

Case Study

# Gaylord Opryland Resort



## Details

Location: Nashville, TN

Products Installed:  
ECOfit: 1,518-square-feet  
Bounce 2: 1,925-square-feet

## Project Needs

- Ergonomic
- Aesthetically Pleasing
- Durable

## Product Benefits

- Acoustic
- Safe
- Easy-to-Clean

# Ecore Flooring Plays Featured Role in Fitness Center Facelift

The Gaylord Opryland Resort & Convention Center in Nashville sought to update its 2,000-square-foot fitness center for its guests. Installing ergonomic athletic flooring from Ecore helped the fitness center get back into shape.

“Our old fitness center was due for an update,” said Erik Palmer, hotel manager for the Gaylord Opryland Resort, a Marriott International property. “The exercise equipment sat on a carpeted floor and it didn’t feel like a wellness center. We also wanted to improve our guest satisfaction scores for the area.”

Palmer wanted a true facelift of the fitness area that included updating both the look and feel of the room, adding new equipment and replacing the floor. For flooring design and selection, Palmer envisioned a two-tone look to break up the room and give it a sense of dimension. He sought a product designed and built specifically for athletic areas that could absorb heavy weights and foot traffic.

“It was imperative we install the right flooring in the right areas of the facility,” said Palmer. “I asked for recommendations from corporate for some of the better flooring manufacturers

known for durability, aesthetics and color variety. Ecore’s name came up first.”

Based on the recommendation, two types of Ecore flooring were installed – the EcoFit and Bounce 2 flooring products. An 8.2mm engineered rubber surface that provides enhanced performance while mitigating fatigue and the risk of injury, EcoFit was placed below the free weights and CrossFit area. While Bounce 2, a synthetic wood-grain surface that is fusion bonded to a 5mm base layer, was installed throughout the rest of the fitness area.

Palmer is very pleased with the results of the fitness center facelift and the installation of the Ecore flooring products. “The floor makes a huge difference with how the fitness center looks and feels,” said Palmer. “If I had just installed new equipment on the old flooring there wouldn’t be that ‘wow’ factor.”

Palmer also likes how the different flooring products add a sense of wellness to the room. “The floor gives it a sense of fresh and clean and openness; wellness comes to mind when you walk in,” said Palmer. “You really feel like you are in a state-of-the-art

fitness center with a durable floor that will hold up well.”

Palmer also appreciated the many color choices available from the Ecore line. “I chose a grey color concept that’s more trendy and cool than our previous design,” said Palmer. “The spectrum of offerings made it easy to pick the right palate for the space.”

Most important, however: the new fitness center has been well received by guests. “We have had tremendous positive feedback from guests on the new fitness facility and the flooring,” said Palmer. “In fact, our satisfaction survey results for the fitness center have increased significantly.”

