

## Jersey Conference Bureau

March 2011

### Website:

707 unique visitors, 2318 visits

82 separate key phrases.

Referrals:

Search is 66% of which Google is 64%. Direct 24%. Referring sites 8%

Whilst the search results are likely to vary we want to increase the amount of referral sites into [www.jerseyconferences.com](http://www.jerseyconferences.com). This will be done through industry publications websites particularly in Europe as well as utilising PPC on relevant industry sites. We want to move this from typically 40-60 per month to 200+.



Geographic: Number of visits Top 5

UK: 91%

France: 3%

Germany: 3%

Norway: 2%

### UK Offers and trade media headlines:

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: 30/03/2011

Buyers must beware breaching Bribery Act

Published: 30/03/2011

UniversalProcon UK turned around £1.75m loss before merger

Published: 28/03/2011

BI's UK business files £706k loss

Published: 24/03/2011

Leading Hotels directory sees history triumph over technology

Published: 23/03/2011

UK hoteliers suffer double-digit fall in profitability

Published: 22/03/2011

ACC Liverpool to add £40m exhibition centre

Published: 17/03/2011

The Conference People celebrates 60,000 events in 25 years

Published: 16/03/2011

CWT out of recessionary rut with global growth

### **Direct Mail Activity**

Post Confex mailing to 1780 visitors to stand and attendees through 'blind' mailing that registered and expressed an interest in the Channel Islands.

### **New website**

We are now seeding [www.mobilejersey.com](http://www.mobilejersey.com) to beta test stage. Completion date is set for July 1<sup>st</sup> with further promotion date in September.

### **E-Mail Activity**

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

### **Client Meetings**

These have been made with the following companies:

Banks Sadler

Adding Value

Grass Roots Event Com

Eco Events

Clarion Events

BI

Kuoni

Connect Events

Sportsworld

ISES

NHF

Summersault

**Enquiries:**

We have handled enquiries on behalf of the following companies:

Name -

Client – Insurance

Dates -15th - 17th June 2011

Numbers - 70 pax

Name -

Client - Motor

Dates - End of May (35 pax) or End of June (11 pax) x 2 nights

Name - (Norway)

Client - Incentive Trip

Dates - Sept 2011

150 over x 2 separate weekends or 300 all together

Name –

Client – European Federation

Dates - 2nd wk Nov

Numbers - 450 pax

Name -

Client – Clothing retail

Dates - June 12th - 17th (including set ups)

Numbers - 400 pax

Name -

Client - Distribution

Dates - 10th - 13th May 2012

Numbers - 250 - 300 pax

Name -

Numbers - 16 pax (cruise ship)

Name: Principal Promotions

Numbers - 150 pax

Name -

Client - Investment Debt Mgt

Dates - June 2011

Numbers - 22 pax (including partners & children)

Name -

Client - Social Media Company

Dates - Oct 2011

Numbers - 150 pax

Name -

Client – Trust Company

Dates - June / July

Numbers - 80 - 100 (summer Ball)

March - Site Inspection

Colin Saunders - Darts International (4th - 7th March)

In addition we have fulfilled 81 conference guide requests.

#### **RFI**

In March we completed 76 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. This includes details of facilities. Video content and images are also requested.

#### **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.

#### **Trade Show**

This month we participated in International Confex. This is our single largest investment at approximately £42,000. It is Europe's highest attended meetings exhibition. There were approximately 8,000 visitors. We had RFI from nearly 400 visitors. We attended with 8 industry partners.

#### **UK market snapshot:**

Hoteliers outside London suffered a double-digit decline in profitability in February, a report has claimed.

Although hotels achieved 0.8 per cent growth in revenue per available room (RevPAR), a decline in total revenue per available room (TrevPAR) and increased staffing costs meant gross operating profit per available room (GOPPAR) fell by more than 12 per cent, according to the latest HotStats survey by TRI Hospitality Consulting.

This represented the greatest margin of profitability decline for provincial hoteliers since poor weather saw GOPPAR levels drop by 19 per cent in January 2010. Achieved Average Room Rate (AARR) in the provinces grew by 1.3 per cent, however, driven by a recovery in the corporate and leisure sectors.

Notwithstanding the overall growth in average room rate, filling beds remained a priority for regional hoteliers, with the tours/group sector declining by 6.8 per cent to just £48.56 per room.

Meanwhile a decrease in discretionary spending – food and drinks, hiring meeting rooms etc - resulted in a 2.4 per cent drop in TrevPAR to £82 per room sold outside the capital.

Jonathan Langston, managing director, TRI Hospitality Consulting, said: “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.”

Despite a three percentage point decline in room occupancy, profitability levels remained stable for London hoteliers in February. The 0.4 per cent increase in GOPPAR to £54.30 was driven by a 7.4 per cent increase in AARR to £122.60. As a result of the movement in RevPAR at London hotels grew by 3.3 per cent to £91.39.

London hoteliers were able to increase achieved average room rate levels across all sectors, with the standout increase made in the conference sector, with growth of 15.8 per cent to £146.53.

Although the decline in room occupancy levels in London appears to show a drop in the number of visitors to the capital, it is more likely that hoteliers have managed volume to increase prices.

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.