



One of the many ways to retain members.  
One of a kind.

# Retention Activity Guide 2011

# Gym Challenges 2011

Building on the success of 2010, throughout 2011 we will be introducing bi-monthly gym challenges, designed to entice, encourage, engage and retain members at QHotels.

A separate campaign guide will be issued for each gym challenge.

## Gym Challenge 1:

Calorie Burner

One way to drop a few pounds  
One of a kind

Campaign start date: January 1st  
Campaign end date: February 28th

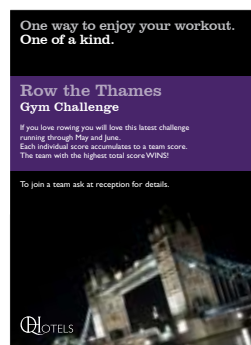


## Gym Challenge 2:

Run The London Marathon

One way to join a winning team  
One of a kind

Campaign start date: March 1st  
Campaign end date: April 30th

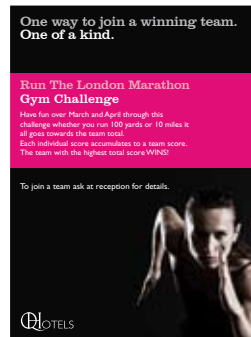


## Gym Challenge 3:

Row the Thames

One way to enjoy your workout.  
One of a kind

Campaign start date: May 1st  
Campaign end date: June 30th

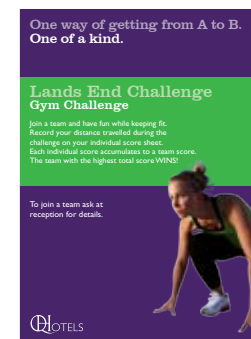


## Gym Challenge 4:

Land End Challenge

One way of getting from A to B.  
One of a kind

Campaign start date: July 1st  
Campaign end date: August 31st



## Gym Challenge 5:

Tour de France

One way to join a winning team.  
One of a kind

Campaign start date: September 1st  
Campaign end date: October 31st

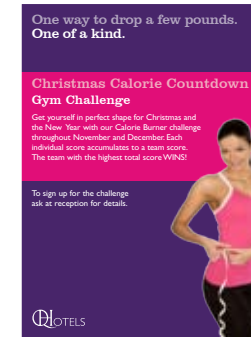


## Gym Challenge 6:

Christmas Calorie Countdown

One way to drop a few pounds.  
One of a kind

Campaign start date: November 1st  
Campaign end date: December 31st



# Gym Challenge January-February 2011

### Gym Challenge 1:

## Calorie Burner

One way to drop a few pounds

One of a kind

Campaign start date: January 1st

Campaign end date: February 28th

## Gym Challenge Examples

[illegible]

## Score Card

# One way to drop a few pounds. One of a kind.

## Calorie Burner Gym Challenge

Sign up today

Name
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

See reception for further details.

## Team Poster

**One way to drop a few pounds.  
One of a kind.**

**Calorie Burner  
Gym Challenge**

Kick off the New Year with our Calorie Burner challenge throughout January and February. Each individual score is accumulated and recorded. The individual with the highest total score WINS!

To sign up for the challenge ask at reception for details.

A vertical stack of seven donuts. From top to bottom: 1. Strawberry shortcake (white frosting, strawberries, and cream). 2. Chocolate (dark chocolate glaze). 3. White frosting (plain white). 4. White frosting with sprinkles (white frosting, multi-colored sprinkles). 5. White frosting with pink sprinkles (white frosting, pink sprinkles). 6. White frosting with pink sprinkles (white frosting, pink sprinkles). 7. White frosting (plain white).

## Poster

[illegible]

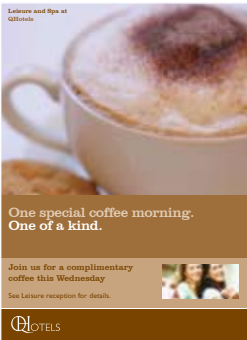
## Table

# Member Events

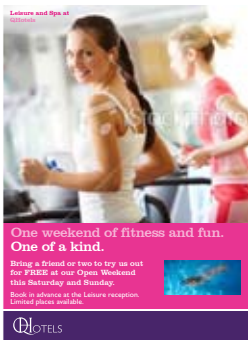
Coffee mornings, Workout Wednesday, Open weekend, Meet the Manager

Tried and tested retention events will take place each month, from Coffee mornings, meet the manager events, workout Wednesday to Open Weekends. You will receive one set of posters for each event and at the beginning of each week you will place the poster for the next event in the frame.

