

## Jersey Conference Bureau

September 2011

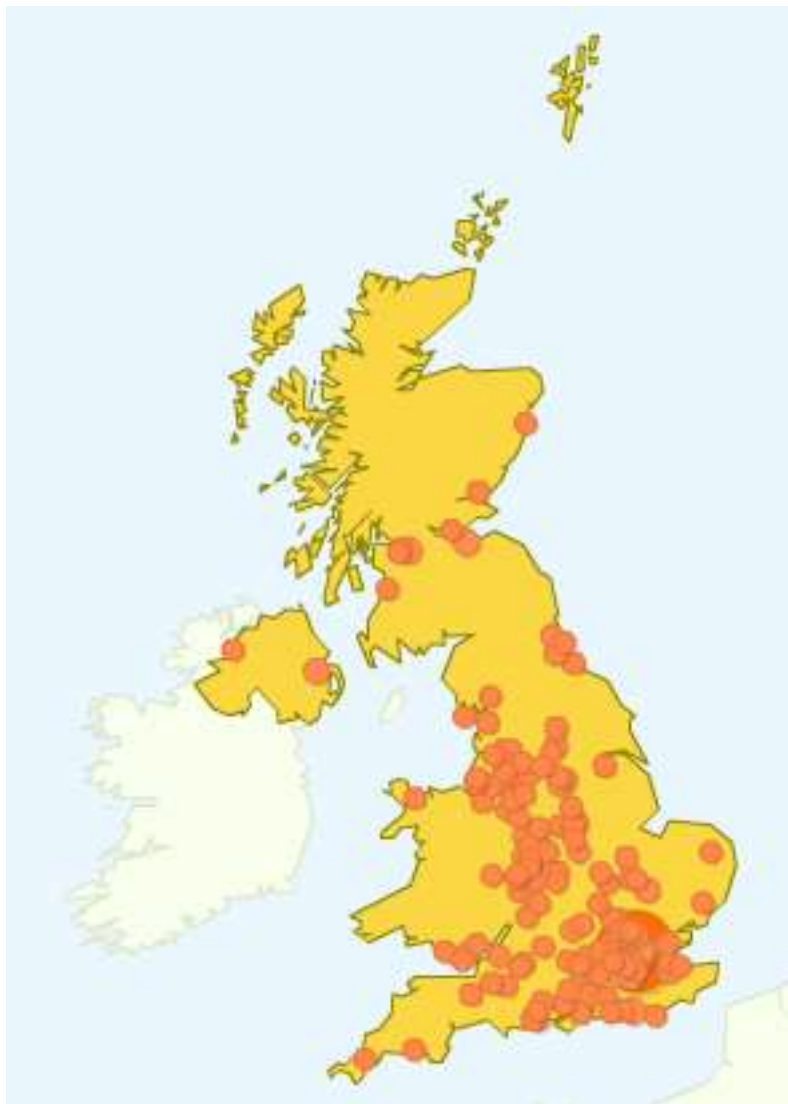
### Report

The estimated number of bed nights to the end of July is 28,600. In 2010 this was 27,944.

[www.jerseyconferences.com](http://www.jerseyconferences.com)

3457 visits.

This is a sudden large increase but it is due to the fact that a number of Chinese and Asian IP addresses accounted for 2643 of these in two peaks over two separate weekends during the month which should be discarded. That said there was good growth from the UK and from Jersey. Jersey produced 110 visits and from the UK 461 visits. 48 from Poland, 32 from France, 22 from Scandinavia and 17 from Germany.





## **Belfry. Book 10 and pay for 9 in our great Autumn deal**

Flexible meetings in Nottingham from £15+VAT

Successful group to Malta travel starts with Air Malta from £149 inclusive of taxes and charges

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

Win an iPad2 with Lufthansa Group

Don't miss a trick this autumn with dinner, bed and breakfast at **Celtic Manor from only £139 for 2.**

Remember, Remember 50/50 November. 50 ROOMS FOR ONLY £50 AT CELTIC MANOR

This fall CPC Venues is offering two exclusive booking incentives between now and December 31st. All confirmed bookings for the month of January, made between now and December 31st, will receive 50% off the price of their booking. Just in time for Christmas (which is only 3 months away!) we are giving event bookers a £50 gift voucher at House of Fraser for any bookings confirmed in October, November and December 2011

**Receive up to £2,000 in shopping vouchers when you meet at a Barceló UK Hotel! Book your next meeting or event at a Barceló UK Hotel and we'll reward you with £150 of bonusbond shopping vouchers for every £5,000 worth of business you confirm**

### **E-Mail Activity**

We promoted an email offer to 16,000 M&IT readers on behalf of the Pomme d'Or '1 in 15 go free'.

