



SportsArt Fitness in the Royal Chace

When it comes to marketing of hotels and venues, apart from the quality of accommodation and fine dining restaurants, research into tourism and hospitality has now acknowledged that 'health and leisure' facilities are becoming one of the main added value services that can distinguish a hotel from its competitors. Acknowledging this, The Royal Chace Hotel situated amidst its own tranquil and spacious grounds in Enfield, Middlesex has recently opened a brand new fitness suite comprising of two distinct areas featuring SportsArt Fitness equipment.

The cardio-vascular room is designed to provide easy access to the 9 individual fitness stations supplied by SportsArt Fitness (UK), which include 2 treadmills, 2 cross-trainers, 3 different exercise bikes, a stepper, a rower and Power Plate.



Partly for safety and optimising on the use of available space, a resistance multi-station machine, free weights and a stretching area are located in an adjacent room include.

Brian Nicholas, MD for The Royal Chace Hotel reported, "The new fitness suite was part of our long term expansion plans to maintain our regular clientele and also to attract new customers, by providing additional facilities and a perfect venue for hotel residents to exercise and relax without having to leave the hotel.

Working with a consultant Helen Rogers, we were recommended to look at the SportsArt fitness equipment as well as inviting a number of well known suppliers to tender for the project. As the equipment could be used by a wide age group, selection of the right products was essential to fit the designated area.

After viewing the SportsArt fitness equipment first hand, we were impressed not only by the quality of build and unique adaptations, but also the clear visual displays and user friendly controls.

SportsArt was awarded the contract not based on price alone, they were enthusiastic and had genuinely designed a gym to provide a customised fitness solution to suit our needs and budget. The final agreed tender also included a service contract to include scheduled maintenance and free parts / labour.

SportsArt worked closely with The Royal Chace management and supported us by being flexible on installation. Unfortunately, due to construction problems the programme and installation date had to be pushed backwards, but they could not have been more amenable.

If it hadn't been for the fact that our consultant highlighted SportsArt fitness equipment, we may not have considered them as a premier brand and how wrong we would have been! Apart from a minor belt tension problem on the treadmill that was corrected within 24hours, the reliability of the equipment has been fantastic.

The new facility is exclusive to the residents at The Royal Chace Hotel and we have received very positive and complimentary reports about the equipment and facility. We hope that this will both retain regular guest and entice new visitors to the hotel."

