



CELTIC MANOR  
HOTELS, RESORTS, CONFERENCES

## CASE STUDY

### HOLLAND & BARRETT

---

#### Type of Event

Charity Golf, Spa and “Thrill Seeker” Activities Day with Gala Dinner. First time the event had been staged at Celtic Manor. This was a unique event for Celtic Manor in the breadth and variety of activities and facilities used.

#### Number of delegates attended

274 during day. 440 for Gala Dinner.

#### Number of bedrooms/nights for delegates

300 hotel bedrooms and 3 x Hunter Lodges on 23rd July. 30 bedrooms on eve of event.

#### Number of Celtic Manor staff used during the event

Approximately 75

---

#### GALA DINNER DETAILS

Three-course gala dinner with awards presentation, charity raffle and auction for 440 delegates in the Caernarfon Suite. Entertainment included singing waiters and a live band.

#### OTHER FOOD & BEVERAGE INFORMATION

Brunch on arrival. Spa guests: light lunch in the Caerleon Club Lounge. Golfers: lunch in the Halfway House or Spike Bar at the Twenty Ten. Thrill seekers: BBQ on the Rooftop Terrace.

#### ANY SPECIFIC TRANSPORT LOGISTICS TO CONSIDER?

Transport to and from Twenty Ten and Montgomerie golf courses, and to activities arenas.

#### PRE-CONFERENCE PLANNING

The file was handed over to Event Manager and regular contact with the client from this period developed into daily contact in the weeks leading up to the event. A pre-con meeting took place with operations teams on the morning of the event.

#### HOW THE VENUE NEEDED TO BE ADAPTED (IF AT ALL)?

Activities took place on outlying areas of the resort site including the field used for Celtic Manor’s polo event and the Ryder Cup coach park at Abernant Farm. Areas of long grass had to be cleared to create Go-Kart and Hovercraft tracks. New self-catering Hunter Lodges utilised to create additional bedroom capacity.



## THE VERDICT

“Our annual fundraising charity event continues to grow each year and it is really important that the venue not only looks the part but has the ability to entertain our suppliers and associates across many different activities throughout the day and night. The Celtic Manor team really did pull out all the stops to make this our best charity day to date and logistically it was slick and without hitch with a WOW venue space to support. We have already secured for next year and look forward to working with the team again where I am confident we will raise the bar even higher again.”

- **Events & Sponsorship Coordinator, Holland & Barrett**

“It was exciting to work on such a different and diverse event. We used almost all 2,000 acres of the resort site to accommodate the activities for 60 Thrill Seekers, golf for 164 on two of our courses and spa for another 50 guests. It was a challenge to cater for and look after delegates in all these areas and then bring them all back together for a gala dinner together in the evening. The client was a pleasure to work with and, at the debrief meeting, there was agreement on a few things that we could make even better in the future.”

- **Event Manager, Celtic Manor**

