

Geographic: Number of visits Top 5

UK: 81%

France: 4%

Germany:4%

Because of the IWC event we had visits from a number of countries not usually in our results. For more info please ask.

www.mobilejersey.com

July 614 visits.

August 34 visits. Drop was expected as no promotion other than IWC has taken place.

UK & Europe Offers:

The market place is still very competitive. Some typical advertised offers and headlines are

24-hour delegate rate of £220 at five-star Castlemartyr Resort

Book your next meeting at Rookery Hall Hotel & Spa today and enjoy great rewards from your booking, such as an iPad, SatNav or vouchers for Shopping or Petrol

Cool winter deal from The Belfry – 1 in 10 go free. With our Early Bird discount, book your next meeting, conference or event for October, November or December before 30th September 2011 – and one in ten of your delegates will be FREE!

Refreshing summer conference offer at Breadsall Priory. 24-Hour rate offer from £145 per person

E-Mail Activity

Best Bytes Monthly e-mail to 18,000 CAT subscribers promoting special 24H rate offer at the Radisson Blu Hotel. Partners are reminded to send us offers so we can use this platform to promote.

M&IT Magazine Article

An excellent destination article appeared in M&IT Magazine this month. It featured 3 different client briefs and the solutions that 3 different agencies would suggest to each of these.

Client Meetings

These have been made with the following companies:

TFI Pharma

Ultimate Event

Oracle

BSI

Prudential

Adding Value

Banks Sadler

BI

HSBC

Fab Events

Concerto

We also participated at the Summer Eventia Conference and the Event & Exhibiting Show at Olympia

Enquiries:

We have handled enquiries on behalf of the following companies:

Name - Natalie Coulson

Client - BIRA

Dates - w/c 28th May or 18th June 2012

Numbers - 50 - 100

Name - Jane D'Silva

Client - Flow tech

Dates - 2012

Numbers - 200 +

Name - Michael Perry - Hotel Solutions

Client - Hair & Beauty Industry

Dates - 11th - 13th Nov 2012

Numbers - 200

Name - Stacey Bishop - Reservation 2000

Client - Twinings (tea)

Dates - 30th Nov - 1st Dec 2011

Numbers - 90

In addition we have fulfilled 14 conference guide requests.

Site Inspections

Rotary 1260 - 8th - 10th July

BIRA - 25th July

RFI

In July/August we completed 11 RFI's 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.

More frequently we are being asked for live feeds so updated information from our website is immediately displayed as 'pull' information in agencies bespoke systems so they are up to date– the new website achieves this.

Social Media

We will be changing supplier of social media in September. Jackson Clark of Patch Media will be taking over.

Advertising

We took a full page A4 advert in M&IT Magazine to support the destination article.

UK market snapshot:

The Sundial Group has seen what managing director Tim Chudley described as a 'flat year' as the industry continues to face challenges in the economic climate. Chudley also predicted that the industry would remain flat for another 18 months, although he expects to end the current financial year with turnover marginally up again. He said: "It's going to be a long-haul – we need to work hard and stay close to clients."

Published: 17/08/2011 Meetpie.com

London offers 63 % Discounts

London events venues are offering discounts of up to 63 per cent less than their published day delegate rates as cost conscious buyers 'shop around', according to the latest research by venue finding portal www.theeventwall.com.

HotStats

The intelligent route to higher hotel profits

Provincial hoteliers are back under pressure as profit levels decline in July

After the brief respite of June, hotels in the Provinces are back under pressure this month as year-on-year profitability levels declined by 3.7%, according to the latest HotStats survey of approximately 550 full-service hotels across the UK.

Sadly the story is all too familiar for Provincial hoteliers in 2011, as a 1.6% increase in Revenue per Available Room (RevPAR) was cancelled out by a decline in ancillary spend and rising costs.

On a positive note, hotels in the Provincial UK were able to achieve an increase in RevPAR for the sixth month of the year. A 0.7 percentage point increase in room occupancy to 77.7%, resulting in levels approximately nine percentage points above the year-to-date average of 69%, in addition to a 0.7% increase in average room rate put RevPAR levels ahead of the same period last year and the improvement in July contributed to a year-to-date RevPAR increase of 2%.