If you check the resources section of the QHub you will see planning dates to remind you which poster should be displayed.



Coffee mornings



Open weekend



Workout Wednesday




Meet the Manager

# Q Calendar Member Benefits



This wonderful retention tool helps members not only get in to the exercise habit, but also encourages and more importantly reminds them of key dates of all member events.

Leisure Club Member Benefits Calendar

2011



Over £350 worth of benefits inside



QHOTELS

January 2011

Member Gym Challenge  
Calorie Burn

Workout Wednesday... Bring along a friend for free. If they join, grab yourself an iPod shuffle or one of 19 other great gifts\*  
\*See in Club for more details

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

■ Meet the Manager  
■ Coffee Morning  
■ Personal Training  
■ Open Weekend

One to treat your friends.  
One of a kind.

Pick up two free guest passes today worth £20

\*Terms & conditions apply. See in Club for more details.

QHOTELS

February 2011

Still time to take the Member Gym Challenge! Calorie Burn

Pop in and have a coffee on our 'Coffee Morning' on Thursday 10th February.  
\*See in Club for more details

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

■ Meet the Manager  
■ Coffee Morning  
■ Personal Training  
■ Open Weekend

One to add a sparkle to your relationship.  
One of a kind.

Treat a loved one to a stay with QHotels this Valentines Day  
For a romantic break visit [www.QHotels.co.uk](http://www.QHotels.co.uk) or call 0845 074 0050

\*Terms & conditions apply

QHOTELS

March 2011

Member Gym Challenge  
Run The London Marathon

Workout Wednesday... Bring along a friend for free. If they join, grab yourself six bottles of wine or one of 19 other great gifts\*  
\*See in Club for more details

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

■ Meet the Manager  
■ Coffee Morning  
■ Personal Training  
■ Open Weekend

One to tone those muscles.  
One of a kind.

Pick up a free Personal Training session today worth £25

\*Terms & conditions apply. See in Club for more details.

QHOTELS

April 2011

Still time to take the Member Gym Challenge  
Run The London Marathon

Come and say hello with our 'Meet the Manager' days on the first Tuesday of every month.  
\*See in Club for more details

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

■ Meet the Manager  
■ Coffee Morning  
■ Personal Training  
■ Open Weekend

One to treat your friends.  
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\*Terms & conditions apply. See in Club for more details.



# Gym Challenge Examples




QHotels Gym Challenges 2011


Calender Examples

Leisure Club Member Benefits Calendar

2011



Over £350 worth of benefits inside



HOTELS


Hotel Group of the Year  
2008 - 2009

Best passes today worth £20


apply. See in Club for more details.

February 2011


**Pop in and have a coffee on our 'Coffee Morning' on Thursday 10th February.**


**Workout Wednesday... Bring along a friend for free. If they join, grab yourself an iPod shuffle or one of 18 other great gifts\***  
To view the full range of gifts go online today.  
\*Terms & conditions apply. Subject to availability.

THURSDAY	FRIDAY	SATURDAY	SUNDAY
6	7	8	9
13	14	15	16
21	22	23	24
28	29	30	


**Best passes today worth £20**

March 2011


**Member Gym Challenge Run The London Marathon**  
See in Club for more details.

**Workout Wednesday... Bring along a friend for free. If they join, grab yourself six bottles of wine or one of 18 other great gifts\***  
To view the full range of gifts go online today.  
\*Terms & conditions apply. Subject to availability.


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Best passes today worth £20**


April 2011

**Come and say hello with our 'Meet the Manager' days ...on the first Tuesday of every month.**  
See in Club for more details.


FRIDAY	SATURDAY	SUNDAY
7	8	9
14	15	16
21	22	23
28	29	30

**Best passes today worth £20**

**to your relationship.**  
QHotels this Valentines Day  
w.QHotels.co.uk or call 0845 074 0050



**those muscles.**  
**up a free Personal Training session today worth £25**  
Terms & conditions apply. See in Club for more details.



QHotels Member Benefits Calender 2011

## Internal Examples



QHotels, Coffee mornings, Workout Wednesday,  
Open weekend, Meet the manager 2011