

## Working with more than 1,000 hotels internationally, Pulse is the ideal leisure solutions delivery partner for the hotel sector.

Pulse is the solutions partner of choice for discerning hoteliers keen to enhance their fitness provision while maximising revenue. With 35 years' experience delivering successful solutions, the UK company provides a wide range of services to meet the needs of all health and fitness operations in hotels, from boutique gyms to full service clubs.

In addition to market-leading, stylish and affordable fitness equipment, Pulse is able to provide design and build services, and its unique combination of supplier and operator experience - the company has successfully run fitness facilities since 1999 - means it has a thorough understanding of operational challenges and appreciates the importance of good design and best practice.

Health and fitness facilities offer hotel operators the opportunity to enhance their offering, giving guests another reason to visit, while also establishing valuable additional

revenue streams via memberships and day visits. It's vital that the facilities are well designed, well equipped and effectively managed and supported.

Hotel operators should therefore use the services of an experienced, proven and trusted partner to ensure they optimise their facilities through professional design, technologically advanced equipment and intelligent software that allows greater communication with members, while providing opportunities for the cross-selling of other hotel services. The sleek design of Pulse equipment complements hotels of all ratings, while being intuitive and easy to use with a uniform console.

Quick, reliable and effective support is critical for the success of hotel fitness facilities, particularly in smaller clubs, where any downtime of equipment can cause massive disruption to services and potential loss of earnings. Pulse is the only fitness company



that employs its own service team covering the whole of the UK, 364 days of the year, offering peace of mind for hotel operators. This, combined with robust, fully inclusive warranties and a comprehensive online service portal giving operators the ability to log, order and track parts and call-outs, makes Pulse the obvious solutions partner for hotel operators.



### Services offered:

- Dedicated account management
- Site survey visit and report
- Detailed business plan
- 2D and 3D gym designs
- Layout advice
- Equipment selection and installation
- Comprehensive staff training
- Online service portal with asset register
- IT solutions including front-of-house management software and direct debit collection
- Gym management system - SmartCentre - to improve efficiency
- 24/7 service assistance
- Sales and marketing advice
- Operational support
- Financial services available including leasing & rental.

## Delivering outstanding products and unique added value services to national hotel chain QHotels



# QHOTELS

## INSPIRED BY YOU

The transformation of the fitness suite at Hampshire Court in Basingstoke marked the start of the relationship between Pulse and QHotels. Since its dramatic makeover, the site has experienced an impressive increase in membership from 1,650 to 2,130 members.

The project got underway with a comprehensive site assessment, which included reviewing the member journey and club experience as well as appraising the existing fitness equipment and evaluating the membership base. The process also included a valuation of income and expenditure for the facility. The detailed research enabled Pulse to develop a bespoke solution that allowed QHotels to utilise its investment in maintaining existing equipment in acquiring new, state of the art Pulse Fitness equipment.

The eight-week refurbishment comprised more than 60 stations of Pulse's leading fitness equipment including sleek Evolve strength machines, functional freeweights and high performance group cycles. QHotels was keen to include Pulse's Fusion cardiovascular range, which feature self-powered technology that motivates users to power the machines' inbuilt audio visual package which includes an iPod docking station and digital TV screen.

Pulse also delivered a fully inclusive five-year warranty and a sales support package as part of the project. This included a full time membership advisor.

With 27 four and five star hotels across the UK, each with its own individual character, QHotels are committed to delivering outstanding standards of product and service across its portfolio. In recognition of this commitment, the group was crowned Hotel Group of the Year 2014-15 in the prestigious AA Hospitality Awards, for the second time.

Pulse has worked with QHotels since 2010 delivering solutions for three sites in the portfolio, all of which have subsequently reported improved customer satisfaction

and membership retention. Work is currently in progress on a fourth site at The Midland Hotel in Manchester which has received a £1.5m spa redevelopment investment, Pulse is installing its Series 3 Fusion cardio equipment, a range of Evolve Strength and functional training kit along with Pulse's innovative SmartCentre membership retention and gym management system in a project worth approximately £100,000. The Midland Hotel will become the 25th site in the group's 27 hotels to offer leisure facilities when work completes this summer.

"We are very proud of our partnership with QHotels that has worked to enhance the customer experience and extend the group's commercial offering through fantastic health and fitness facilities. Our bespoke solutions are designed to reflect the high standards of the QHotels brand while

**Kenny Wattam, Hotel Account Manager at Pulse Fitness**

meeting the specific needs of each unique site. Cutting edge equipment and intelligent software solutions backed by excellent service and aftercare are the cornerstones of our successful partnership and we look forward to bringing these to bear on future projects for QHotels."



## Client Testimonial

"Throughout our long partnership, Pulse has delivered above and beyond expectations. As well as providing premium equipment at an affordable prices, their proposals for our sites always demonstrate clear cost savings, income potential and extensive added value.

"They offer fantastic support including comprehensive training and an extensive warranty, and we've always experienced excellent aftersales/care and service from the dedicated team.

"By partnering with Pulse, we have been able to add value to our hotels by offering the best equipment on the market coupled with the latest technology to deliver that little bit extra that our members and guests have come to expect from QHotels."

