



VALOR HOSPITALITY SUCCESS STORY:

PARTNERING FOR SUCCESS: SIMPLIFYING OPERATIONS AND SUPPORTING GROWTH ACROSS LOCATIONS

Running 7 gyms under brand 'The Club' at hotels across the UK, this hotel management company turned to a modern, all-in-one gym management system to make managing multiple sites easier, streamline operations, and power growth.



xplorgym.co.uk



Valor Hospitality is a leading hotel management company. The business operates **7 fitness clubs under brand 'The Club'** at hotel locations across the UK.

Serving both the local communities and hotel guests, the clubs offer **over 5,500 members** access to a variety of facilities and services. This includes gyms, swimming pools, saunas, steam rooms, group fitness classes, and more.

AT A GLANCE

By partnering with Xplor Gym for software used at The Club locations, Valor Hospitality has:

 **Cut attrition and grown sales**

 **Clear, actionable insights across locations**

 **Proactive and reactive support on hand from a dedicated team**

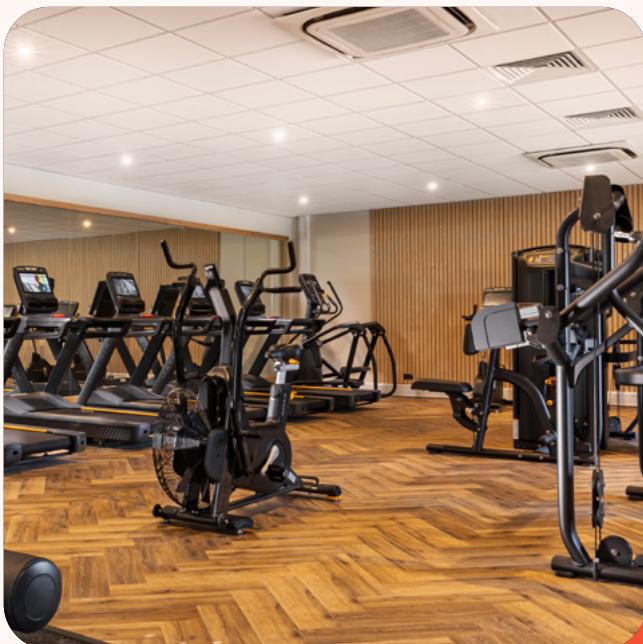


Driving revenue, retention, and insight across multiple sites

Seeking a software solution that would offer **growth opportunities for its leisure facilities**, Valor Hospitality went live with Xplor Gym across The Club locations in late-2023.

Modern, intuitive, info-rich gym management software

With Xplor Gym in place, Valor now have access to **consistent, comparable information** across all locations. This makes decision making and cross-location analysis simpler – powering **fast, informed decisions**.



Xplor Gym has a modern feel and there's a lot of useful information within two clicks. For our Club Managers, it's super important that you don't have to look too far and wide for the information needed.

From my perspective, I can find information for each site fast and get more detailed information when needed too.

Mark Pearson

Head Of Leisure, Valor Hospitality UK & Europe

Club Managers, even those new to the business, have found the software **easy to learn** thanks to a modern, intuitive user experience.

Handy dashboards give managers **speedy access to the information they need** for daily management.

Plus, as an all-in-one solution, the software delivers extensive insights into each member. So, it's easier than ever for in-club teams to deliver **consistently high-quality service** to members.



When we raise a support ticket, the Xplor Gym team is always really responsive. From quickly acknowledging the issue, to keeping us informed along the way to a resolution, the communication is great throughout.

Often, that's all you need as a business – to know somebody is trying to take care of the issue for you. That builds trust.

Mark Pearson
Head Of Leisure, Valor Hospitality UK & Europe

Responsive, high-quality support

Valor hotels with fitness clubs rely on gym management software to keep everything running smoothly. **The right level of support is essential.**

With Xplor Gym, the business gets both **proactive** and **reactive support**.

Proactive support from a Customer Success Manager who really knows the business. And reactive support from the Xplor Gym Customer Support and Solutions team.

Whenever a challenge arises or assistance is needed, Club Managers simply raise a ticket online and know that **someone will be in touch fast**. Keeping the customer informed regularly, this team finds the best solution for the operator every time.



Advice that has impact

When it comes to the experience with Xplor Gym, the proactive support from the Customer Success team **really stands out** for the hotel group.

From presenting at their annual event for Club Managers, to delivering in-depth success reviews, the Xplor Gym team has **gone the extra mile to understand the business and how the software is used**.

This knowledge is used to provide clear guidance that has already resulted in **measurable operational improvements** across the clubs.

For example, one review uncovered how an improvement in data quality and process could help the operator increase its Direct Debit collection success rate.

By making some simple data changes, the operator can now **easily forecast membership revenue due**.

Plus, by automatically reattempting to collect failed payments, and looking at the collection success rate as a singular number from first attempt to final attempt, the business is well positioned to **maximise revenue**.

The collection success rate has risen from 97% in 2024 to 98% in 2025 – driving small gains that add up over time.



