&

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BRISTOL
& BATH

VENUE
PERFORMANCE

Our revolutionary data and analytics service helps venues navigate uncertainty and make the right decisions at the right time.

We measure the future,
so you can manage it.

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VENUE PERFORMANCE

- Started in 2020
- c 100 venues in London
- Working with LONDON CONVENTION BUREAU marketingManchester
- Moving into other areas of UK
- Working with industry associations & other CVBs

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VENUE
PERFORMANCE

AEV
ASSOCIATION
OF EVENT
VENUES

HOTSTATS

Priava

LONDON
CONVENTION BUREAU

ConferenceNews

nfs
technology group

UKH
UKHOSPITALITY

HIRE SPACE

HBAA beam

marketingManchester

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VENUE PERFORMANCE

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Partnership

- Bristol & Bath data set
- Quarterly analysis
- Monthly data-deep dive
- Build new data sets
- Bristol & Bath on VP Executive
- Discount for Bristol & Bath members

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VENUE PERFORMANCE

Bookings & Events

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Whole Market

Venue: × 10 Downing Street

Chart: Bookings

Filter Start Date: Fri 1 Jan 2021

Filter End Date: Thu 30 Sep 2021

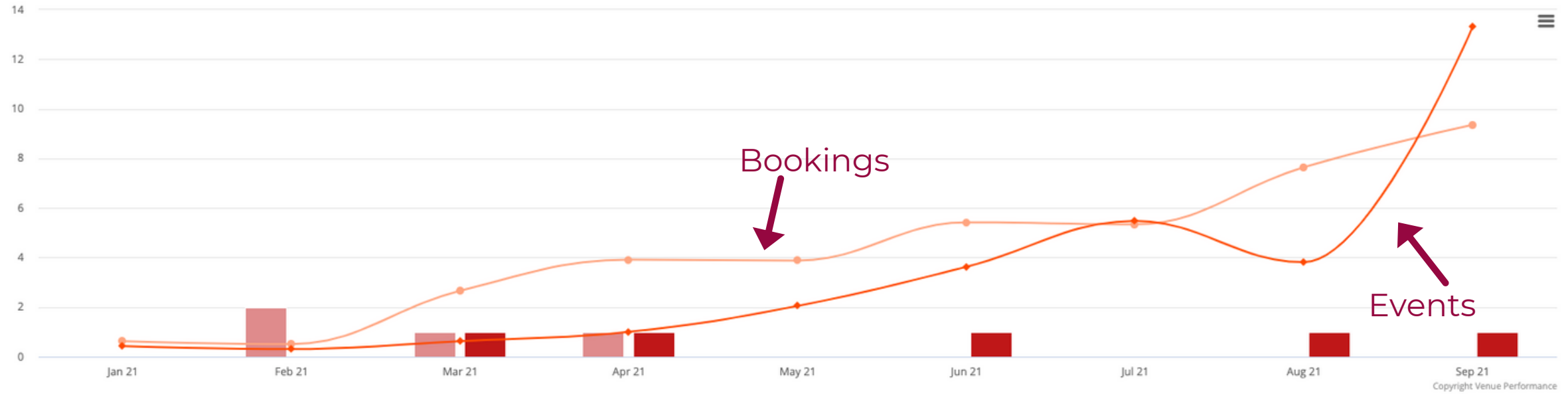
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × All

