

# Redefining Hospitality

## THE CAPTAIN'S CLUB: CREATING NEW FANS OF HOSPITALITY

### THE CHALLENGE

We wanted to challenge the traditional thinking around hospitality and attract a younger audience to Club DCFC.

### OUR SOLUTION

We worked with Derby County to transform The Dave Mackay Lounge into The Captain's Club. The formal carvery offer and minimal decoration was replaced with a lively and relaxed pub-like atmosphere, while retaining a premium edge.

Every matchday features a new menu inspired by world cuisines, served by our culinary team for an enhanced guest experience.

A significant investment into back-of-house equipment has enabled more flexible culinary offerings, which lends well to Pride Park's strong non-matchday conferencing and events business.

### THE IMPACT

The Captain's Club is now the most occupied hospitality space at Pride Park Stadium and brings in the largest wet revenue of any bar. Match-by-match bookers have increased 48%, proof of creating an attractive entry-level offer for younger Derby County fans.



## TOP STATS



Most popular  
hospitality lounge

# 3,100

Covers per  
season



Best performing  
hospitality bar

# 30%

Reduction in  
labour costs