



# Digital Integrated Systems: The Heart of Venue Finding

Graham Bintcliffe - Head Of Venue Sales
Tuesday 7th December
Academic Venue Solutions

venue, sorted.

### Agenda

- Global Statistics
- Response Times
- Who we are working with?
- Best Practice
  - Images & Video
  - Optimising
  - Users
  - Conference Rooms
  - Standardised Questions
  - Packages & Offers
  - Sustainability
  - Enquiries
- Marketing opportunities
- Instant book
- Distribution Eco-system









# Statistics - Where we were and where we are

The data on the next slides are confidential and are for review only and should not be recorded, reproduced, downloaded, circulated or screenshots taken.

### 2019

ArrivalDate\_Year: 2019

Enquiries 1,508,492

Enquiry Amount £3,164,422,597

Confirmed Business £342,544,930

Confirmed Overseas Business £31,011,920

Confirmed Enquiries

186,493

Conversion Rate

Average Delegate Number

31

Confirmed Business Clients 8294

A Listed Venues 2,878

B Listed Venues 27,771

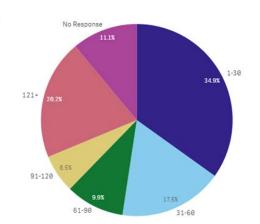
#### Confirmed Business by Arrival Date



#### Conference Confirmed Delegate Number Breakdown

Delegates Q	Bookings	Revenue	(Mean) Spend
1-5	16672	£6,289,290	£377
6-10	17641	£10,178,612	£553
11-15	17411	£15,115,211	£868
16-20	15593	£17,154,028	£1,100
21-25	8325	£12,502,855	£1,502
26-30	7117	£12,028,731	£1,690
31-40	7319	£16,662,478	£2,277
41-50	4470	£13,705,579	£3,066
51-75	4886	£21,212,610	£4,342
76-100	3928	£27,259,053	£6,940
101-150	2556	£28,120,324	£11,002
151-200	1012	£16,001,640	£15,812
201-250	234	£11,414,257	£19,579
251-500	893	£30,596,798	£34,263
501-1000	164	£9,341,719	£56,962
1001+	51	£6,306,054	£123,648

#### Response Time in Minutes



#### **Top Countries**

Country	Q	Confirmed Business	Enquiry Amount	Conversion Rate
United Kingdom		£311,382,944	£3,015,450,404	10%
Spain		£3,788,055	£18,177,027	21%
United States		£3,583,874	£16,198,801	22%
France		£2,622,293	£11,165,920	23%
Netherlands		£2,121,980	£9,092,437	23%
Denmark		£1,923,498	£4,405,748	44%
Republic of Ireland		£1,900,128	£12,714,579	15%
Portugal		£1,642,931	£8,177,532	20%

#### **Top Destination Cities**

Destination	Q	Confirmed Business	Enquiry Amount	Conversion Rate
London		£93,804,930	£1,232,444,946	8%
Birmingham		£23,684,697	£208,010,360	11%
Manchester		£14,920,082	£172,825,872	9%
Leeds		£11,078,127	£79,416,134	14%
Edinburgh		£9,913,105	£86,905,099	11%
Bristol		£7,187,102	£60,763,885	12%
Glasgow		£7,050,753	£56,022,947	13%
Coventry		£5,724,058	£50,908,334	11%

#### Top 5 Conference Venue Types

Venue Type	Q	Confirmed Business	
Hotel		£161,069,560	
Conference Centre		£39,502,517	
Unusual/Unique		£19,351,481	
Sports Club/Sporting Venue		£7,243,597	
Event Venue		£6,392,012	



### 2020

ArrivalDate\_Year: 2020

Enquiries 718.047

Enquiry Amount £2,338,882,944

Confirmed Business £142,736,706

Confirmed Overseas Business

£15,286,763

Confirmed Enquiries

61,529

Conversion Rate

9%

Average Delegate Number 38

Confirmed Business Clients 77 out of

A Listed Venues

2,651

B Listed Venues

20,584

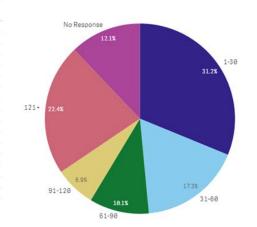
#### Confirmed Business by Arrival Date



#### Conference Confirmed Delegate Number Breakdown

Delegates Q	Bookings	Revenue	(Mean) Spend	
1-5	5938	£3,318,842	£559	
6-10	6479	£4,423,500	£551	
11-15	5619	£5,812,004	£1,034	
16-20	4862	£6,206,923	£1,277	
21-25	2713	£4,167,853	£1,536	
26-39	2161	£3,798,874	£1,758	
31-40	2329	£5,858,549	£2,515	
41-50	1358	£3,875,024	£2,853	
51-75	1455	£6,996,002	£4,808	
76-100	1110	£10,084,934	£9,086	
101-150	707	£8,998,219	£12,727	
151-200	306	£5,191,223	£16,965	
201-250	89	£3,291,660	£13,243	
251-500	301	£9,849,252	£32,722	
501-1000	136	£9,474,967	£69,669	
1001+	69	£14,260,994	£206,681	