KPI: × Booking Date



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VENUE PERFORMANCE

Pric
e

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Whole Market

Venue: × 10 Downing Street

Chart: Side by Side

Filter Start Date: Fri 1 Jan 2021

Filter End Date: Fri 30 Apr 2021

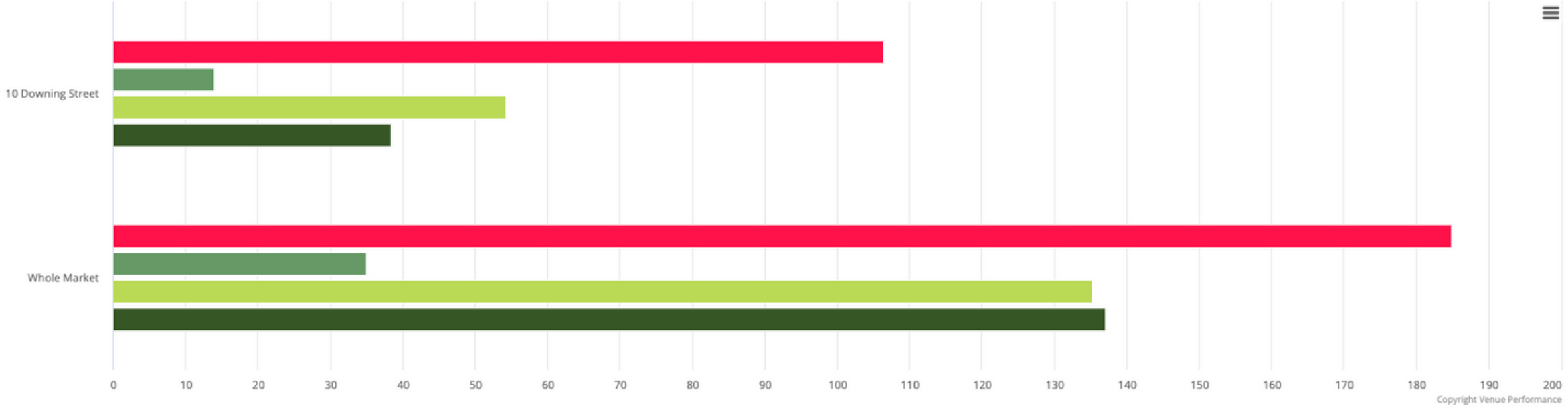
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: Price Per Head PPH

KPI: × Price Per Head PPH × F&B Revenue PPH × Hire Revenue PPH × Other Revenue PPH



VENUE PERFORMANCE

Lead time - All event types

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Comparison Charts

Comparison Set: Full set

Chart: Booking Trend

Filter Start Date: Fri 1 Oct 2021

Filter End Date: Mon 31 Oct 2022

Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × All

KPI: × Lead Time

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VENUE PERFORMANCE

Lead time - Conferences

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Comparison Charts

Comparison Set: Full set

Chart: Booking Trend

Filter Start Date: Fri 1 Oct 2021

Filter End Date: Mon 31 Oct 2022

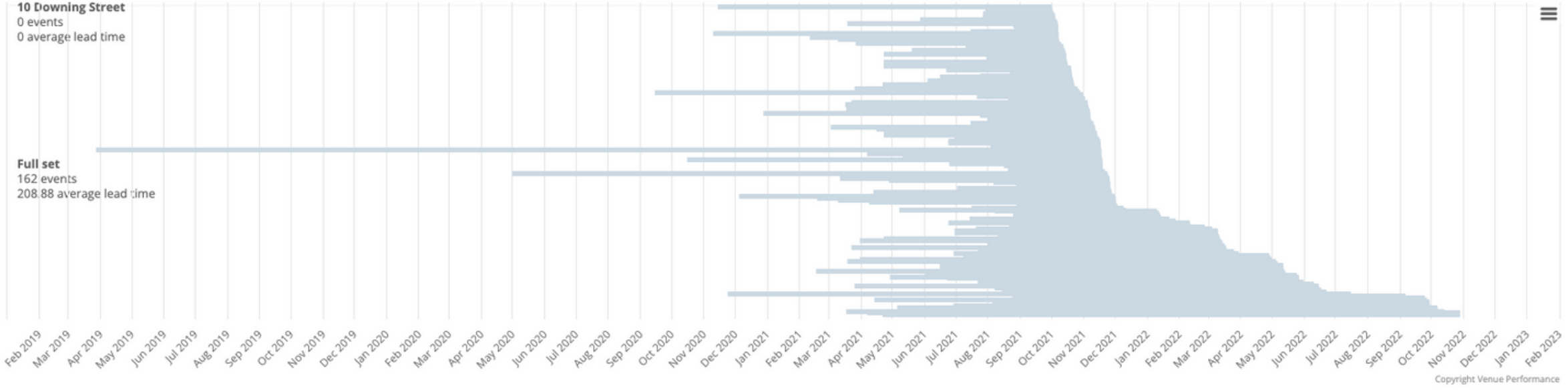
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × Conference

