

Jersey Conference Bureau

May 2011

Website:

418 unique visitors, 1078 visits

This month we changed our website statistics package. We were concerned at the accuracy of some of the referral websites we appear on sending visitors. Whilst there is no charge (it is not PPC) there is a feeling that they are farming their figures to flatter their webstats. We noticed our bounce rate was increasing. It would be flattering to include these in the statistics so we have changed supplier which enables us to eliminate these and removed any visits which do not exceed 30 seconds on the landing page. Whilst these are lower we believe these are more accurate. We now use two systems, StatCounter and Google Analytics.

Tag cloud



Geographic: Number of visits Top 5

UK:88%

France: 3%

Germany:4%

Norway: 2%

Australia: 2%

Australia and Japan have appeared in recent results. This is due to the International Whaling Commission. Our website is appearing in phrase search for "whaling conference jersey". The last two words being keywords of ours.

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.

Nottingham Conferences £15 per day.

East Midlands Conference Centre – half day inc lunch £21. Full day £28. Breakfast mtg £15

The Met Hotel, Leeds is offering excellent rates for day delegates from £20 per delegate and 24hour rates from £79 per delegate, Monday to Friday for all new bookings that are confirmed to take place in July and August 2011.

Direct Mail Activity

Mailing to 1024 European clients who attended IMEX last year. Facilities and strength of Euro.

Also for arranging appointments for German sales calls.

UK mailing to 5,000 corporate buyers. Promotion of facilities, ease of access and value.

E-Mail Activity

Best Bytes Monthly e-mail to 18,000 CAT subscribers promoting Longueville Manor and third quarter offers.

Client Meetings

These have been made with the following companies:

ROSE ARNOLD MARKETING

JOOGLEBERRY ACTS

JAYSON CONFERENCES & INCENTIVE

BANKS SADLER

BGC EVENTS LTD

COMPLETE EVENT SOLUTIONS

THE CONFERENCE PEOPLE

JHA CONFERENCE SERVICES

CWT MEETING AND EVENTS

FROGEYE VENUES & EVENTS

RESERVATIONS 2000

PREMIER PARTNERSHIP

PRO-VEN

HAVAS EVENT

EVENT SUCCESS

PRFORMANCE AGENCY

TEMP EVENEMENT

RPO

M&IT ARTICLE

We also hosted The CONFERENCE PEOPLE, ADDING VALUE AND DBMT. They are writing an article for M&IT based on three invented client briefs and their solution suggestions to those.

Enquiries:

We have handled enquiries on behalf of the following companies:

Frogeye Venue & Events

The Royal Society of Medicine

Regus Events

European Leadership Programme

CityWire

The Corporate Team

Jigsaw Conferences

CasbahLondon

Gray Dawes Travel

In addition we have fulfilled 33 conference guide requests.

RFI

In May we completed 9 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: Source HotStats PR releases

Provincial hoteliers get stung despite April's holiday buzz

The extraordinary string of bank holidays during April left Provincial hoteliers nursing a 5.2% decline in Gross Operating Profit per Available Room (GOPPAR) levels, according to the latest HotStats survey of approximately 550 full-service hotels across the UK.

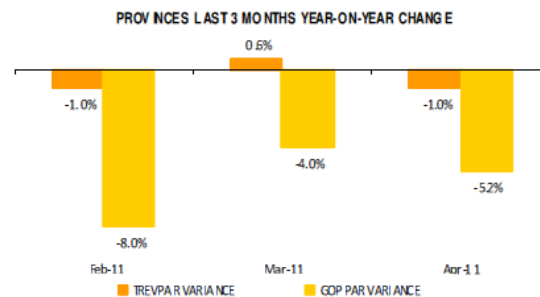
For the most part, Provincial hoteliers rely heavily on corporate demand and whilst they are accustomed to a typical period of low activity over Easter, the timing of the Easter Weekend and the May Day weekend encouraged long breaks for the corporate sector, piling the pressure on profitability levels for Provincial hoteliers.

The decline in commercial activity in the Provinces was clearly illustrated by the shift in the volume mix. As the proportion of the market mix attributed to the commercial sector declined by 2.3 percentage points to 38.9% from 41.9% of total demand, the proportion of demand attributed to the leisure sector grew by 2.6 percentage points, to 39.4% from 36.6%. Whilst there was an increase in demand from leisure sources, it was at the expense of average room rate, particularly in the leisure group segment, where the sector rate dedined by 5.1% to £45.38.

Although the 5.2% decline in profit per room, to £21.22 from £22.39 during the same period in 2010, may be attributed to the abundance of bank holidays this month, this is the third year in a row that average room rate has dedined during April and the seventh month in a row that provincial hoteliers have suffered a drop in profitability levels.

That said, GOPPAR increases were achieved in typical leisure destinations such as Bath (+2.8%), Brighton (+55.3%) and Edinburgh (+24.5%) but as bookings on foreign breaks in April doubled, buoyed by two successive four-day weekends, commercial demand was absent for as many as 11 days in a row. The impact of a drop in commercial activity was felt more acutely in business-led hotel markets such as Swindon (-10.1%), Newcastle (-11.3%) and Coventry (-15.5%).

"A significant number of key Provincial hotel markets rely heavily on commercial activity to drive demand for accommodation and the timing of these bank holidays has only further exacerbated the tough trading conditions for Provincial hoteliers. Our hope would be for hotels in the Provinces to have a strong operating period in May and June before the summer holidays begin in earnest," added Langston.



HotStats Provinces Main KPIs							
PROVINCES	Apr '11	Apr '10	Var b/w		YTD '11	YTD '10	Var b/w
	Occ%	66.9	66.3	0.6	▲	63.7	63.3
ARR	65.27	65.85	-0.9%	▼	66.47	65.97	0.8%
RevPAR	43.68	43.69	0.0%	◀	42.36	41.73	1.5%
TrevPAR	83.04	83.87	-1.0%	▼	80.54	80.39	0.2%
Payroll %	34.9	34.4	-0.5	▼	35.4	34.7	-0.7
GOP PAR	21.22	22.39	-5.2%	▼	19.62	20.44	-4.0%

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.