

Jersey Conference Bureau

October 2011

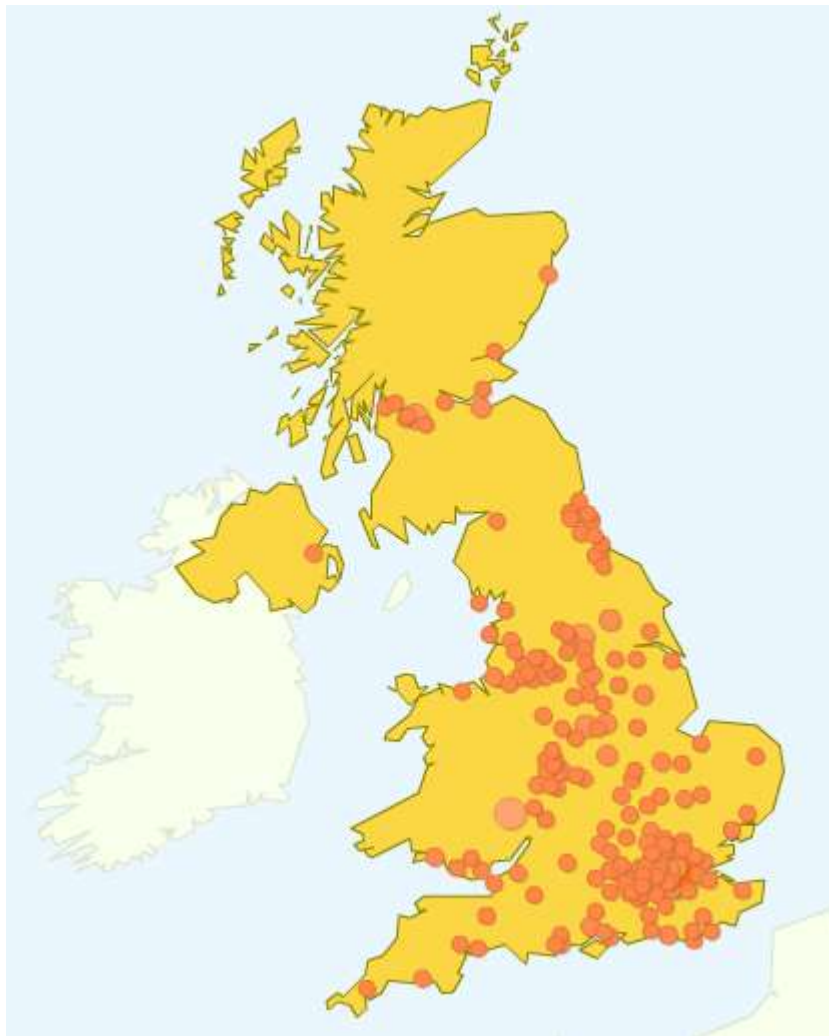
Report

www.jerseyconferences.com

685 visits with 595 absolute unique visitors.

There were 570 visits from the UK. 84.91% of these were new visits.

There were 64 visits from Jersey. 71.88% of these were new visits.



Tag Cloud shows the most common search terms. For more details please ask as we can assist with Google PPC etc and Keyword search.

E-Mail and Direct Mail Activity

Longueville Manor – 3896 postcards promoting 1st quarter offer to UK corporate clients

We also sent 1147 e-mails to UK clients promoting the QR Code Beach activity.

M&IT Email. Sent to over 20,000 event professional subscribers of Best Bytes. “£160 meeting package available at the only AA Five Red Star luxury hotel in Jersey until March 31”

Direct mail to 635 ICCA Associations which hold European events with branches in UK, German, France, Netherlands.