KPI: × Lead Time



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VENUE PERFORMANCE

Lead time - Meetings

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Comparison Charts

Comparison Set: Full set

Chart: Booking Trend

Filter Start Date: Fri 1 Oct 2021

Filter End Date: Mon 31 Oct 2022

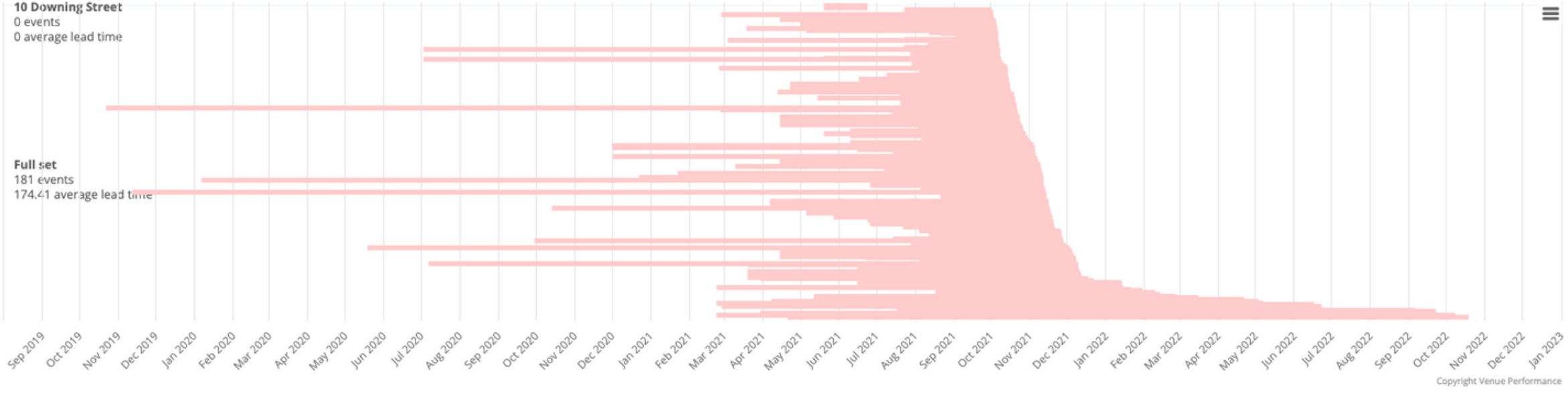
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × Meeting

KPI: × Lead Time



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VENUE PERFORMANCE

Event type

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Whole Market

Venue: × None

Chart: Radar Event Types

Filter Start Date: Thu 1 Jul 2021

Filter End Date: Fri 31 Dec 2021

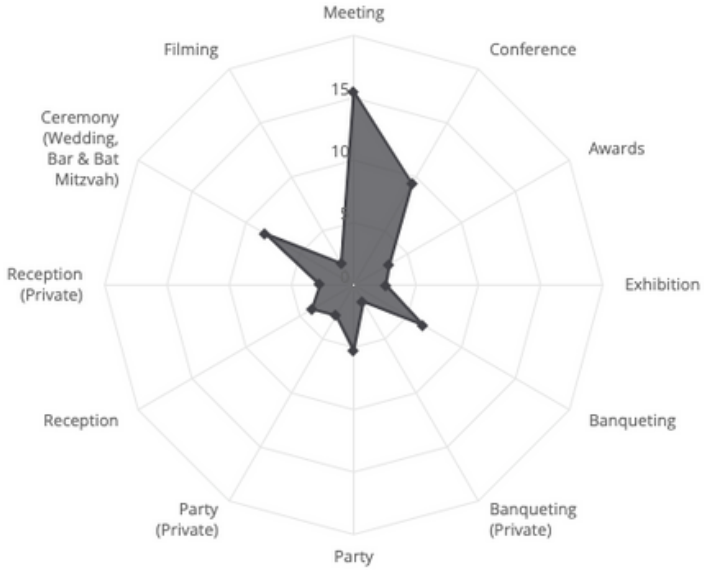
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × All

