

CASE STUDY: PUTTING ON THE RITZ



Organisation: Lucies Farm Dog Resort
 Location: UK, Worcestershire
 Kennels Type: Semi-outdoor
 Kennels Function: Boarding
 Number of Kennels: 6
 Kennel Sleep Area: 6ft 6" x 8ft/2m x 2.4m
 Kennel Run Area: 6ft 6" x 8ft/2m x 2.4m
 Year Built: 1996

www.dog-hotel.co.uk

AN EXCLUSIVE DOG RESORT SET IN A GLORIOUS LOCATION PROVIDES A WEALTH OF CHOICES FOR DOGS AND OWNERS, THE REGULARLY UPDATED PHOTO GALLERY SHOWS HOW MUCH TIME IS DEDICATED TO CARING AND WHAT FUN THE DOGS HAVE

LUCIES FARM LUXURY DOG RESORT

EXCLUSIVITY AND CHOICE

With only a few guests allowed at once, this exclusive resort has just 6 kennels. When you drive up to the wide, pretty painted timber gates and press the buzzer, you know you are about to enter a secluded and beautiful resort that caters for owners' wishes, and provides a great deal of space and places to just 'be a dog' and have fun.

With plenty of play room, the resort is in 57 acres in glorious countryside and proudly calls its facilities 'the premier resort destination for man's best friend'. Set in the most stunning gardens, with surrounding acres full of ducks, chickens, pigs and alpacas in the fields, there are streams, ponds and a fountain to swim in.

Owners Craig and Marjorie Walsh understand completely how owners feel leaving their dogs when they have to go away on business. Having previously owned a company with offices in five countries meant lots of travel, sometimes away from the farm for months at a time. The guilt they felt leaving their dogs was only reduced by the knowledge they were in luxurious surroundings, being cared for by attentive staff. Their Ritz Canine Dog Spa offers hydrotherapy, acupuncture, and even a dog massage in the Zen Den or by the lake. Just look at the online gallery to see how much dogs enjoy this.

Offering such a high degree of personal care and attention, Lucies Farm Luxury Dog Resort is truly in a class of its own, with 6 staff caring for the dogs staying in their 6 suites. There is underfloor heating, choice of music, a range cooker for special requests, air conditioning during the summer, and exciting grounds to explore. With the high staffing levels and small number of suites available, at just under £50 (\$100) per day, owners are happy they can watch their dogs via a secure webcam from anywhere in the world, and request the personalised service they want them to have.

THE WOW FACTOR

The biggest wow factor (apart from the location and exclusivity) is the sheer variety and amount of fun the dogs have as can be seen in the enormous online photo gallery (12,000 photos at the time of writing) showing dogs having fun. It's very easy to see that dogs are allowed to be dogs, get wet or muddy, play hard and enjoy themselves thoroughly by exploring everything from streams to farmlife in the grounds. The photos and webcams show how much fun guests have every day, and how often they return.

Marjorie's delicious home baked organic dog cookies from her published recipe book have special ingredients dogs adore including aniseed (catnip for dogs!), oatmeal, peanut butter and carob.

The slideshow in the photo gallery shows dogs playing, running, searching and having fun in lots of places, including the lake (in and around), fetching tennis balls from the water, watching ducks and chickens as well as the farm animals. There is much more stimulation for dogs packed into this one place than can be encountered on a five mile stroll at home!



What are you most pleased with?

All of it - it really works well for us. The best thing has to be the amount of time we can dedicate to every guest as we have so few suites - it's enormously fulfilling and we just love our lifestyle. We also love to see the look on our clients' faces when they see the complimentary 'doggie basket' we give them when they leave!

What would you do differently?

We would have included a dedicated reception area, and we would have built the kennels further away from neighbours. Living in a village location means having to be aware of the effect that even a single dog bark can have. Oh, and invent an indestructible dog bed for our more 'chewy' guests!







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