

LUXURY COUNTRY HOTEL ATTRACTS NEW MEMBERS TO ALL-NEW REFURBISHED TECHNOGYM FITNESS FACILITY

Carden Park Hotel is an ultra-luxurious independent resort set in a 1,000-acre estate. Dan Rennie, Marketing Manager, explains how the new Technogym fitness facility is helping Carden Park serve its core demographic – and catch the eye of a new one.

Located in the stunning rural settings of Cheshire and filled with historical roots, Carden Park dates back to the 1600s. Now privately owned, the hotel and resort has undergone a huge refurbishment, attracting attention as the UK's ultimate independent luxury resort.

As well as being a 198-room hotel, the resort offers visitors two championship golf courses, four dining options, a vineyard, conference facilities, a luxury spa, and extensive leisure facilities.

“Carden Park Hotel has always been a very special place,” said Marketing Manager Dan Rennie, “our recent investments into renovations has turned it into a dream venue. Visitors will find everything they could need for a luxury stay within our site, from food and drink to leisure, spa, golf, and incredible outdoor surroundings.”

CREATING A LUXURY LEISURE DESTINATION

One of Carden Park Hotel's key attractions has always been its golfing facilities, with two championship courses (one designed by Jack Nicklaus).

After a £10 million investment into the spa, Carden Park is now known for its premium leisure and relaxation features.

Carden Park also worked with Technogym to develop a gym that would appeal to fitness members and add even more value to the venue's golf and spa customers.

DESIGNING A GYM TO ATTRACT NEW MEMBERS

“The spa was a big investment, and we also put serious thought into the new and upgraded gym facility,” explained Dan. “Our new gym is an integral part of the Carden Park success story.”

Carden Park appeals to a range of different customer types, from leisure guests to golf breaks, corporate retreats, and professional sports teams.

“Our new gym has helped us cater to our existing customers, and attract new ones,” says Dan, “which is helping us build our membership even at this challenging time for leisure.”

PARTNERING FOR A WORLD-CLASS LEISURE OFFERING

Carden Park Hotel's refurbished gym is a huge improvement on the previous facilities, with extra space, state-of-the-art Technogym equipment, dedicated studio space, and new digital Technogym solutions to support the customer experience.

"We wanted the gym to feel like a very different area within the estate," explained Dan. "Technogym helped us achieve that with their design input, product suggestions, and installation. The space is fantastic, very modern and contemporary, with cutting-edge equipment."

"Our gym offers visitors and members something special. It is better than any other gym you'll find in the local area. Technogym have helped us create a truly world class leisure offering."

Carden Park's gym has a large floor area split into dedicated zones for cardio, strength, and functional training. In addition, they created dedicated cycle and group fitness studios.

"Our studios are incredible immersive spaces kitted out with the latest kit and technology, give members a unique experience," said Dan. "I wish we'd created studio spaces before – our group classes are doing so well!"

APPEALING TO A NEW DEMOGRAPHIC

Carden Park's new gym is open to members, hotel guests, corporate visitors, and sports groups.

"Our leisure offering is a big selling point," explained Dan. "Partnering with Technogym for equipment and the mywellness platform has helped us appeal to a new demographic. The freshness of the facilities and the high-tech nature of the kit is a massive draw to younger people in the local area."

"Technogym helped us take our gym to the next level, matching Carden Park's reputation as a luxury destination."

MYWELLNESS SUPPORTING CUSTOMER'S DIGITALLY

Carden Park Hotel's gym is entirely fitted out with Technogym resistance equipment, cardio kit, and cycle studio bikes. Dan explains why his team also chose to invest in the mywellness app.

"We have never had anything like mywellness at Carden Park", he said. "It keeps everything on one platform, enables our gym team to communicate with members, makes marketing easier, and helps members book on to classes – all on one platform. It's been a game-changer for our leisure team, but I know the members love it too. Mywellness helps us keep phone lines open for other areas of the leisure facilities. It's so efficient."

EXPANDING THE CARDEN PARK EXPERIENCE

Carden Park's new gym space has helped the resort reach new customers, introducing more people to all the leisure experiences the venue offers.

"Despite everything 2020 has thrown at our sector, we have seen lots of new people joining," said Dan, "and I know some of this is due to the fantastic new gym. It's got a lot of positive feedback, with plenty of corporate clients and sports teams queuing up to book in once Covid restrictions are eased.

"Golf has always been a huge part of what we do. Thanks to Technogym, we can be a sports resort destination. Our new gym has a hugely strategic role to play in the future of Carden Park."