KPI



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VENUE PERFORMANCE

Market Share

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Comparison Set: Dummy comp set

Chart: Market Share

Filter Start Date: Tue 1 Jan 2019

Filter End Date: Sat 30 Jan 2021

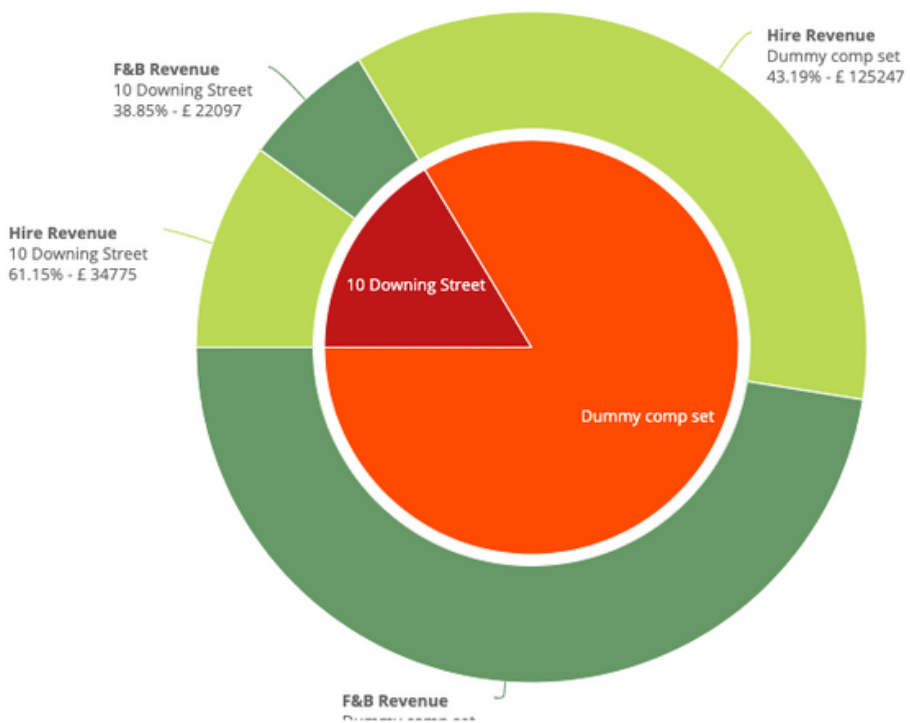
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × All

KPI: × Hire Revenue × F&B Revenue



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VENUE PERFORMANCE

Date Analysis

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Comparison Set: Gavin's comp 1

