



Luton Hoo

HOTEL, GOLF & SPA

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## ASTOUND RETAIL OPEN CASE STUDY

On 17th May 2018, we hosted the annual Retail Open golfing event for e-commerce company Astound.

The Retail Open is the biggest golf event of its kind, with more than 100 of the UK's top retailers, including Mulberry and Gymshark, coming together for a day of golf on Luton Hoo's 18-hole, par 73 course.

The event took a Ryder Cup format, with a team of retailers and a team of buyers, captained by world long drive champion Joe Miller and two-time Ryder Cup winner David Howell. Each hole was sponsored by a participating company, with a unique competition to win a prize from them on that hole, including 'nearest the pin', 'longest drive' and hitting a golf ball with a hurling stick.

In addition to the day of golfing, we provided a three-course dinner for 130 in the hotel's Mansion House Drawing Room, with a Q&A with David Howell and several current England cricketers. The evening was closed with a magic, golf and fireworks display lead by Jamie Raven, winner of 2016 Britain's Got Talent, and Joe Miller.

James Joyce, director of Astound/Astounding Events, said: "It's great to work with such like-minded people that help me organise this event every year – somehow we managed to raise the bar once again from last year's event. The attention to detail, effort and genuine willingness to help with the event from the Luton Hoo team is honestly second to none. Everyone from the breakfast and waiting staff to on-course staff and golf team were exceptional!"

[Click here to see the highlights.](#)