We promoted a Jersey free Wi-Fi e-mail as part of the Conference Cloud initiative to 8,000 UK buyers and direct mailed 1586 UK agencies details of free Wi-Fi in Jersey.

### **C&IT Magazine Article**

We secured an article which appeared in the September issue. It featured an interview with Lawrence Huggler of The Club Hotel & Spa and John Vibert of The Hotel de France with perspectives from two different sized venues. Plus a case study of an 'Apprentice' style event at The Atlantic Hotel. The article also covered the various festivals and events taking place in 2012.

To view the full article please login at <http://www.citmagazine.com/search/articles/phrase/jersey/>

### **Sales calls**

These have been made with the following companies:

Rotary 1250	Conference Profile	Grass Roots Eventcom
Bristol-Myers Squibb	American Express Meetings & Events	
Banks Sadler	JTA Conferences	Reed & Mackay
JP Events	Conference Contacts	Eventful Solutions
BCD M&I	CWT	George P Johnson

## **Trade Shows:**

We participated at the Venues & Events Show and collected over 700 visitor contact details. We had 7 partners join us on the stand. The Atlantic, Club, De France, Grand, Pomme d'Or, Radisson Blu, Longueville Manor.

The investment by the JCB at this show was approx £7,000.

We also conducted a pre show mailing to and postcard drop for a prize to encourage visitors to the stand. This worked well with a 6% return to the stand.

Regrettably we are unable to report on any value of enquiries taken by hotels as we have not as yet received that feedback. Please can those that participated please send in this information.

We also participated at the Summer Eventia Networking Evening, the ISES September Networking Event, Beyond 2012, the MPI Agency Planner Dinner and the MPI & apint event.

## **Enquiries:**

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

Scancoming LTD (London) - 2012  
Brook Green UK  
Corporate Team  
DSA  
Grass Roots 2012 / 220 pax  
World Pool Championship - 500 -1000 pax  
Commonwealth Games Association

## **Site Inspections**

UBN Conference / Awards Ceremony

## **Subvention**

A successful Federation of Small Business event at the L'Horizon Hotel saw over 200 delegates visit the Island. JCB pays the subvention for the vin d'honneur. Approx £1000.

## **Social Media**

We changed supplier of social media in September. Jackson Clark of Patch Media has taken over. He has grown our number of followers to over 2000. He will be concentrating on re-tweeting relevant news so please ensure that some of your tweets are events focused.

## **UK market snapshot & reports:**

### **DDR Rates as Low as possible, MIA September 2011**

Findings in the mia Pathfinder report reveal rates have fallen as low as possible.

Pathfinder, the quarterly research report published by the mia and sponsored by International Confex, reveals conferences and event rates paid to venues for meetings space and services have

reached a point where they can no longer decline, presumably because further decreases would result in loss-making business. As a result a slight recovery in rates is evident.

### **Mild Recovery**

The report finds that in both day conference and events, those citing an increase in rates is greater than those citing a decrease, in the case of 24-hr events, those citing decreases in rates is slightly higher than increases. Across all three types of event, no change in rates is by far the largest response, given by between 40-50% of participants. Following several years of rates decline, these latest figures offer a benchmark, one from which rates can only improve.

Discussing the findings, mia Chief Executive, Jane Longhurst comments, "Winning the argument of value versus cost is the solution to this prevailing problem. I do not believe we will see a substantial rates recovery without a change of emphasis from cost to value; only when the industry improves the way it communicates its value proposition will we see clients prepared to pay more for the services they receive. The full report is available free of charge to mia members. For non-members the cost of the report is £99+VAT, contact the mia team on 0845 230 5508 or [info@mia-uk.org](mailto:info@mia-uk.org) for details.

