

Client:	The Fitness Suite, Park Plaza, Victoria, London
Project Date:	Sept 06 – Ongoing
Description:	HB Associates owns and operates this exclusive members club situated within the 4* Deluxe Park Plaza Hotel in the heart of Victoria. The facility caters to both hotel guests from the 299 bedrooms and an external membership of 200.
Objectives:	To provide a fitness facility commensurate with the standards expected throughout the hotel. Creation and implementation of marketing plan to generate membership sales.
Achievements :	Generating a monthly profit by month 8 of trading. Received a mystery guest score of 100% in May 2007.



Case History



HBA have managed The Fitness Suite at Park Plaza Victoria since September 2006.

HBA are an asset to the hotel and a pleasure to work with.

HBA competed against five other management companies for the contract. I believe that HBA truly grasp the concept of exceeding our guests' expectations and the need to consistently deliver high service standards commensurate with a deluxe hotel brand.

I look forward to many more years of continued fitness facility management.

Ramesh Costa
**General Manager,
Park Plaza Victoria,
London**

“ I believe that HBA truly grasp the concept of exceeding our guests' expectations. ”

Since HBA took over the management of the facility, The Fitness Suite has received fantastic reviews from the mystery guest report, scoring 100% on two occasions.