Chart: Average KPI

Filter Start Date: Thu 1 Apr 2021

Filter End Date: Wed 1 Sep 2021

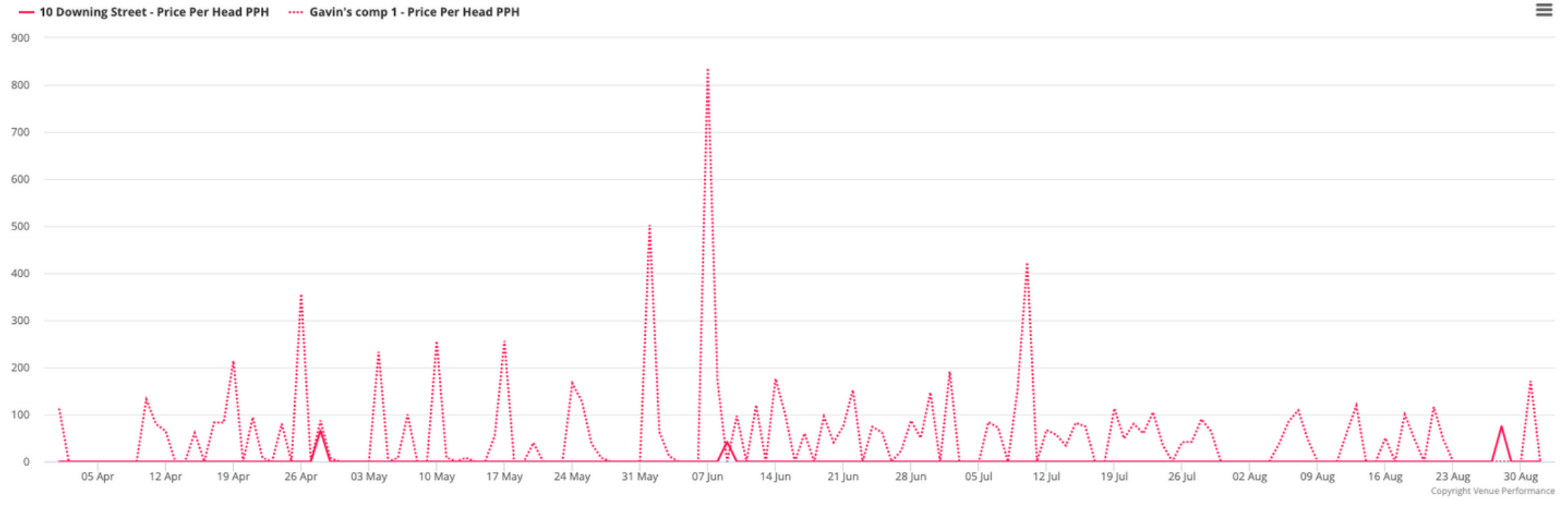
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × All

KPI: × Price Per Head PPH



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Demand forecasting

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Whole Market

Venue: × None

Chart: Scatter Events

Filter Start Date: Thu 1 Apr 2021

Filter End Date: Wed 1 Sep 2021

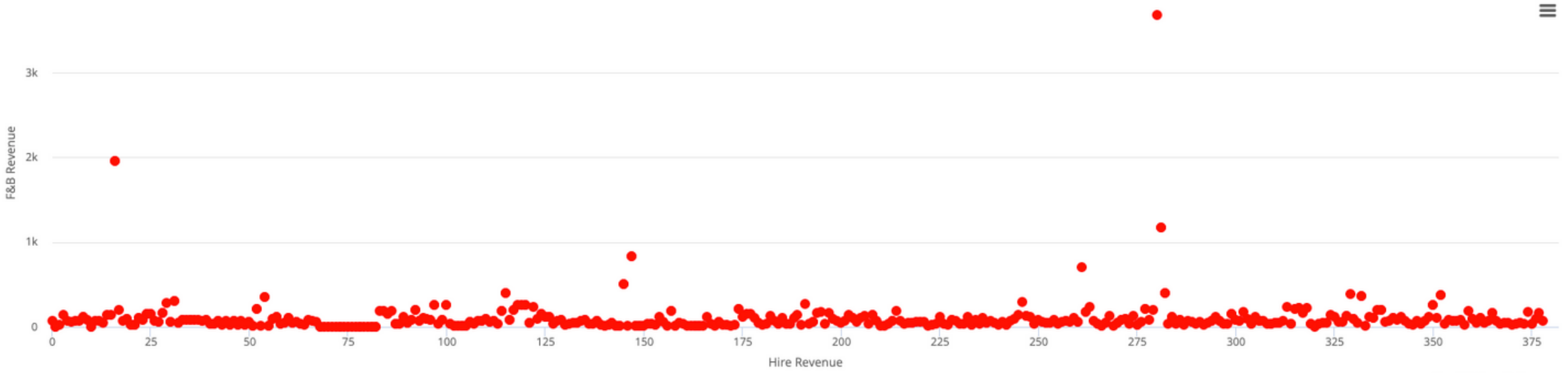
Status: × Confirmed

Virtual: × All

Delegation Size (0 - 10,000)

Event Type: × Meeting

KPI: × Price Per Head PPH



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Conclusion

- Multiple competitive sets
- Updated monthly
- 24/7 access
- Meet B&B has input into your region's data
- Discount if a multiple venues join
- No commitment until 2022
- Monthly B&B/UK/other regions analysis

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