

HOLMES PALCE – CASE STUDY

INTERNATIONAL
STUDENT
IDENTITY CARD



CZECH REPUBLIC

Holmes Place Czech is a network of premium fitness clubs with high quality services.

Successful partnership running since 2010

Discount to ISIC/ ITIC/ IYTC:
20%
Special seasonal campaigns supporting off peak seasons.
All ISIC cardholders are entitled to a free trial week at Holmes Place health clubs.

Special promotion campaigns communicated via ISIC communication channels, directly targeting student audience.

ISIC website
ISIC newsletter
ISIC road show at campuses



“The co-operation with ISIC started in 2010. Holmes Place provides 20% discount to all ISIC, ITIC and IYTC cardholders. Thanks to the co-operation with ISIC and possibility to use student targeted ISIC communication channel, the number of students amongst our clients increased rapidly. Furthermore due to the time flexibility of student audience the sell in off peak memberships increased. ISIC is recognized as a strong student brand, which helps the positioning of HolmesPlace and buiding of brand awareness among students in Prague.”

Katarína Králová , Quality, Service and Standards Coordinator Europe