#### Response Time in Minutes



#### Top Countries

	£127,437,424	£2,226,013,227	6%		
United Arab Emirates		Emirates £2,106,504		£5,239,325	40%
Spain		£11,774,594	17%		
Singapore		£3,585,683	53%		
United States		£7,340,396	24%		
	£1,059,558	£9,311,400	11%		
Czech Republic		£1,581,320	67%		
	£784,662	£8,759,801	9%		
		£2,106,504 £2,046,560 £1,908,678 £1,757,552 £1,059,558 £1,055,014	£2,106,504 £5,239,325 £2,046,560 £11,774,594 £1,908,678 £3,585,683 £1,757,552 £7,340,396 £1,059,558 £9,311,400 £1,055,014 £1,581,320		

#### Top Destination Cities

Destination	Q	Confirmed Business	Enquiry Amount	Conversion Rate
London		£35,025,464	£768,985,867	5%
Heathrow Airport		£13,390,612	£54,246,354	25%
Birmingham		£7,790,497	£141,934,497	5%
Leeds		£6,482,003	£49,377,640	13%
Manchester		£3,812,733	£128,370,419	3%
Milton Keynes		£3,550,424	£85,890,684	4%
Bristol		£2,333,168	£39,947,712	6%
Dubai		£2,066,092	£4,844,716	43%

#### Top 5 Conference Venue Types

Venue Type	Q Confirmed Business	
Hotel	£74,691,843	
Conference Centre	£13,304,933	
Unusual/Unique	£6,087,307	
Training Centre	£3,214,235	
Sports Club/Sporting Venue	£2,123,671	



# January - August 2021

ArrivalDate\_Year: 2021

ArrivalDate.autoCalendar/YearMonth: 8 of 96

Enquiries

120,169

Enquiry Amount £541,276,077

Confirmed Business £65,626,415

Confirmed Overseas Business

£1,953,743

Confirmed Enquiries 23,473

Conversion Rate

20%

Average Delegate Number

44

Confirmed Business Clients  $69^{77}_{\text{out of}}$ A Listed Venues

1,986

B Listed Venues 10.171

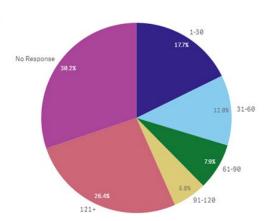
Confirmed Business by Arrival Date



#### Conference Confirmed Delegate Number Breakdown

Delegates Q	Bookings	Revenue	(Mean) Spend		
1-5	3697	£1,374,673	£372		
6-10	3512	£7,830,751	£850		
11-15	3051	£3,725,105	£1,221		
16-20	1060	£2,159,726	£2,037		
21-25	659	£1,416,961	£2,150		
26-30	276	£915,214	£3,316		
31-40	315	£1,005,644	£3,193		
41-50	96	£1,895,498	£19,745		
51-75	71	£568,448	£8,006		
76-100	89	£1,672,168	£18,788		
101-150	66	£4,556,562	£69,039		
151-200	23	£1,328,547	£57,763		
201-250	7	£1,378,436	£179,386		
251-500	161	£3,817,100	£23,709		
501-1000	156	£4,378,980	£28,070		
1001+	69	£11,806,582	£171,110		

#### Response Time in Minutes



#### **Top Countries**

Country	Q	Confirmed Business	Enquiry Amount	Conversion Rate
United Kingdom		£63,672,402	£517,263,887	12%
Spain		£449,764	£3,986,089	11%
Germany		£233,392	£2,190,371	11%
Republic of Ireland		£223,598	£2,175,822	10%
Portugal		£221,064	£1,142,750	19%
Latvia		£169,317	£169,317	100%
Bermuda		£120,312	£120,312	100%
Netherlands		£115,078	£1,093,380	11%

#### Top Destination Cities

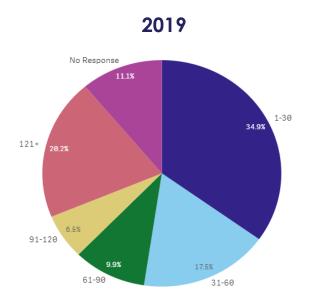
Destination	Q	Confirmed Business	Enquiry Amount	Conversion Rate
Birmingham		£6,264,938	£41,066,874	15%
London		£4,239,580	£152,455,216	3%
Sheffield		£2,731,259	£6,225,824	44%
Maldstone		£2,582,428	£3,122,400	83%
Leeds		£2,493,288	£10,952,995	23%
Belfast		£2,310,472	£4,280,638	54%
Liverpool		£2,193,574	£8,737,814	25%
Ashford		£2,131,452	£2,548,412	84%

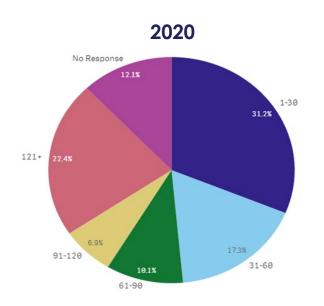
#### Top 5 Conference Venue Types

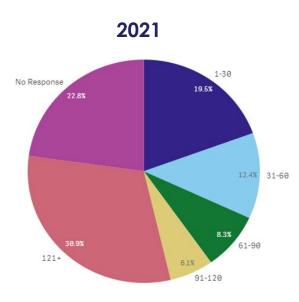
Venue Type	Q	Confirmed Business	
Hotel		£41,882,972	
Conference Centre		£4,142,013	
Country House Hotel		£1,151,327	
Sports Club/Sporting Venue		£534,005	
University/School/Academic		£387,684	



# Response Times













# Who are we working with?

### Agents







































































































### Convention Bureaux







Conference **Leeds**.







