

Jersey Conference Bureau

February 2011

Website:

751 unique visitors, 4355 visits (2010 3497)

Search phrases. Top 10 of 94.

jersey conference bureau

jersey conference

jersey convention bureau

event management jersey

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Geographic: Number of visits Top 5

UK: 4147

Netherlands: 90

France:60

Sweden:22

Germany:9

UK Offers:

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.

Cedar Court Hotels is hoping to entice budget-conscious event organisers with a new **£5 day meetings package**.

The Yorkshire-based hotel company has created a day package at its five properties in Leeds/Bradford, Harrogate, Huddersfield/Halifax, Wakefield and York. A £5 rate will include room hire, unlimited tea and coffee, snacks and fruit, free WiFi for the organiser and meeting equipment. Lunch costs are on top of this, and start from £6 per person.

Radisson Blu Durham. DDR from £34

Cranmore Park Birmingham . DRR reduced from £45 to £30

Barcelo Hotels UK– 1 in 5 delegates go free

East Midlands Conference Centre Full day meetings £28 per person

Chewton Glen - SAVE 20% ON MIDWEEK EXCLUSIVE USE THROUGHOUT 2011

Direct Mail Activity

Mailed 1200 UK agencies – “Jersey – nearer and easier”, “Don’t get cross”

Mailed 1800 UK corporate – “Easy and quick”

E-Mail Activity

12,000 e-mails “Visit us at Confex”.

13,000 e-mails UK corporate “Special offers in Jersey”

Best Bytes Monthly e-mail to 16,000 CAT subscribers promoting special offers.

Client Meetings

These have been made with the following companies:

HRG Polska	Business Pass	Temp Evenemnet
ISE Reizen	Aalesund	VIA Norway
ATP	Travel & Events	RPO
MCI Benelux	A2B Incentives	Tagungen und Incentives
Intercongress	Top Travel	Int Behavioural Nueroscience Soc
Euro Food Science Fed	Havas Event	EASL
Carlson Wagonlit	Americian Express M&I	Int Sterescopic Union
PFFormance Agency	Premium Events	Banks Sadler
Nat Autism Society	IWC	Corporate Team
BCD Travel	HRG	CVent – HelmsBriscoe
Grass Roots UK	MCI UK	Concerto Group

Enquiries:

We have handled enquiries on behalf of the following companies:

MCI - (Nova Nordic) - 2011

PF (French) - 2011

Headmasters & Headmistresses Conference 2013

Sportsworld – June 2011.

In addition we have fulfilled 31 conference guide requests.

RFI

In February we completed 32 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 was carried out with banner ads on the news section. A reach of 30,000 + visits per week.

UK market snapshot:

February 2011 has been the hardest month for business in hotels outside of London since the bout of bad weather in January last year, according to the latest data from HotStats.

GOPPAR levels fell by 12 per cent in February 2011

February is traditionally a slow month for hotels, and this is the fourth consecutive year where profitability has fallen during the month in the UK's provincial hotels.

Revenue per available room (RevPAR) grew by 0.8 per cent to £44.32 in February 2011, although gross operating profit per available room (GOPPAR) declined by more than 12 per cent. This was primarily as a result of an increase in payroll levels and a decline in total revenue per available room (TrevPAR), said TRI Consulting, which publishes the HotStats data.

“This represents the greatest margin of profitability decline for provincial hoteliers since poor weather severely impacted headline performance levels across the UK in January 2010, causing GOPPAR levels to plummet by approximately 19 per cent.”

“Having fought back from the decline in RevPAR levels since the onset of the current economic downturn, provincial hoteliers are facing a new challenge in 2011 as total revenue levels are impacted by a reduction in discretionary spend and payrolls levels remain high to accommodate the recovery in volume,” said Jonathan Langston, managing director of TRI Hospitality Consulting.

HotStats Provinces Main KPIs										
PROVINCES		Feb '11	Feb '10	Var b/w		YTD '11	YTD '10	Var b/w		
	Occ %	65.9	66.2	-0.3	▼	Occ %	59.7	59.6	0.1	▲
	ARR	6725	6642	1.3%	▲	ARR	66.29	65.22	1.6%	▲
	RevPAR	4432	4395	0.8%	▲	RevPAR	39.55	38.87	1.7%	▲
	TrevPAR	8208	8409	-2.4%	▼	TrevPAR	74.24	75.04	-1.1%	▼
	Payroll %	35.9	34.3	-1.6	▼	Payroll %	38.1	36.9	-1.1	▼
	GOP PAR	19.15	21.85	-12.3%	▼	GOP PAR	14.40	15.90	-9.5%	▼

HotStats.com

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