Sales Meetings

These have been made with the following companies:

HRG Belgium	Belgium
The Eventwatchers	Belgium
World Holstein Federation	Belgium
American Express	Czech Republic
J&T Concierge	Czech Republic
Intouch	Denmark
HR Factory	Estonia
AIM Group International	France
Cyrah Events	France
Orange Business Services	France
R.Events	France
Sorel & Stendhal	France
Wish International Event Management	France
Acces Espace/ Yellow Meeting	France
Alternativ Tours	Germany
Global Cynergies	Germany
GTC German Travel Concept	Germany
Mach 2 Sports Tours Entertainment Veranstaltungen	Germany
Samsung/Cheilworldwide	Germany
VBA Events	Germany
VIP Travel Agency	Hungary
MCI Dublin	Ireland
Associazione Culturale l'Airone	Italy
Futurviaggi Incentives & Events	Italy
Publitalia	Italy
West Express	Lithuania
BCD Travel	Netherlands
Eclipse Events	Netherlands
Gomagma	Netherlands
IDC	Netherlands

Preferred Hotel Reservations	Netherlands
CoEvent	Norway
Forsail Yachting Incentive Travel	Poland
Incentive Concept Poland	Poland
Maestro Meetings & Incentives	Poland
Magellan Business Travel	Poland
NU Horizons	Poland
Supertour Lufthansa City Center	Poland
Alliance Online	Russia
Destima	Russia
Elegant Leisure	Spain
Halcon Eventos Deportivos	Spain
Classic World of Travel	Sweden
Fieldwood Travel	Sweden
Givaudan Suisse	Switzerland
Hotel Connection	Switzerland
Marbet Switzerland	Switzerland
Chronos Technology	
CMC Marketing	
Eventful Limited	
Grass Roots	
Meetings Management International	
MSC	
Next Level Information	
Printware & Danwood Direct	
Reservations 2000	
The Travel Company Edinburgh	
P&MM	
Hotel Solutions	
BSI 360	
MagneCorp Events	
Imagination	
Honda	
Penny Noble Events	
Inntel	
Zibrant - Pfizer	
Avenue	

We set a target this year for 200+ appointments with a reach to over 1000 buyers. To the end of October we have achieved 193 appointments and seen over 940 buyers. The JCB Board have agreed to invest in other areas including forums and research rather than employ an additional UK part time sales person.

Trade events

We have also attended/participated at the ICCA Congress, MIMA Awards, Britain For Events & M&I Forum

Enquiries:

This month we have handled and assisted enquiries on behalf of the following companies:

Ri -tech - IT Conference 2012 / 200 pax

Goodwood - Jersey Raceday 2012 / 90 - 100 pax

Legal & General – incentives through 2012 various sizes 20 - 100

Site Inspections

Goodwood Raceday
Rotary 1120
Rotary 1120 (second visit)

Social Media

26 tweets during the month. Twitter followers to over 2500. Partners are urged to tweet relevant events info so we can retweet accordingly or e-mail us to tweet on your behalf.

Awards

We were awarded the Silver for Best Brochure at the MIMA Awards and were the only destination brochure to be listed in the final 3.

UK market snapshot & reports:

Lower hotel rates are now a priority for medical events

Hotel room rates are coming under increasing scrutiny for organisers of medical congresses.

Tighter regulations in the pharmaceutical industry around sponsorship of events has booted five-star luxury into touch for most travelling physicians, no matter how highly-esteemed. Strategic developments in the medical industry were discussed by a panel of experts at the ICCA Congress in Leipzig this week.

Michel Ballieu, CEO of the European Cancer Organisation (ECCO), said: "This is where we feel the influence of the pharma code. It has become very important for us, in terms of choosing our destination. We used to look at things like accessibility, now we have to look at economic value. We cannot accept cancellation fees, when the rooms are resold anyway."

More than 1,900 Ramada Jarvis staff have kept their jobs thanks to a £111m pre-pack administration deal struck by Patron Capital and RBS.

The two companies have formed a new entity, Jupiter Hotels, and acquired 24 hotels across the UK, which they intend to re-launch under the Mercure brand.

Brussels has launched a fund to draw more international scientific meetings to the city.

The subvention, jointly founded by the Brussels-Capital Region and the City of Brussels and managed by convention bureau VISITBRUSSELS, will pay for congress pre-financing and subsidies.

