

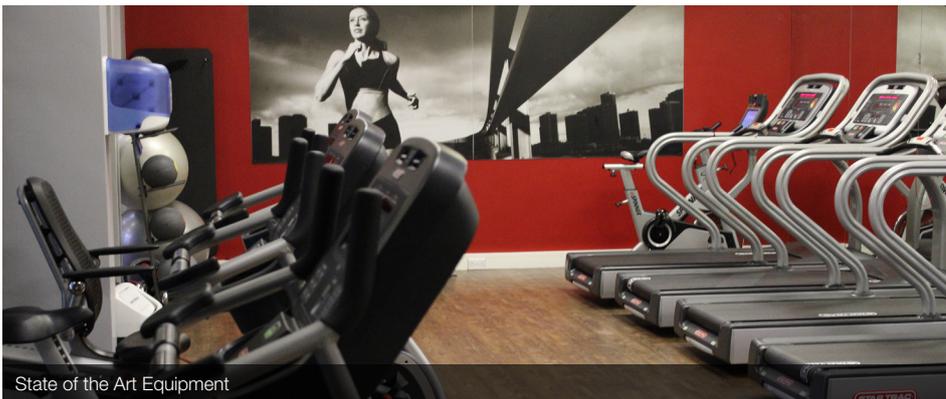
# Woodlands Hotel

Woodlands Hotel approached Anytime Leisure with the objective of modernising and upgrading their fitness suite to a level that met the same high standard as the rest of their exclusive leisure facilities. With a strong demand from hotel guests for use of the fitness suite as well as from the local community, the hotel management was looking to maximise the use of their space and provide more value to their members.

As part of the consultation process, the Anytime Leisure Area Sales Manager made several visits to the site to discuss the requirements and vision that the Leisure Club Manager, Christine, had for the facilities. The project consisted of a full re-design of the pre-existing fitness suite, so Anytime advised on all aspects of the work including flooring, layout and decor, as well as equipment choice.

For a hotel gym like Woodlands, it was decided that investing in high quality, robust commercial cardio equipment was the best way to reduce the risk of having problems further down the line and avoid regular maintenance. Star Trac Cardio equipment is some of the most robust and technologically advanced equipment on the market today, so Woodlands knew they were making a good long term decision with this choice. The Impulse Plamax range was ideal for the small strength area available because of each machine's dual function, giving users a greater variety with the same number of machines.

Woodlands hotel leisure club have reported significant benefits to us in the months following the project. "As a result of the refurbishment we have seen an increase in member numbers of approximately 12% over 3 months. Furthermore our retention has improved and we have increased our customer satisfaction." – **Christine Cuthill, Leisure Club Manager.**



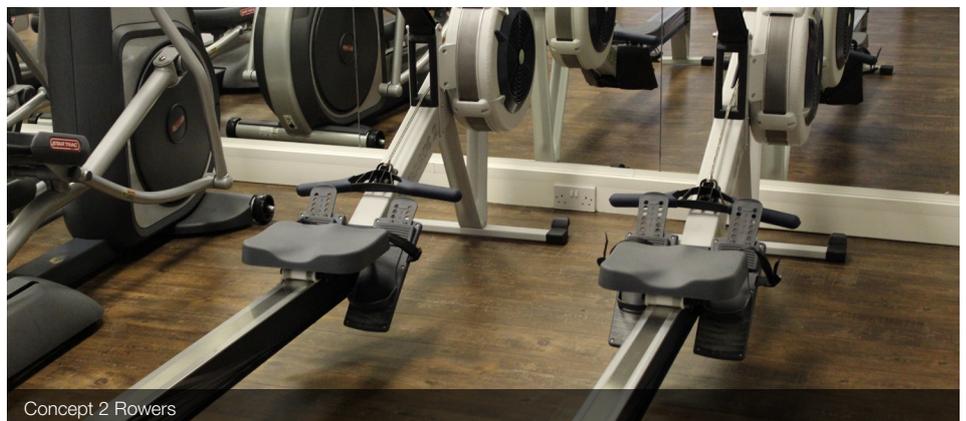
State of the Art Equipment



Impulse Strength Equipment



Premium Free Weights & Accessories



Concept 2 Rowers

"The entire refit process was remarkably painless from our point of view. Nothing seemed too much trouble, especially in comparison to other companies we had approached. Everything went to plan and was on schedule. I would recommend you anytime to someone looking for a similar refit. The account manager was extremely helpful and knowledgeable. In fact it was thanks to his hard work that we went ahead with the refit in our weights room (our initial plan was to replace cardio vascular equipment only). Not only did he advise us on equipment and layout but also flooring and décor. We continue to have a good relationship."

Christine Cuthill, Leisure Club Manager.

## Key Products

1. Star Trac eSpinner
2. Impulse Sterling Rack
3. Star Trac E Series Treadmills
4. Impulse Plamax