Visit Hull and East Yorkshire











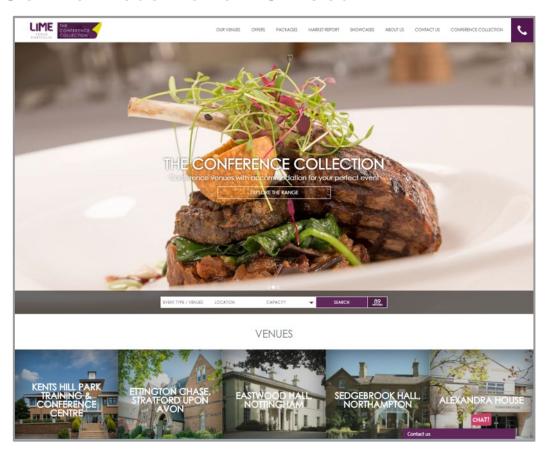
STAFFORDSHIRE • STOKE-ON-TRENT CONFERENCE BUREAU







### Central Reservation Offices













### Data Feed Clients













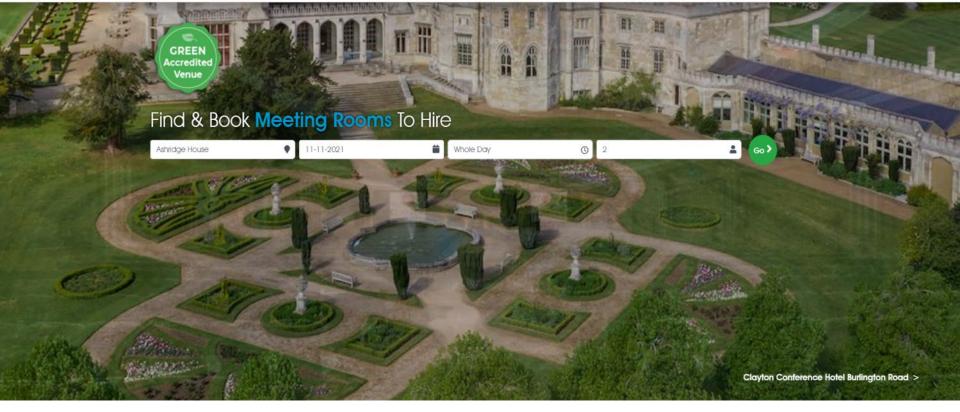








Sign in/register









# **Best Practice**

### **Best Practice**

#### Images | Video

Load high resolution images of all areas of your venue including the same room set up in different styles & if you have a video send it to us to upload viewable on venuedirectory.com and in a GRATIS proposals

### Optimising your Venue

**■** Optimise Ranking

By regularly optimising your listing you can make sure you stay at the top in your destination compared to other venues

### Users \*\*\*

Post COVID really important. Currently so many out of dates contacts, where do your enquiries get sent to?

#### **Conference Rooms**

Get out your tape measure.... update your conference room capacities, technical offering, location in your venue etc. Once completed the customer has everything they need to make an informed decision

### RfP Responses - Standardised Questions

Ensuring your standardised questions are completed will help you to respond to enquiries more quickly

### Packages and offers

Adding these will help you stand out from the crowd

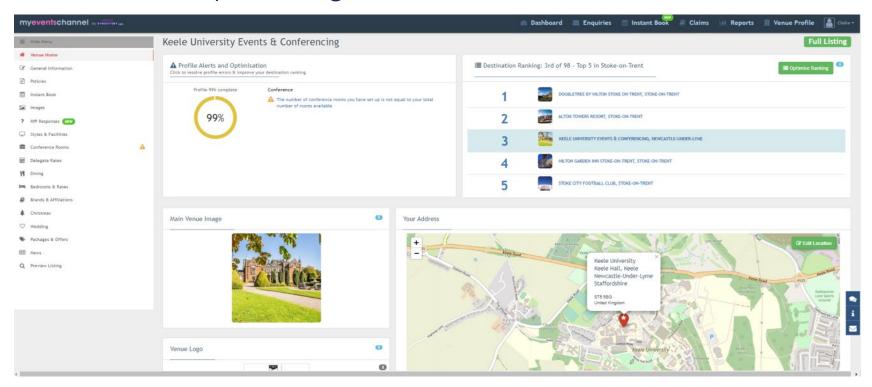
### Sustainability

How green are you? Load your sustainability credentials. Buyers are keen to tick this box about the venues they book