However, the growth in rooms revenue was not enough to prevent a year-on-year drop of 0.1% in Total Revenue per Available Room (TrevPAR) as hoteliers suffered declines in food and beverage revenue (-2.1%), meeting room revenue (-4.6%) and leisure revenue (-3.4%) per available room.

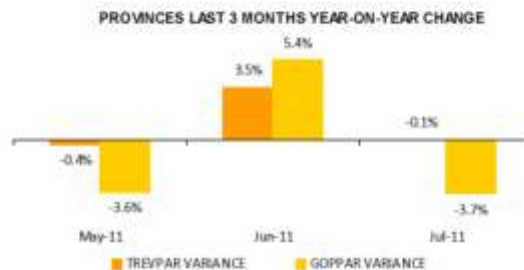
And in addition to the 0.6 percentage point increase in payroll levels, to 30.4% of total revenue, cost increases were experienced in the 'Other Expenses' department, including property and maintenance (+5.4% per available room) and sales and marketing (+9.5% per available room).

One of the regions which was hit the hardest during July was the North East, which suffered a 7.5% decline in profit per room to £33.40 from £36.11 as a 4% increase in average room rate was cancelled out by a 3.7 percentage point decline in room occupancy. The increase in sales and mar-

keting (+8.2%) and property operations costs (+16.7%) may have helped to increase average room rate but at the expense of a declining profit margin, down to 32.8% of total revenue.

In contrast there was positive news in the North West for once as hoteliers in the region were able to increase year-on-year profitability levels by 3.1% to £30.44 from £29.52. The increase in profit per room was primarily thanks to a 4.9% increase in rooms revenue and increases across a number of ancillary spend measures such as food and beverage per available room (+3.4%) and meeting room revenue per available room (+0.8%).

"Whilst the overall picture for hotels in the Provinces is not encouraging, pockets of positivity still remain. That said, with inflation levels currently at 5% and utility costs widely reported to be set for increases of up to 25%, growth in profitability levels for Provincial hoteliers is going to become even more of a challenge," added Langston



HotStats Provinces Main KPIs

PROVINCES	Jul '11			YTD '11		
	Jul '10	Var b/w	YTD '10	Var b/w		
Occ %	77.7	0.7 ▲	69.0	0.8 ▲		
ARR	68.94	0.7% ▲	68.05	0.9% ▲		
RevPAR	53.56	1.6% ▲	46.94	2.0% ▲		
TrevPAR	97.69	-0.1% ▼	88.18	0.6% ▲		
Payroll %	30.4	-0.6 ▼	32.8	-0.3 ▼		
GOP PAR	32.61	-3.7% ▼	25.48	-2.0% ▼		

HotStats Briefing Data

UK Chain Hotels - Performance report
Currency: £ Sterling

	The month of July 2011				The Calendar year to July 2011				The (week) months to July 2011			
	Jul '11	Jul '10	Var %		YTD '11	YTD '10	Var %		Rolling '11	Rolling '10	Var %	
TOTAL UK												
Occ %	82.9	82.4	0.6	▲	73.3	72.8	0.5	▲	74.0	73.1	0.8	▲
ARR	105.64	98.30	7.3%	▲	9270	89.23	3.2%	▲	91.11	88.40	3.0%	▲
RevPAR	82.46	80.88	2.2%	▲	6887	64.99	6.0%	▲	80.89	74.66	6.3%	▲
TravPAR	125.31	123.44	1.4%	▲	10656	105.40	1.0%	▲	110.65	105.89	4.6%	▲
Payroll %	35.3	35.4	-0.1	▼	36.4	36.8	-0.2	▲	36.1	36.3	-0.2	▲
GOP PAR	54.71	54.31	0.4%	▲	4120	39.83	4.2%	▲	43.17	41.00	5.0%	▲
LONDON												
Occ %	92.4	91.0	0.6	▲	81.0	81.0	0.1	▲	82.1	81.4	0.7	▲
ARR	146.65	142.40	4.4%	▲	133.76	131.46	1.7%	▲	133.00	130.83	1.6%	▲
RevPAR	127.33	130.09	-2.1%	▲	107.59	99.52	8.2%	▲	106.70	96.89	10.0%	▲
TravPAR	154.78	148.88	3.9%	▲	146.64	136.87	6.4%	▲	146.97	136.47	7.4%	▲
Payroll %	33.6	33.0	0.3	▲	34.1	34.4	-0.2	▲	34.0	34.4	-0.3	▲
GOP PAR	94.51	91.94	2.6%	▲	69.81	64.22	8.2%	▲	70.81	64.47	10.0%	▲
PROVINCES												
Occ %	77.7	77.0	0.7	▲	69.0	68.2	0.8	▲	69.4	68.4	0.9	▲
ARR	66.34	66.46	-0.2%	▲	6605	67.43	-0.9%	▲	66.36	67.22	-1.0%	▲
RevPAR	51.36	51.74	-0.7%	▲	4294	46.00	7.0%	▲	47.44	44.35	2.3%	▲
TravPAR	87.69	93.76	-6.1%	▼	8618	87.63	0.4%	▲	90.47	89.98	0.5%	▲
Payroll %	30.4	29.0	0.4	▼	31.8	32.1	-0.3	▼	32.1	31.5	-0.5	▼
GOP PAR	33.61	33.87	-0.8%	▼	25.46	26.01	-2.0%	▼	27.40	27.83	-1.6%	▼

