



Five-star resort chooses WPS ParkAdvance™ to meet customer expectations

Site Overview

Set in 2,000 acres of rolling parkland in South East Wales, Celtic Manor Resort is a five-star golf, spa and leisure resort which has hosted the Ryder Cup and a NATO Summit. Part of the Celtic Collection which includes five hotels, a country inn, luxury lodges, two spas, eight restaurants, three championship golf courses and two golf clubhouses, as well as high ropes courses, adventure golf, laser combat and archery. It is also the home to the new 5000-capacity International Convention Centre Wales (ICCW) which opened in 2019.

The facilities across the Celtic Manor Resort site include more than 2,000 parking spaces available to guests and visitors including car parks at the Resort Hotel, Manor House and Coldra Court Hotel, which comprise two large surface car parks and a two-level car park servicing the ICCW.

The challenge

Revenue from parking charges helps to support Celtic Manor's continued investment into improving facilities to ensure guests enjoy a five-star experience across the resort.

Charges vary by the location of the car park on site and duration of stay. For example, those not staying at the hotel are charged £12 for using one of the two large surface car parks or Coldra Court for a 12-24 hour period, with this fee reduced to £7.50 for residents. Parking in the integral car park beneath the Resort Hotel, meanwhile, is priced at £18.00 for an overnight resident, reflecting the added convenience of the indoor location.

Russell Phillips, VP Facilities & Development, Celtic Manor Resort and ICC Wales says for an award-winning business with a five-star proposition, the quality of its choice of parking solution was essential: "It was vital that the introduction of fees was seen as fair, efficient and hassle-free for guests and visitors.



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From a customer service perspective, we needed to avoid any potential need to fine customers, which ruled out a Pay & Display approach – with the added benefit that we do not need to employ additional staff for car park patrols. The system also needed to be able to effectively handle demanding vehicle flows at peak times without causing congestion or detracting from overall customer experience."

Solutions and benefits

To accommodate the resort's needs, Celtic Manor turned to parking solutions specialist, WPS. Its ParkAdvance™ barrier-based Pay-on-Foot solution, with its robust, dependable reliability, exceptional build quality, ease of customer use, fast operation and high-quality aesthetics has proved to be the ideal choice. It was first deployed in the underground car park at the main Resort Hotel but, following initial success, was rapidly rolled out the resort's other main car parks and, in 2019, the new ICCW.

The whole system is supported by Automatic Number Plate Recognition (ANPR). It enables staff and pre-booked guests and conference attendees access to the car park automatically, when the highly-accurate cameras recognise qualifying number plates.

The system is served by a total of nine pay stations across all sites, and traffic flow is efficiently managed with eight entry and eight exit lanes.

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The sites effectively cater for a range of users from hotel guests, club members, day visitors, bar, restaurant and café patrons, as well as conference attendees. Payment is flexible and hassle free, with users paying at a range of pay stations at the end of their stay with no time pressure. There are also a series of ticket validators used at reception desks throughout all the facilities. Those attending special events and conferences can pay at any time during their visit to avoid any risk of pay station queues.

Russell says that the entire solution works very efficiently: "All parking systems across the resort are centrally managed by existing hotel staff, which is a great convenience. Guests find that it is easy to use and it supports seamless entry and exit – without causing queues or delays," he explains.

"As the first and last touch point to their experience of Celtic Manor, our parking system needs to make the right impression – for this reason, a further extension of WPS' proven solution is planned for our new Tŷ Hotel Newport, due to open in autumn 2022."