#### **Enquiries**

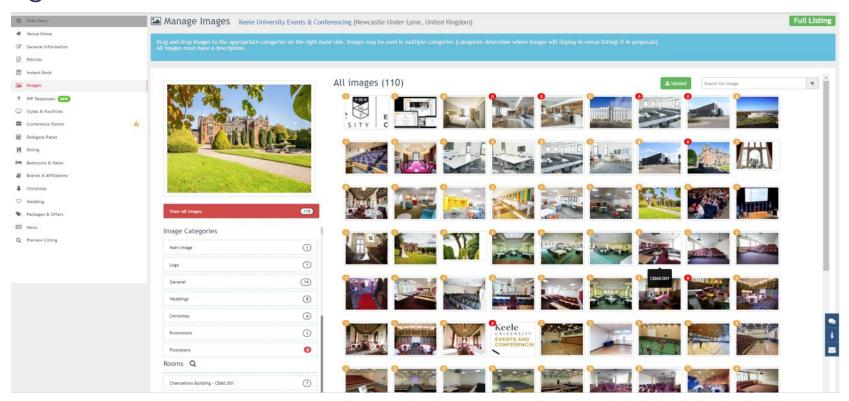
Review the RfP's you've responded to and chase for a buyer showround and/or confirmation

# When to Review your listing?



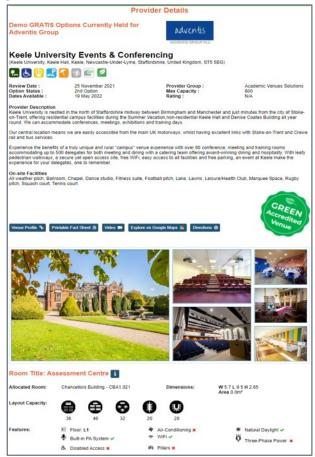


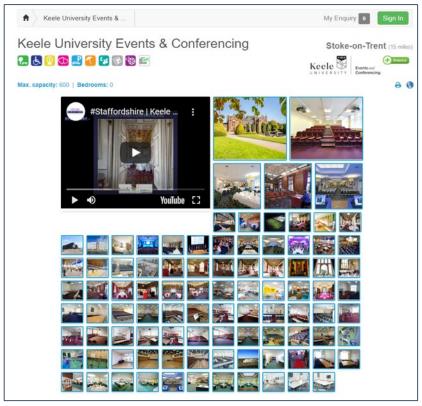
### Images





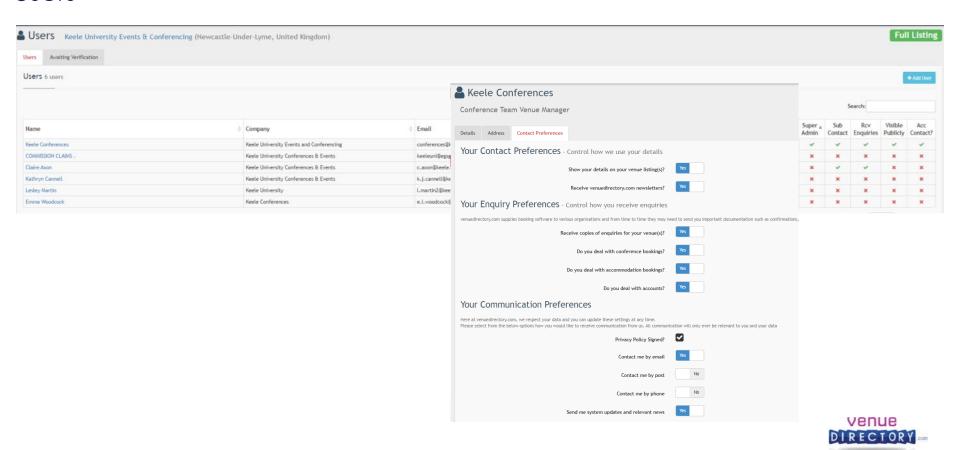
# Images - How they appear on a Proposal