After implementing recommendations from the success review, we saw real improvements. The average rate per paying member increased and is now more accurate – because we trimmed away all the fat by removing those with missing mandates from this number.

Our collection success rate now sits at 98%.

Mark Pearson

Head Of Leisure, Valor Hospitality UK & Europe



Strong financial performance

With Xplor Gym in place and the team on hand to give support, across The Club locations, Valor Hospitality has seen **revenue growth** year-on-year. This growth was achieved even without major capital investment.

Member attrition dropped to 3% as of November 2025. Plus, **membership sales grew by 10%** in the same month.



Within our clubs that are using Xplor Gym, we're retaining more members.

In part at least, that's due to the control the software gives us. Including the ability to re-attempt a second and third time when a Direct Debit collection fails first time. Fewer members quietly drop out because of payment failures.

Plus, as a hotel business, Xplor Gym gives us the opportunity to increase revenue from our fitness clubs through ancillary sales too.

Mark Pearson

Head Of Leisure, Valor Hospitality UK & Europe



Finding new ways to grow revenue and retention

With guidance from the Xplor Gym team, Valor Hospitality is taking steps to get the most from the gym management system.

That starts with **increasing member app usage**. Moving away from plastic membership cards, members will access facilities using the dynamic QR code pass within the app.

By encouraging members to use the app, it reduces reliance on physical cards, saving costs and reducing plastic.

Plus, the **app will be used to promote hotel events**, drive ancillary spending, and enhance member communications.

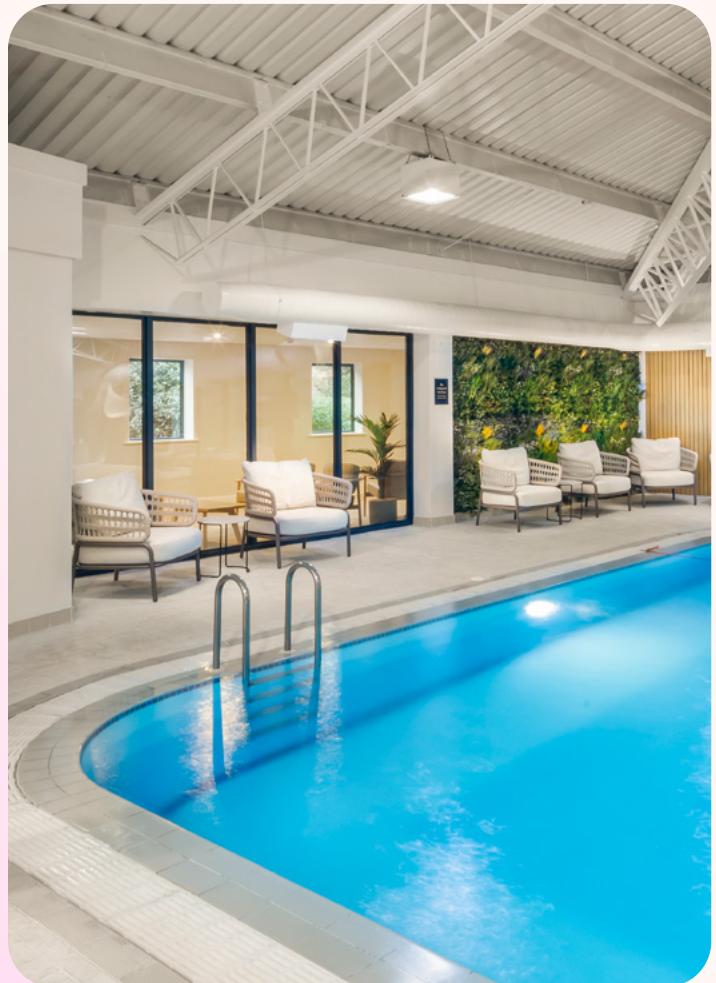
Taking advantage of the integrations Xplor Gym offers and delivering more value for members, the hotel group will integrate **new digital training and nutrition features** into the app.



I'd recommend Xplor Gym to other multi-site operators. As Xplor Gym is a large business we benefit from having lots of people working towards our end goal. The solution is continuously being developed. It's helping us get to where we want to go fast.

Mark Pearson

Head Of Leisure, Valor Hospitality UK & Europe



Say hello to Xplor Gym

Faster. More responsive. Easier to use. Xplor Gym is the all-in-one gym management software of choice for ambitious clubs.

When choosing Xplor Gym, you'll get what you need to save time, engage members, and grow profitably. Designed for gyms, no distractions.

And you'll get a true partner. Think of our team as an extension of your own, on hand to help you succeed. Our passionate UK-based team deeply understand the UK fitness market. So, we'll bring solutions and knowledge to help your business succeed now and into the future.

Get the tools you need to make running a gym less admin and more awesome:

- **Customer relationship management (CRM) & member management**
- **Sales & prospecting**
- **Embedded billing & membership payments**
- **Bookings & classes**
- **Retention & marketing**
- **Member app**
- **Access control**
- **Analytics & reporting**
- **Integrations**
- **And more!**

**BOOK A DEMO TODAY
TO SEE XPLOR GYM IN ACTION**



 **xplor gym**