Various rules and criteria apply but the maximum amount of pre-financing available is EUR 50,000 per congress and the maximum subsidy, for congresses of fewer than 200 delegates, is EUR 10,000.

Convention centres are struggling to cope with the protracted global economic crisis, according to a survey by one of the industry's largest members organisations. Macro economic factors – such as the overall economy, competition and transportation costs – are hampering the recovery, according to the International Association of Congress Centres (AIPC).

The second annual AIPC members 'state of the industry' survey showed the association sector was the most resilient market in the conventions business, although exhibitions were down.

HotStats

The intelligent route to higher hotel profits

Profitability falls as Provincial hoteliers struggle to control escalating costs

Profitability levels in the Provincial hotel market declined by 7.9% this month as a disappointing decline in total revenue levels was further exacerbated by rising costs, according to the latest HotStats survey of approximately 550 full-service hotels across the UK.

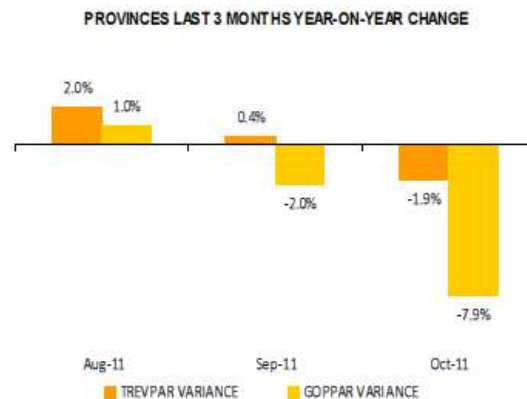
Whilst rooms revenue levels for October remained broadly similar to the same period in 2010 at £51.10, Provincial hoteliers suffered declines in food and beverage (-4.1%), leisure (-2.1%) and meeting room hire (-7.3%) revenue per available room. The impact of the decline in ancillary departments resulted in a 1.9% drop in TrevPAR of to £94.84 from £96.65 in 2010.

Echoing the results of the HotStats Confidence Monitor for Q4 2011, which highlighted the opinion of more than 500 general managers in the UK that hoteliers are to become more reliant on web-based technologies, this month's unique HotStats survey revealed an increasing proportion of high-commission third party bookings as year-on-year travel agency commission levels per available room increased by 16.7% to £3.27 per room sold from £2.80 per room sold during the same period in 2010. This is equivalent to a net cost of 6.4% of rooms revenue for the month of October.

"Despite general managers in the UK remaining torn as to whether the high cost of third party websites is offset by the elevated profile which is achieved through their use, it is clear that Provincial hoteliers are more reliant than ever before on this booking channel and this is only set to increase in future," said Langston.

Further cost increases this month were suffered in property and maintenance expenses (+3.8%), utility costs, which increased by 7.7% to £4.20 from £3.90 per available room during the same period in 2010 and payroll, which increased by 0.9 percentage points to 31.4% of total revenue from 30.5%.

"Whilst Provincial hoteliers have made a brave comeback in 2011 with growth in all revenue measures, they are at serious risk of suffering a fourth consecutive year of profitability decline having achieved only two months of growth in profit per room during 2011. And with the Bank of England reporting a risk of stagnation until the middle of 2012, Provincial hoteliers will continue to face challenging trading conditions," added Langston.



HotStats Provinces Main KPIs						
PROVINCES	Oct '11			YTD '11		
	Oct '10	Var b/w	YTD '10	Var b/w		
Occ %	73.6	73.5	0.1	70.8	70.1	0.7
ARR	69.40	69.48	-0.1%	68.55	67.86	1.0%
RevPAR	51.10	51.08	0.0%	48.55	47.59	2.0%
TrevPAR	94.84	96.65	-1.9%	90.37	89.98	0.4%
Payroll %	31.4	30.5	-0.8	32.3	31.9	-0.4
GOP PAR	29.86	32.42	-7.9%	27.04	27.74	-2.5%

HotStats.com

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