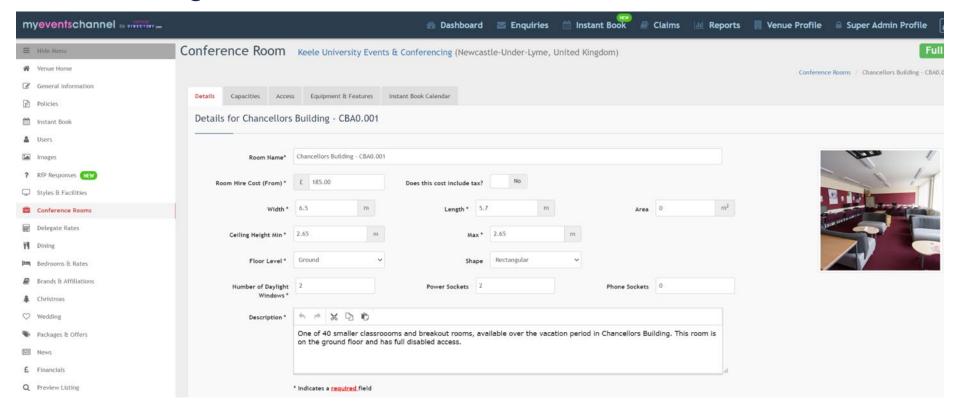




### Users



# Pick a Meeting Room - Conference Rooms





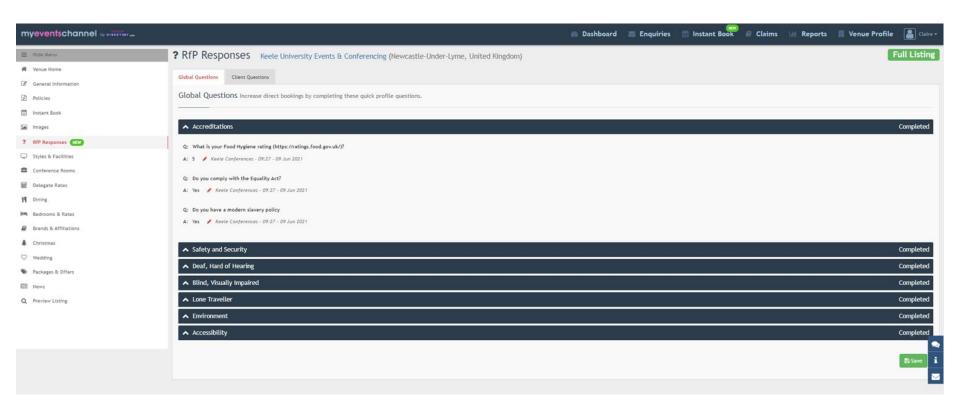
### Pick a Meeting Room - RfP

### Room Allocation Manager O Watch Demo



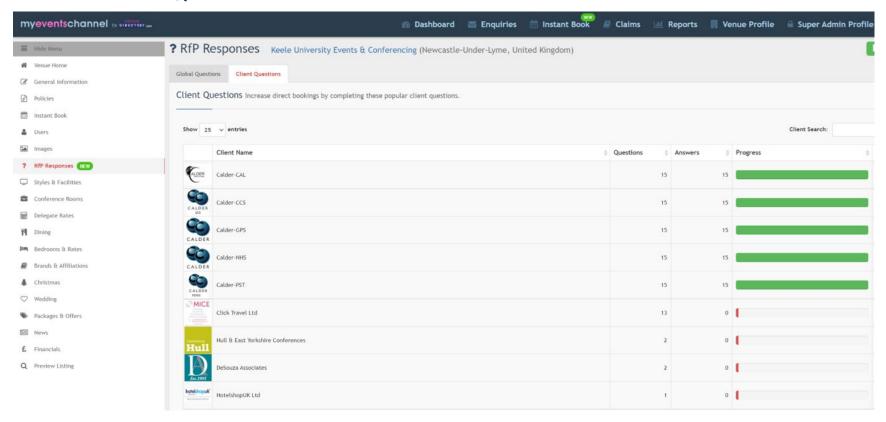


### Standardised Questions



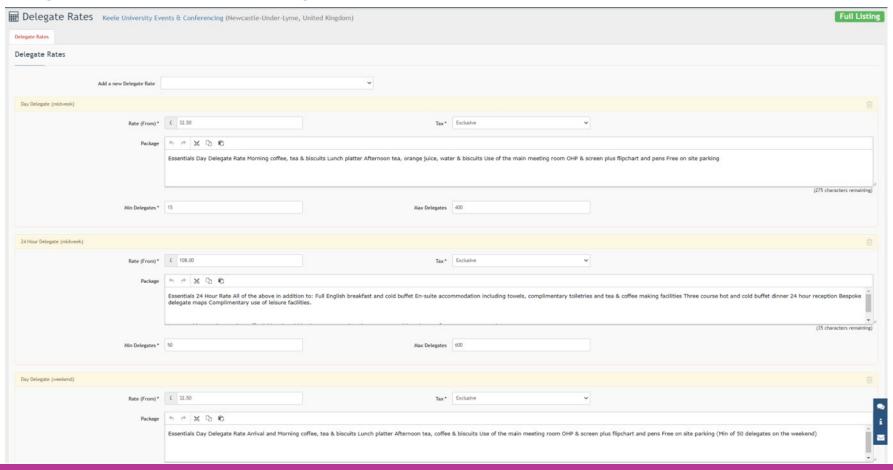


### Standardised Questions

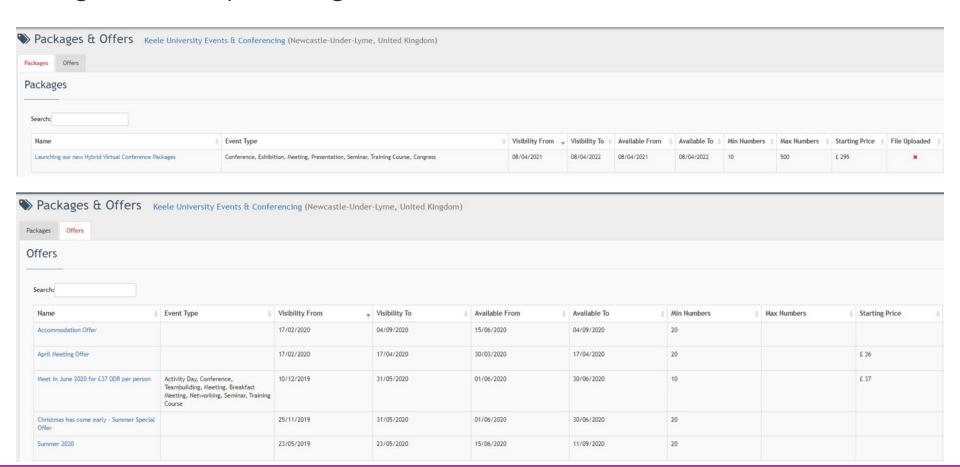




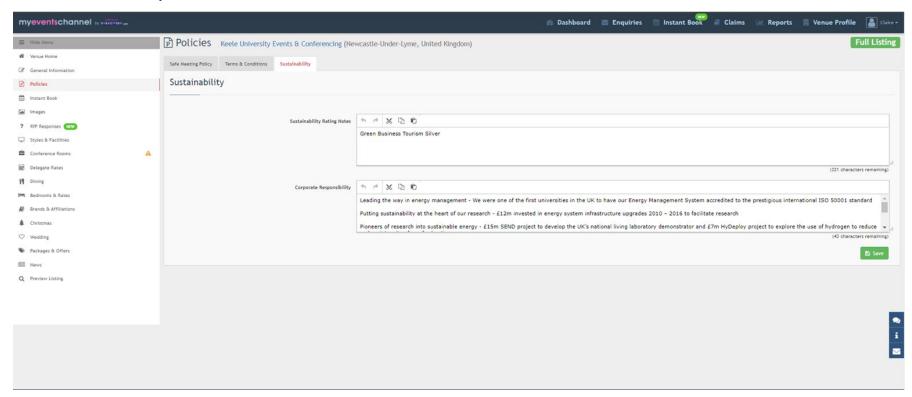
# Delegate Rates | Packages & Offers



## Delegate Rates | Packages & Offers



# Sustainability





## Sustainability

### **MEETINGS** & EVENTS

#### **DEMONSTRATION SITE**

Enterprise House, 21 Oxford Road, Bournemouth BH8 8EY



The Woodlands Event Centre is purpose built, flexible in layout and ideal for larger bespoke events. With hosted service, creative flair, and ample space inside and out it is truly an experience led venue. The venue is home to 16 event spaces, the largest capable of