

?MacDonald Hotels Launch Huge Investment Plan

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MacDonald Hotels are set to launch new leisure facilities in a range of its sites in part of a huge £2.5 million investment boost. The investment will go toward improving equipment and updating interiors in its resorts and hotels. 16 renovated leisure suites will be fitted with the latest technology allowing guests to experience their newly updated Vital Health and Wellbeing brand by the end of February.

MacDonald Hotels operates 53 hotels in the UK, Spain, Portugal and Ireland. The group employs 3,500 staff to look after its 4,000 hotel rooms and leisure facilities. In light of growing concern over the future of hospitality, MacDonald Hotels have announced their massive investment.

The group director of golf, leisure and spa, Keith Pickard, explains: "The multi-million-pound investment reaffirms our commitment to providing guests with the very best state-of-the-art fitness and spa facilities, building on our already high standards. We know just how important our modern gyms and unique spas are to our guests especially at a time of year when many are on a health kick following the festive season – and we are excited to continue to provide market leading facilities."

The venture starts in the groups Falkirk Hotel, Macdonald Inchrya Hotel, and will finish at the Livingston hotel, Macdonald Houstoun House. The new suites will be connected to the internet to allow for video streaming and allowing guests to train independently or in groups. The new face of the Vital Health and Wellbeing brand is said to be making the most of the "January Effect". The new kit involves interactive SE3 cardio machines, IC6 Myride indoor cycle spinners and PowerMill Climbers.

The investment doesn't stop in their leisure facilities. Macdonald Hotels have been looking to improve on all aspects and have recently worked with [Smart Hospitality Supplies](#) to create bespoke [Guest Room Folders](#). The personalised folders have been designed to fit in to the hotels current interior designs whilst being able to adapt in the instance of any future changes. The [folders](#) use natural matte colours with bold textures to fit in with the elegant branding of the group's resorts.

The news comes after the launch of Macdonald's new unique monthly promotions for the duration of 2018. The 'Macdonald Moments' campaign is being used as a way to celebrate the diversity of resorts within the groups portfolio and thank regular guests by offering experiences at attractive prices.

Macdonald Hotels have proven to be a leading group within the hotel and leisure sector and this move is a bold step towards showing that the industry has a bright future ahead. The group are demonstrating that investment and innovative thinking are what it will take to push ahead of the competition.

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