

Jersey Conference Bureau

January 2011

Website:

863 unique visitors, 4763 visits

Search phrases. Top 10 of 78.

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Geographic: Number of visits Top 5

UK: 4327

Netherlands: 78

Belgium:46

Germany:20

France:12

UK Offers:

The market place is still very competitive. The cutting of budgets for governmental departments has meant more supply in the market from Universities, Colleges etc which offer very low rates. Some typical advertised offers are headlined below.

Book a meeting with Fairmont Hotels & Resorts and 10% will be donated to charity

Wyboston Lakes offers very precisely tailored services, with prices from £30.00 ex VAT per delegate for an eight hour day meeting and £99.00 ex VAT for a 24 hour residential meetings package. They're genuinely all-inclusive and transparent ... you won't find unexpected add-ons.

For every 9 delegates or guestrooms you book, get the 10th free of charge between 1st January – 31st March 2011, at over 165 Marriott hotels across Europe.

January Sale ~ Day Delegate Rate ~ only £30 at Lane End Conference Centre

Buy one 24-hour rate and get one free at Chewton Glen!

From 1st January to 28th February, Elite Hotels, the AA Eco Hotel Group of the Year 2010/11, are offering day meetings from just £59.00 per delegate

Register your details with the EICC to win an iPad

Earn double Event Bonus rewards when you book a new meeting by 31st March at any participating hotel within the Hilton Worldwide portfolio

Pestana Chelsea Bridge Hotel & Spa - Special Early Booking Offer from £165 for 24 hour residential conference.

Direct Mail Activity

Mailed 6000 UK contacts "Jersey Special Offers" for 1st quarter.

E-Mail Activity

14,700 e-mails "Visit us at Confex".

13,000 emails promoting the Apprentice experience.

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

M&IT Awards organisers sent our 4 x 2000 e-mails promoting our sponsorship of Industry Personality Award and asking for nominations.

We are finishing our contract with our present e-mail shot supplier shortly and soon moving to dotMailer. This is an improved contract under the Jersey Tourism main account thus saving us considerable costs.

Client Meetings

These have been made with the following companies:

Wellcome Trust	Int Whaling Com	Ovation	DRP
Peppermint PMM	Euro Skybridge	The Letter B	
Banks Salder	CCMG	TRO	

Enquiries:

We have handled enquiries on behalf of the following companies:

International Darts Competition - 2013

Regus Events (Fairbairn private bank) - 2011

DM&S events (Belgium) - 2011

W&O Events - 2011

Compass Events Company - 2011

In addition we have fulfilled 31 conference guide requests.

RFI

In January we completed 46 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

Entries into the Square Meal Venues and Events Guide were completed for Principal and Partner venues.

On-line advertising on www.meetpie.com was carried out with banner ads on the news section. A reach of 16,000 + visits per week.

UK market snapshot:

Cardiff and Manchester were two of the lowest-performing cities in Europe for hotel occupancy during January 2011, according to STR Global.

Occupancy for Cardiff fell 5.1% to 49%, year-on-year, while Manchester experienced a 3.8% decrease to 59%.

Declines in revenue per available room (revpar) were also recorded last month in Manchester, down 3.6% from January 2010 to £36.57, and in Cardiff, with a year-on-year drop of 1.3% to £25.80.

Occupancy for the UK as a whole in January 2011 was 56.7%, up 0.6% from the previous January, with revpar at £43.92 (up 4.9%) and average daily rate at £77.43 (up 4.2%).

Another benchmarker TRI HotStates reported for the UK Provinces as follows:

	Jan 2011	Jan 2010
Occupancy	53.8%	53.5%

ARR	£65.20	£63.80
RevPar	£35.10	£34.10

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. Thank you.