hosting events for up to 620 delegates. Combined with sector leading technology, Wi-Fi and a dedicated team to ensure your event goes as planned.

#### Venue Group





#### Accreditations, Associations, Memberships and Affiliations































#### Styles

- Banqueting Suite
- Health Farm/Spa

- · Conference Centre
- Hotel

- Exhibition Centre
- Training Centre

#### Venue Awards

Winner - The Conference Awards - Best Mid-Sized Conference Centre 2020 Winner - The CHS Awards - Best Conference Venue 2020

Gold Ecosmart status by Greengage,

Gold Status in the Green Tourism Awards

Gold Status in IACC Green Star certification programme

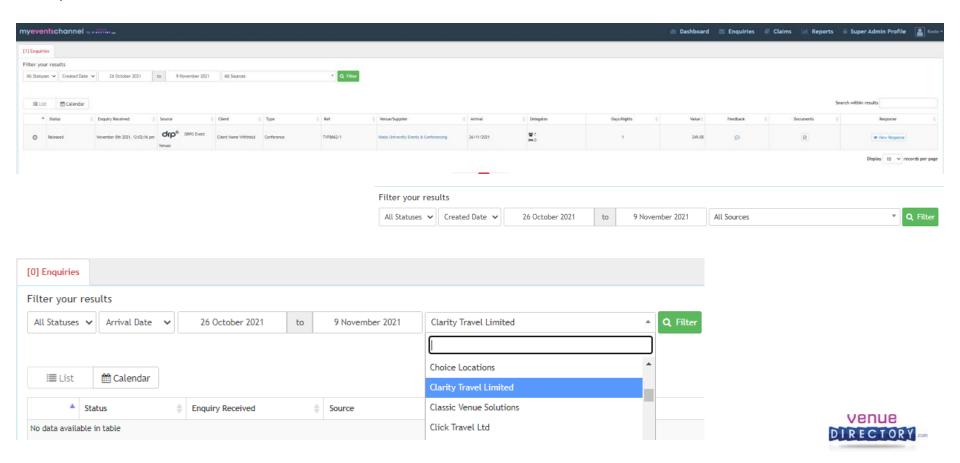
AA Covid Secure Status

Aim Secure

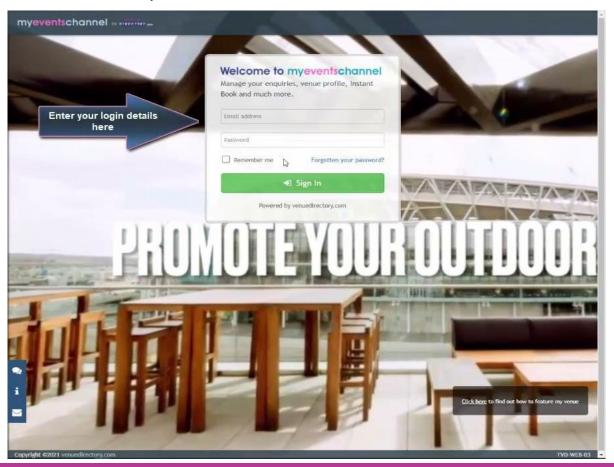
Safe Clean and Legal from Quality Tourism



# Enquiries



# Respond to your RfP - help video









# Marketing Opportunities The shameless plug section

venue, sorted.