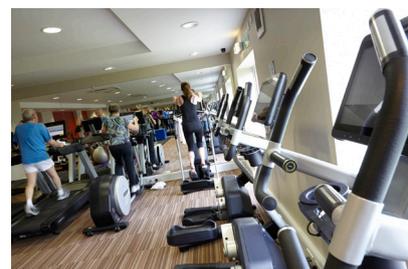
**Dave Heap,**  
Group Leisure and Spa Manager,  
QHotels

Following the success of the initial project at Hampshire Court, Pulse was appointed to upgrade equipment at QHotels Stratford Manor hotel in Stratford-Upon-Avon and to create a state of the art gym at its Park Royal Hotel in Warrington.

Described as a mecca for fitness enthusiasts, Pulse re-designed the Park Royal gym to exceed all expectations of a typical hotel fitness facility with its top of the range equipment and cutting-edge software solutions.

Park Royal was the very first facility to take stock of Pulse's innovative Cirrus Console, an 18.5" touch screen android tablet which comes integrated to the Fusion cardiovascular range. The Cirrus Console incorporates market-leading technology to allow members to experience digital TV and radio, as well as full internet browsing with social media access while they workout.

The cardiovascular kit also included SmartCentre, an interactive system which provides motivation, stores personalised workout programmes and gives user feedback and guidance. The Park Royal Hotel



was also the first site to use smartcentre.com, a web-based platform that auto connects member's personal fitness data inside and outside the gym environment, allowing them even greater accuracy in tracking their progress. In addition to the CV equipment, the facility also benefitted from Pulse's Evolve strength equipment.

To ensure minimal disruption, 60 per cent of the 2,000-strong membership underwent inductions before the installation. This allowed staff to offer a better service to members, while also ensuring a more even distribution of demand for equipment when the club re-opened. As part of the project at Park Royal, the existing equipment was refurbished and installed at four new QHotels by Pulse.

## Demonstrating the best of British at the prestigious Swinton Park Hotel

Owned by the Cunliffe-Lister family since the 1880s, Swinton Park is a four AA Red Star Grade II listed luxury castle hotel set within a spectacular 20,000-acre estate outside Masham in North Yorkshire.

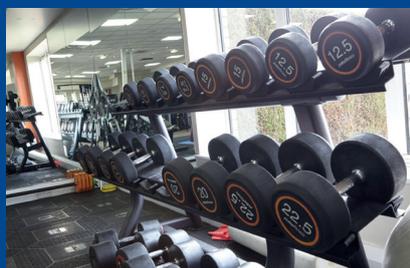
The owners, relations of HRH The Queen, are investing £5.5m in a full service country club and spa, only one of its kind in the area. Open to guests, spa day visitors and club members, the owners were determined that their new fitness facility be equipped by a British company.

Prior to awarding the contract, the Cunliffe-Listers conducted a number of site visits to view Pulse's equipment in action and also visited Pulse's headquarters in Congleton to see future equipment developments.

The boutique gym is due for completion in summer 2015 and will serve approximately 200 members each paying £75-£150 per month. The quality and design of the equipment was vital. The owners selected Pulse for the £100,000 project for the company's strong track record in the

industry, the proven quality of its equipment as well as the company's exemplary account management.

Pulse will supply a range of its technologically advanced equipment for the new facility, which includes its popular Series 3 Fusion cardiovascular range and its Evolve strength equipment. It will also provide its SmartCentre gym management system as part of the project.



  
www.pulsefitness.com

## Maximising commercial opportunities for Mercure Hotels Spa Naturel Fitness brand



Mercure is a subsidiary of Accor Hotels, the world's largest owner operator hotel group. As a preferred supplier for Accor Hotels, Pulse has developed bespoke leisure and fitness solutions for three of its sites designed to maximise their offerings and generate additional income.

Pulse visited each of Mercure's 11 leisure clubs to audit the facilities, which operate under the Spa Naturel Fitness brand. The review included an assessment of the equipment mix and also explored additional opportunities for growth.

Utilising their extensive knowledge of operating their own chain of clubs, along with previous experience in the hotel sector, Pulse was able to demonstrate their broad range of services, which differentiates them from other providers.

Pulse delivered tailored solutions for Mercure Dunkenhalgh Hotel & Spa, Blackburn;

**"We are delighted with Pulse's project management and bespoke solution; their partnership approach means we will be regularly reviewing the success of the first three sites and hopefully will use this as a blueprint to roll out to the other leisure clubs in our portfolio."**

**Karen Felimond, Director of Spa and Leisure, Mercure UK**



Mercure Cardiff Holland House Hotel & Spa and Mercure Norton Grange Hotel & Spa, Manchester. Key to the contract was the sales, marketing and new facility club launch support fund. In particular, Pulse delivered impact sales training, shared best practice on sales and member management and processes, marketing consultancy, marketing communications strategy, pre-sales publicity materials, e-shot digital campaigns and 'now open' publicity materials to support the hotels.

The range of equipment installed at the three sites included Pulse's self-powered Fusion cardiovascular range, which gives members integrated digital TV and iPod connectivity, and their inclusive Evolve strength range.

### Services delivered:

- Dedicated hotel and spa account manager
- Site survey visit and report
- Detailed business plan
- Equipment selection and layout advice
- 2d and 3d gym designs including interior branding
- Sales and marketing support
- New facility club launch package
- Integrated Freeview television and iPod compatible fitness equipment
- Energy efficient fitness equipment – saving of up to £1,000 per year
- Gym management software – SmartCentre
- Comprehensive ongoing staff training programme
- Attractive service and maintenance programme
- Dedicated service engineer
- Ongoing partnership advice and support



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