

## Jersey Conference Bureau

April 2011

**Website:**

**Unique visitors: 811**

**Visits: 2018**



Geographic: Number of visits Top 5

UK: 89%

France: 2%

Germany: 5%

Australia/Japan: 4%

### **UK Offers and headlines in trade media:**

The market place is still very competitive. London venues are bouncing back however there are a number of offers still being promoted. Some typical advertised offers are headlined below.

Published: 05/04/2011

Banks Sadler sees operating profit grow 50 per cent

Published: 06/04/2011

Motivcom posts record profit with events business up 40 per cent

Published: 08/04/2011

'Visit London' up for sale and placed in administration

Published: 15/04/2011

BI Worldwide files losses of £4 million and looks to China market

Published: 21/04/2011

Von Essen Hotels goes into administration

Published: 27/04/2011

Suppliers should help battle negative knock-on of public cuts

Published: 28/04/2011

Second year of UK losses for engagement marketer TBA Global

Published: 04/04/2011

Debt-ridden NSA avoids administration through supplier support

### **Direct Mail Activity**

1500 UK Agency individuals. Postcard mailing promotion of ease of access.

1000 UK associations. Direct mail – facilities and subvention. Pan UK access.

### **E-Mail Activity**

Best Bytes Monthly e-mail to 18,000 CAT subscribers promoting Grand Jersey. 5 star incentive group rates from £99 per person. 24-hour delegate rates from £165.

### **Client Meetings**

These have been made with the following companies:

PRESTIGIOUS VENUES

DILIGENCE GROUP LTD

KUONI

EXPOTEL

CARLSON WAGONLIT TRAVEL

ADVANCING CONCEPTS LTD

CIEVENTS

NEWBRIDGE EVENTS

CONFERENCE CONTACTS

ZONE EVENTS

COMPETITIVE EVENTS LTD

PRIMUS EVENTS

FITWISE MANAGEMENT LTD

EVENTS INC

EVENTS INCORPORATED LTD

EVENT CORNWALL

SOBER EVENTS

TRAVEL PLACES

SUCCESSTOGETHER

PLG MARKETING ASSOCIATES

ULTIMATE GLOBAL MEETINGS

**Enquiries:**

We have handled enquiries on behalf of the following companies:

ExpertReiser

Havas Events

Via Travel

Linnea Reiser

A2B Incentives

ATP Event Experts

Travel & Events

Bedell Group

English Chess Foundation

Name –  
Client

Dates - Jan 2012  
Numbers - 150

April - Site Inspections

Victoria Pickles - VIP Adrenaline Ltd (5th - 6th April)  
Paul Gawman - Time Events (SUGRO) (18th April)

We exhibited at the Rotary Showcase in Dublin. This is the UK&I national rotary conference. We, and Torquay, have supported this event for many years – it is imperative for remaining an attractive option for rotary districts. One very positive enquiry for 2013 was received. Additional contact was made with grass root members for other districts that have provisional enquiries. We also assisted in the exhibiting at the Lions Club in Ipswich – this was attended by the Hotel de France as the headquarters hotel – for their event in the Island in 2012. Aprox 700 delegates are expected.

In addition we have fulfilled 44 conference guide requests.

### **RFI**

In April we completed 21 requests for information. This is when we update the records/ databases held by major event agencies in the UK and Europe of all JCB partner venues and suppliers. The work is ongoing but the majority is completed in the first quarter.

### **Advertising**

On-line advertising on [www.meetpie.com](http://www.meetpie.com) was carried out with banner ads on the news section. A reach of 30,000 + visits per week.

### **UK market snapshot:**

**Source Hot Stats Press releases**

## Cost increases put Provincial profitability into negative territory

Whilst hotels in the Provinces enjoyed a third consecutive month of total revenue growth, underlying cost issues revealed further year-on-year declines in profitability levels, according to the latest **HotStats** survey of approximately 550 full-service hotels across the UK.

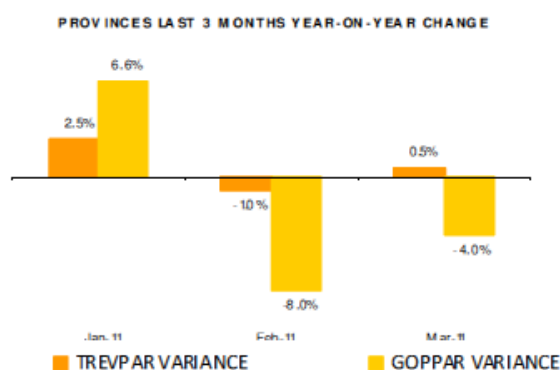
Q1 2011 marked the first year since 2007 that Provincial hoteliers achieved a first period increase (of 0.6%) in TrevPAR to £79.71 from £79.25 during the challenging first quarter. However, in line with the first quarter performance in recent years, GOPPAR suffered a decline of 3.6%. Although this is an improvement on declines of 5.3% (Q1 2010) and 19.9% (Q1 2009), this is the first year in which high costs have resulted in such a swing from a positive to a negative position.

For the month, the achieved TrevPAR growth of 0.5% to £87.47 from £87.00 was quickly diminished by increases in cost levels in both payroll (0.9 percentage point increase to 32.3 per cent of total revenue) and total overheads (1.0 percentage point increase to 24.2 per cent of total revenue). As a result of the increase in costs, year-on-year GOPPAR levels for March declined by 4% to £25.92 from £27.01.

Despite the decline in overall profitability levels, TRI's latest **HotStats** survey suggests that Provincial hoteliers appear to be more effectively managing one of the major challenges of 2010, conference rates, with the average rate in this sector stabilising at £76.22.

However, consumers continue to seek discounts in other parts of the conference package and Provincial hoteliers have obliged by reducing ancillary spends and more specifically room hire charges. This has resulted in a decline in meeting room revenue per available room of 12.9% in March to £4.61 from £5.29 during the same period in 2010, which has subsequently impacted total revenue levels.

"A lack of business demand and fewer leisure travellers typically means the first quarter of the year is a challenge for Provincial hoteliers and the timing of the school holidays and the Easter break will mean that those challenges will remain for at least another month. Further consideration will also need to be given to the impact of the 0.5% increase in National Insurance contributions next month," added Langston.



HotStats Provinces Main KPIs							
PROVINCES	Mar '11	Mar '10	Varb/w		YTD '11	YTD '10	Varb/w
	Occ%	68.2	67.1	1.1	▲	62.6	62.2
ARR	67.76	67.31	0.7%	▲	66.93	66.02	1.4%
RevPAR	46.20	45.17	2.3%	▲	41.91	41.09	2.0%
TrevPAR	87.47	87.00	0.5%	▲	79.71	79.25	0.6%
Payroll%	32.3	31.5	-0.8	▼	35.5	34.8	-0.7
GOP PAR	25.92	27.01	-4.0%	▼	19.09	19.80	-3.6%

Some of the information herein is confidential. It is for the partners of the Jersey Conference Bureau and members of the Board use only. Please do not share outside of these confines.