# **Marketing Opportunities**

From the UK's No.1 Venue Directory, Going Strong Since 1995



- Showcase Your Venue to over 200,000 weekly visitors on our homepage.
  - 1 high quality image on our homepage with a link to your venue listing for 7 DAYS.





Your venue on the Most Popular GRATIS Homepage

up to 170,000 visitors per week

GRATIS, our Global Reservation Accommodation and Travel Information System, continues to be the UK's most popular booking system for professional venue meeting planners and organisations with around 170,000 views to the homepage per week.

£450\*

Solo Spotlight: Showcase your venue on our Featured Gallery Space

- 8 high quality images on the GRATIS homepage page for 7 DAYS.

£300\*

Shared Spotlight - A Shared Featured Gallery Space

- 5 high quality images on the GRATIS homepage for 7 DAYS.

\*All prices exclusive of VAT, products subject to availability.





# Be Seen by PA's, Event Planners, Popular Meeting Organisers & Booking Agents

### Reach out to Our Contacts

Maximise your Venue's Visibility with Email Marketing



#### Share a Email Marketing Newsletter

Promote your venue with a bespoke newsletter, delivered each week to our contact list of PA's, Event Planners, Meeting Organisers and Booking Agents.

#### Main Feature £350\*





#### Go Solo with a Dedicated Email Marketing Newsletter

It's all about you! - Reach out to our meeting and events bookers in one of our exclusive newsletters. You can promote whatever you want, from exciting news to special offers at your venue.

#### Your Design £520\*

Simply provide us with the HTML file and we'll do the rest.

← Our Design £730\*

We can design an eye-catching newsletter to your specifications, helping to promote your brand and fully leverage your campaign.

All newsletter features will include hyperlinks to your listing at venuedirectory.com

	Newsletter Sch	edule			
January	February	March	April	May	June
Special Offers	Special Offers	Venue News	Special Offers	Special Offers	Venue News
City Venues	Small Meeting Room For 80 delegates or less.	Traditional Venues Historic, Stately Homes, Castles, Country Houses	Modern Venues Conference Centre, Auditoriums, Unusual	Summer Events Outdoor, Team build, Roof- top, 88Gs, Evening Parties	Christmas Early Bird
July	August	September	October	November	December
Special Offers	Special Offers	Venue News	Special Offers	Special Offers	Venue News
Small Meeting Rooms For 50 delegates or less	-	Christmas Guide	Christmas Guide	Last Minute Parties	Venue News

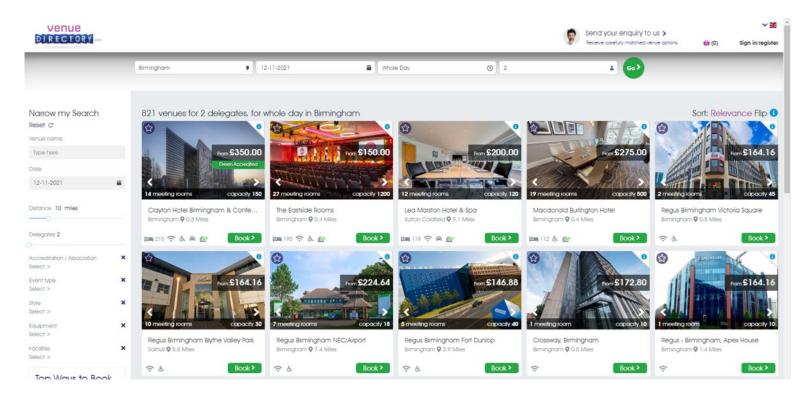






# **Instant Book**

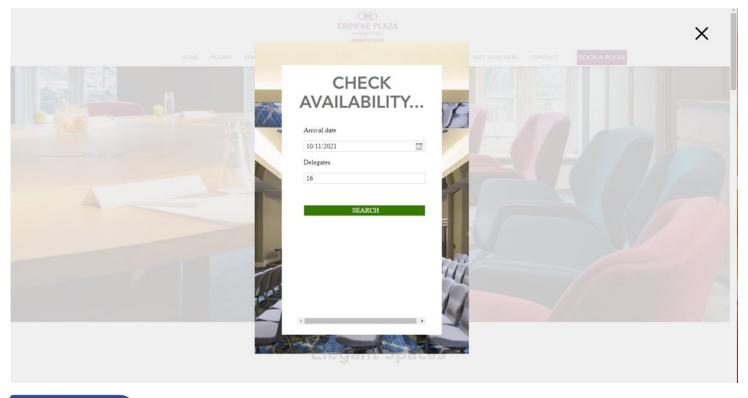
### Instant book







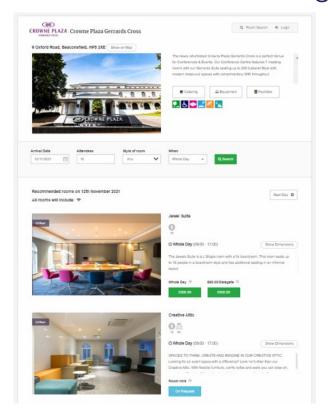
# Instant book - Widget on venue website







