

France: 3%

Germany:3%

Netherlands:2%

UK Offers:

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

<http://www.handpickedhotels.co.uk/hotels/rookery-hall/conferences/Bestbytes/>

Such offers giving iPad's etc are becoming more prevalent.

Published: 30/06/2011

Sainsbury's picks Center Parcs for team training

Published: 30/06/2011

Demand for incentive travel returns but short haul tops menu

Published: 24/06/2011

"Big uncertainty" for events as Government axes COI

Published: 23/06/2011

Corporates downgrade to four-star accommodation. As travel policies tighten, there has been a 45 per cent decrease in corporates booking employees into five-star hotels, according to analysis from Hotelzon Online, which provides hotel booking technology.

Direct Mail Activity

Mailed 6,000 UK Corporate buyers and agencies. Postcard mailing promoting ease of access and value on offer.

E-Mail Activity

Best Bytes Monthly e-mail to 18,000 CAT subscribers promoting special offer at the Radisson Blu Hotel.

C&IT Magazine Article

We have secured a destination article in C&IT Magazine for the September issue. This will feature tow hotels through interviews and a case study. The write will be in contact with the hotels C&IT choose to feature.

Client Meetings

These have been made with the following companies:

CISCO

BSI 360

SMYLE

GRASS ROOTS

SARAH WRIGHT CONSULTING

AVENUE

MCI

Enquiries:

We have handled enquiries on behalf of the following companies:

4 Star Services

Toril Bunaes Cook

Spider Zone

IBNS

UBS

Wando Events

Investors In Jersey

DMS Events

In addition we have fulfilled 21 conference guide requests.

RFI

In June we completed 8 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 our website is immediately displayed as 'pull' information in agencies bespoke systems so they are up to date— the new website will be able to achieve this.

New website

The new website was promoted this month. We hope to include more e-brochures for specific markets in coming months.

Social Media

We will be changing supplier of social media in September. Jackson Clark of Patch Media will be taking over. We will soon have over 1200 followers on Twitter.

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:

Rising Marketing and Maintenance Costs Impact Profit per Room in the Provinces

Despite total hotel revenue and direct cost levels remaining relatively static in May, profitability levels suffered a further decline as marketing and maintenance costs recorded unfavourable increases, according to the latest **HotStats** survey of approximately 550 full-service hotels across the UK.

May is typically a strong month for hotels in the Provinces as it is a period of strong demand in the commercial sector, reflected in the average room occupancy for the month (72.7%), which is approximately seven percentage points above the year-to-date average (65.5%).

Moreover, signs of recovery in average room rate were evident in May as the achieved rate in the corporate sector increased by 0.5% to £69.07, a welcome increase following the 2.9% decline during the same period in 2010. That said, a 3.4% decline in the achieved conference rate at Provincial hotels, to £80.06 from £83.05, resulted in the overall average room rate for the month remaining relatively static at £69.06, a decline of just 0.2%.

Whilst total revenue levels were impacted by declines in food and beverage revenue per available room (-1.7%) and meeting room revenue per available room (-4.3%), with the aforementioned metrics further highlighting the challenges in the conference sector in the Provincial UK, total revenue per available room remained comparatively positive with a decline of only 0.4% to £94.78 from £95.15 in 2010.

However, according to the unique **HotStats** survey by TRI Hospitality Consulting, significant increases in undistributed operating expenses per available room

contributed to a 3.1% decline in GOPPAR to £31.17, equivalent to a profitability conversion of approximately 33% of total revenue.

As the Provincial hotel market has become increasingly challenging, it is clear that hoteliers are employing a number of tactics in order to maintain market share and potentially increase their competitive position. This has resulted in an increase in sales and marketing expenditure per available room (+3.4%), as well as a 3.8% increase in property and maintenance expenses and suggests that hoteliers are also investing in the presentation of their asset.

"Hoteliers and other observers often regard RevPAR as the most important indicator of the health of the industry and May's result could be interpreted as a positive. But with profitability continuing its decline in the provinces it would be folly to consider any other measure than GOPPAR as the pulse check of the hotel sector," added Langston.



HotStats Provinces Main KPIs							
PROVINCES	May '11			May '10			Var b/w
	May '11	May '10	Var b/w	YTD '11	YTD '10	Var b/w	
Occ %	727	722	0.4	65.5	65.1	0.4	▲
ARR	691	692	-0.2%	67.1	66.7	0.6%	▲
RevPAR	502	500	0.4%	41.0	43.4	1.2%	▲
TrevPAR	948	951	-0.4%	83.4	83.4	0.0%	▲
Payroll %	305	304	0.0	34.2	33.7	-0.5	▼
GOPPAR	312	322	-3.1%	22.0	22.8	-3.7%	▼

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