HotStats™

The intelligent route to higher hotel profits

Edinburgh exceeds London as Provincial hoteliers record a profit increase

Hotels in Edinburgh recorded an 8.9% year-on-year increase in profit per room in August to significantly exceed the levels achieved in London and contribute to a 0.5% overall increase for Provincial hoteliers, according to the latest HotStats survey of approximately 550 full-service hotels across the UK.

In Edinburgh monthly headline performance figures exceeded those achieved in London, led by a 1.9 percentage point increase in room occupancy to 90.4%. August is typically a strong period of operation for Edinburgh hoteliers as festival season drives demand for accommodation.

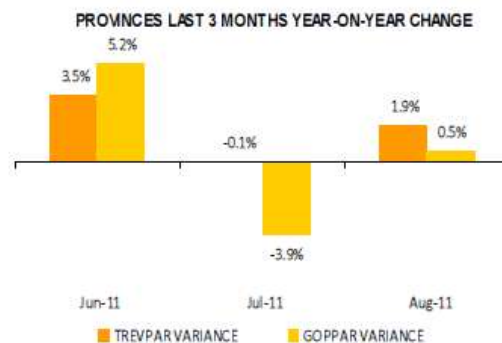
In addition to the 65th Fringe Festival, evidence of a bumper summer in the Scottish capital was further supported by the highest number of monthly visitors ever recorded at Edinburgh Castle and a three per cent year-on-year increase in the number of passengers handled by Edinburgh Airport.

High levels of demand allowed Edinburgh hoteliers to effectively yield their roomstock and a year-on-year RevPAR increase of 8.7% to £104.25, boosted by a 6.4% increase in achieved average room rate to £115.30, left RevPAR at Edinburgh hotels approximately 18% ahead of London.

The increase in total revenue levels in August has been almost entirely driven by growth in rooms revenue, evidenced by the TrevPAR level recorded in the city, which only managed an increase of 4.9% to £145.71, as the city's hoteliers suffered a decline in food and beverage revenue (-2.8%) per available room.

Despite the rioting at the beginning of the month hoteliers were able to boost profitability levels in August in both Manchester (+29.1%) and Leicester (+21.3%). However, the majority of cities which suffered unrest were impacted by significant declines in profit per room, including Bristol (-29.2%), Nottingham (-36.7%), Liverpool (-13.8%) and Birmingham (-23.2%).

For Provincial hoteliers overall, August is only the second time in 2011 that an increase in profit per room has been recorded and it is clear that the year-on-year increase in RevPAR needs to be of sufficient weight not to be cancelled out by declining ancillary spends and rising costs, as evidenced this month.



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ARR	66.77	2.1% ▲	67.86	1.0% ▲		
RevPAR	49.24	4.3% ▲	47.20	2.3% ▲		
TrevPAR	88.18	1.9% ▲	88.14	0.7% ▲		
Payroll %	33.3	-0.2 ▼	32.9	-0.3 ▼		
GOP PAR	25.50	0.5% ▲	25.46	-1.8% ▼		

HotStats.com

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