



CELTIC MANOR
HOTELS, RESORTS, CONFERENCES

CASE STUDY

COSTCO WHOLESALE UK LTD

Date of Event

24th July

Type of Event

Charity Golf Day and Gala Dinner. Exclusive use of both the Twenty Ten and Montgomerie golf courses.

Number of delegates

174 for golf day. 421 for Gala Dinner

Number of bedrooms /nights for delegates

116 / 1 night

Number of staff working on event

Approximately 80 staff members

GALA DINNER DETAILS

Yes, three-course gala dinner for 421 in Caernarfon Suite. Guest speaker TV presenter and former England rugby player, Martin Bayfield. Charity auction in aid of Children in Need.

OTHER FOOD & BEVERAGE REQUIREMENTS

Breakfast for 174 people before golf, split between Rafters (Twenty Ten Clubhouse) and Via Julia Suite (Celtic Manor Golf Club) depending which golf course the guest was playing.

EVENT PLANNING

File handed over to Event Manager. Regular correspondence from with a pre-con appointment the day prior to the event.

VENUE MODIFICATIONS

N/A. The venue worked well for this number of delegates and ability to offer more than one golf course was crucial to the success of a golf day of this size.

LEGACY FOR FUTURE

Costco confirmed a repeat of their Golf Event and work has already started on the booking. This particular event is likely to repeat for many years as long as the Resort continues to meet their requirements and exceed expectations. Client is celebrating their 20th Anniversary in a few years and will be looking to provide the same type of event (golf day and gala dinner) but on a much larger scale with a greater budget. Celtic Manor already looking at ideas to accommodate.

THE VERDICT

“The Celtic Manor Resort team are excellent in their assistance with planning and following through to ensure that every little detail is taken care of - the experience we have at our annual Charity Golf event with the team ensure that we will continue to return year after year. It was a superb effort at every aspect of the hotel.”

Sue Knowles, Costco Marketing & Admin Director

“The event ran smoothly with excellent feedback from the client and all golfers playing on the day. The operational teams performed very well to deliver the event with good communication between our two golf clubhouses to ensure the timings of golfers finishing on the two courses were similar, returning to the hotel in good time for gala dinner.”

Event Manager Laura Cleghorn

- This is the premier golf event of the year within the wholesale industry
- A joy to come to this event so well organised and every aspect of the catering superb
- Celtic Manor is such an amazing location - something for everyone

Comments from delegates/guests