# Instant book - The Booking Process



1 Room search When & when	2 Requirer	Contact details	4 Review and P	7 5	Summers busing a	ry oriensess
Summary requirements						
		Crowne Plaza Gerrards Cross				
and the same of		Room: Jewel Suite				
		Oxford Road, Beaconsfield HPS 2XE 00033491215				
Date:	12th November 202	1 09:00 - 17:00 (WholsDay)				
Layout requirements						
Delegates: <sup>1</sup>	fig.					
Bried Room Layout: 1 BOAYORO						
Meeting description						
Event Name: "						
Primary Contact:						
Primary Contact:	If you book a meeting t	room on behalf of someone ome here				
	size please state the n	ame here				
Arrival Time:	also please state the n	ame here				
		ame hors				
Arrival Time:	08:30:00 © 17:30:00 ©	ame here				
Arrival Time: <sup>6</sup> Departure Time: <sup>8</sup>	08:30:00 © 17:30:00 ©	are have		Net	Tex	01246
Arrival Time: 10 Departure Time: 10 Moeting Requirements Equipment  # Equipment	08:30:00 © 17:30:00 ©	aren hane	Room:	£300.00	20.00	£300.00
Arrival Time: Departure Time: Moeting Requirements  Equipment  # Equipment Catering	08:30:00 © 17:30:00 ©	ann hore	Room: Equipment Calering:			
Arrival Time: 10 Departure Time: 10 Moeting Requirements Equipment  # Equipment	08:30:00 © 17:30:00 ©	ann haus	Equipment	£300.00	£0.00	£300.00
Arrival Time: Departure Time: Moeting Requirements  Equipment  # Equipment Catering	01:30:00 Ø	ann fore	Equipment Catering:	60.00 60.00	\$0.00 \$0.00	£300.00 £0.00
Arrival Time: <sup>0</sup> Departure Time: <sup>0</sup> Moeting Requirements Equipment + Equipment Catering + Calaring Additional Requirement	01:30:00 Ø		Equipment Catering:	60.00 60.00	\$0.00 \$0.00	£300.00 £0.00





### Instant book

- Bookings straight from your own website
- Commission Free!!
- Payment made straight to your bank account
- The tool can be used on your Social Media channels
- Pop the widget onto the bottom of your email signatures
- A tool available 24\*7 for your corporate bookers
- Tool is completely customisable
- Full training and support given by the Instant book team







### UK's no.1 Instant booking tool for meeting rooms

Small meetings are Big Business



Receive small meeting room bookings from your website V Hassle free, easy to use and simple to install V

#### The Benefits















PROMO Promo Codes allows you



#### How it works







:::



N STEP 4 Receive payment

Small Investment **Big Results** ONLY £9.99 per month

A tool that is available to you and your clients

24 Hours | 7 Days a day

365 Days a week a year

INSTANT BOOK Meetings & Events

Time to get creative! You can choose where and how the widget appears on your website, by requesting a simple code from our Instant Book Team. Your Instant Book widget can be up and running in minutes!

#### Why Venues Choose Instant Book







#### Our Clients

















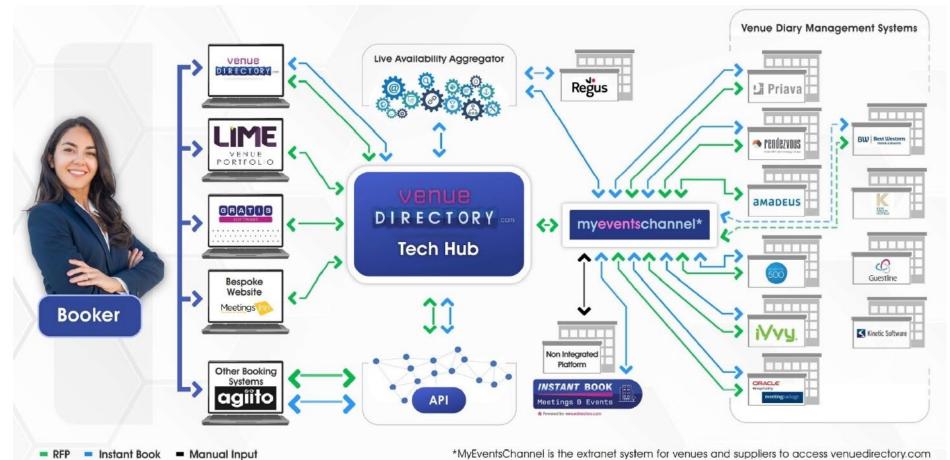






# Digital integrated Systems

## Diary and Data Distribution Ecosystem







Q & A