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 4.1 LQ
	2 km	LQ 0.75	100	3 clubs / 36,520 residents = 8.21 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%	46 500 m	0.80×	0	17,820 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.03×	76	22,990 EUR against 22,380 nationally, median of 17 IRIS within 2 km

NEAREST GYMS — 13 within 3 km; ▲ opened after 2024

0.08	SPARTIATE GYM II 2023	0.69	▲ THE BODYSHOCK 2026
1.98	▲ ALBA STUDIO 2025	2.29	KEEP COOL Keepcool 2019
2.32	▲ FITNESS PARK Fitness Park 2026	2.4	▲ HUBERTUS 2025
2.42	BASIC FIT Basic-Fit 2024	2.42	Formapolis 2015
... and 5 more within 3 km.			

ACCESS — straight-line, GTFS

Rail	Nancy — 2173 m
Bus	Lavoir — 116 m
Footfall	Nancy — 2173 m, 9,213,438 travellers/yr SNCF
Shops	2 within 150 m INSEE BPE