### **Meet the demands of generation Y or they'll walk, hotels told**

Generation Y are the 'least loyal and least satisfied' hotel guests and brands must design properties with them in mind to future-proof their businesses.

Rob Davidson, senior lecturer, University of Greenwich Business School told the audience at the BDRC Continental Insight and Future Planning Forum that people born between 1977 and 1995 had very specific requirements from hotels.

Research amongst generation Y found the ideal hotel would have an iconic design with 'wow factor', include chill out areas, outdoor areas, casual dining options and even a dog in the lobby. They wanted the hotel to be genuinely committed to the environment and not just 'green-washing' and to provide a comprehensive technology and communications offering.

"Make it easy for them to use their own devices," said Davidson. "They want to come into a room and listen to their own music and they won't be particularly interested in the four or five movies your TV is offering because they've already downloaded them."

# HotStats

The intelligent route to higher hotel profits

## Mixed Provincial City Performance during Party Political Conference Season

Birmingham and Liverpool recorded contrasting performances in September despite both hosting major party political conferences, according to the latest HotStats survey of approximately 550 full-service hotels across the UK.

Party political conference season typically allows host cities to benefit from an increase in economic activity and their hoteliers to benefit from the high volume, which was experienced in Birmingham during September as the Liberal Democrat conference was expected to attract 8,000 delegates, creating approximately £12 million for the local economy.

For hotels in Birmingham, the Liberal Democrat conference delivered, as a RevPAR increase of 4.3% was led by a 3.9% increase in average room rate to £78.56. Rooms revenue levels were supplemented by an increase in food and beverage revenue (+4.4%) and meeting room revenue (+19.1%) per available room, which resulted in a 3% increase in total revenue levels to £119.77.

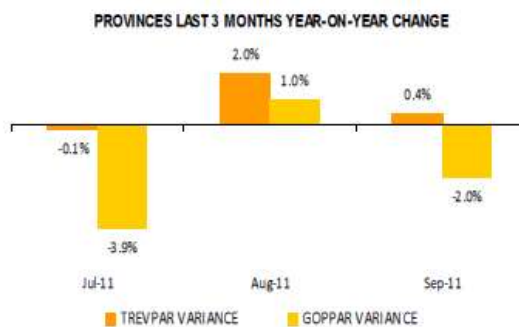
Despite a rising cost base, hoteliers in Birmingham were able to achieve a 0.4% increase in profit per room for the month to £46.59 from £46.42 during the same period in 2010.

In contrast, hotels failed to feel the benefit of the Labour Party Conference in Liverpool, which typically attracts more than 11,000 delegates, as hoteliers suffered a 16.7% decline in profit per room to £28.51.

The drop in profitability came about as hotels in Liverpool were unable to make the most of the spike in volume. Despite a 4.3% increase in average room rate, RevPAR for the month dropped by 3.5% as room occupancy plummeted by close to six percentage points.

In contrast to a 23.7% increase in the achieved rate in the non-discounted Best Available Rate sector to £84.96 from £68.70, volume in the residential conference sector plunged by an average of 2,350 roomnights per hotel polled, equivalent to an 80% decline, against the same period in 2010.

Overall, whilst hotels in the Provincial UK once again achieved a positive RevPAR result (+1.9%), this was negated by rising costs which left profit per room two per cent behind the same period in 2010 at £36.64.



## HotStats Provinces Main KPIs

PROVINCES	Sep '11	Sep '10	Var b/w		YTD '11	YTD '10	Var b/w	
	Occ %	78.1	78.0		0.1	▲	70.5	
ARR	72.46	71.23	1.7%	▲	68.45	67.67	1.2%	▲
RevPAR	56.58	55.53	1.9%	▲	48.27	47.20	2.3%	▲
TrevPAR	103.47	103.04	0.4%	▲	89.88	89.23	0.7%	▲
Payroll %	29.3	28.9	-0.3	▼	32.4	32.1	-0.3	▼
GOP PAR	36.64	37.38	-2.0%	▼	26.73	27.22	-1.8%	▼

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.