Venuemasters Market Research with Academic Venues in 2015

- Identifying our members’ current business levels and plans for the future
- Collating members’ feedback on our current operations
- Assessing feedback on proposals for the 2016-17 membership package

venue masters
intelligent places for meetings and group accommodation
INTRODUCTION AND OVERALL AIMS

Up-to-date knowledge of members’ business is essential to help us develop plans that meet the varied needs of venues

Introduction
Welcome to our latest research report that helps identify and analyse the current business levels of the consortium’s member venues, along with some of their plans to face any future challenges. The survey also gathers these members’ feedback on the present operations of the consortium and some of our plans for future development.

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Background
Venuemasters is a marketing consortium that has been promoting academic venues for over 30 years. It is a not-for-profit organisation owned by the member venues it promotes to the UK ‘business and leisure tourism industry’. A fundamental principle of marketing is to understand what the customer wants; so the company conducts regular research with member venues to help identify their current and future needs and views on the activities and services we provide.

This report also aims to provide a valuable insight of the very varied operations of our members’ operations, so individual venues can benchmark their business against others involved in the unique sector of ‘academic venues’. The research has been carried out by Venuemasters, and all academic venues should find this research useful for strategic and promotional planning. As a marketing organisation, we believe this information is vital to quantify and demonstrate the diverse nature of our members’ operations and help us plan a range of promotional activities and support services that will provide benefits to the broadest range of members possible.

The key aims of the research
This report is intended to (1) identify our members current business levels along with the type of organisations they are working with and the type of events generating income (2) identify future target income and marketing budgets (3) their plans and the challenges faced to achieve those targets (4) collate and assess the members’ feedback on the range of activities and services we currently provide plus (5) gather feedback on options for a future membership package.

The methodology used to compile this report
All member venues were invited to take part in an electronic survey in August 2015 and this report covers the information gathered from 34 venues pro-actively promoting their facilities to the meetings and group accommodation markets. The survey was based around a series of 25 questions, some of which listed a range of response options and some of which had open text boxes to gather members’ feedback (please see pages 14 and 15 for details).

Use of information
All responses to the survey were made in the form of a self-completed questionnaire, so there is no external auditing or control of the answers provided by the respondents. Consequently, some caution should be exercised in the interpretation of the data in this report, which should only be used as an aid to help with business planning and not as the sole basis for any decisions. In accordance with the provisions of the Copyright, Designs and Patents Act 1988, no part of this report may be reproduced or copied in any format without written permission from Venuemasters.
The following provides a brief outline of the results of members answers to our survey. All responses to the survey were made in the form of a self-completed questionnaire, so there is no external auditing or control of the answers provided by the respondents. Full details of all the responses appear on the following pages of this report.

The profile of members turnover and marketing budgets in 2014-15

- This ranged from below £200,000 to more than £10,000,000, with an average of just over £2.5 million
- The majority of turnover came from day meetings (28%) followed by residential meetings (24%)
- The next highest source of income was from Language Schools (19%) followed by group accommodation (12%)
- The majority of turnover is from educational organisations (43%) with ‘NFP and corporate’ at equal levels (16%)
- Over a third of turnover is from internal sources (37%) with NEW external business around a quarter (26%)
- The marketing budgets ranged from £5,000 to £175,000 with an average of £46,380
- The largest proportion of budgets is spent on digital activities (33%) followed by face-to-face activities (28%)

The target turnover and marketing budgets for 2015-16

- The large majority (73%) of members turnover targets have increased to range from £250,000 to £11,000,000
- The average turnover target is over £2,600,000 which is an increase of 4.7%
- Although over a third of members have an increased marketing budget the majority are static or have been reduced
- The marketing budgets now range from £5,000 to £180,000 with an average of £46,420 which is an increase of 0.1%
- Therefore the target turnover has increased much more (4.7%) than the marketing budget (0.1%)

Availability of facilities for 2014-15 and 2015-16

- The vacation dates for summer 2016 vary greatly and now range from 27 May to 26 September
- The majority of members are given plenty of lead time to promote and sell these summer facilities
- The majority of venues will have the same facilities to sell (57%) but nearly a quarter (23%) will have less facilities

Future developments and challenges

- There is evidence of continued development in meeting and accommodation facilities at some venues
- There are many concerns about the effect of static or reduced marketing budgets in a competitive marketplace
- There are also concerns about achieving turnover targets with reduced budgets and less facilities available

Feedback on the consortium’s operations

- Those rated ‘highly or very highly’ were enquiry options (83%) promotional activities (78%) support services (76%)
- The most valued enquiry option was for those from venue pages on our website (83%)
- The most valued promotional activity was for venue pages on our website (80%)
- The most valued support service was learning from professionals and making contacts at our annual conference (92%)
- Members provided a very useful range of feedback on current operations and some ideas to develop in the future

Feedback on possible membership packages for 2016-17

- The least popular option amongst members (18%) was to reduce the elements and cost of the current package
- There were many more (41%) in favour of increasing the cost of the package and including a venue page
- There was also a majority of members (56%) in favour of offering our activities & services to non-member venues

Please read the rest of the report for more details of the above along with results from the other questions answered by this sample of member venues - and please refer to the full copy of the survey questions at the back of this report.
Section 1 is a review of the targets and activities and results of member venues own operations

S1-Q1: What was the total turnover for your department in 2014-15?

The average turnover for members in 2014-15 was just over £2.5m

The turnovers provided ranged from below £200,000 to over £10,000,000 which demonstrates the variety of operations amongst the membership. The majority of venues (55%) were in the first two categories covering up to £2m turnover, with a good number (9%) also reporting over £5m turnover for last year.

2014-15 turnover (percentage of venues in different bands)

- £2-3 million: 9%
- £3-5 million: 27%
- £1-2 million: 34%
- Over £5 million: 9%
- Up to £1 million: 24%

S1-Q2: What percentage of your 2014-15 turnover came from the following type of business?

Over half of members’ turnover is from day and residential meetings

The largest percentage of members turnover came from day meetings (28%) with residential meetings (24%) slightly less, followed by Language Schools (19%). The smallest segment is short breaks (as defined below) although it should be noted some 20% of members reported this type of business accounted for more than 20% of their business turnover.

Percentage of turnover from different types of business

<table>
<thead>
<tr>
<th>Type of Business</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Day meetings (with no overnight accommodation)</td>
<td>28</td>
</tr>
<tr>
<td>Residential meetings (using your overnight beds)</td>
<td>24</td>
</tr>
<tr>
<td>Language schools (large groups of students)</td>
<td>19</td>
</tr>
<tr>
<td>Group accommodation (for 10 or more people)</td>
<td>12</td>
</tr>
<tr>
<td>Other (banquets / parties / weddings etc)</td>
<td>10</td>
</tr>
<tr>
<td>Short breaks (less than 10 people for 1-2 nights)</td>
<td>7</td>
</tr>
</tbody>
</table>
Various types of ‘educational organisations’ top the list of income providers for member venues

**S1-Q3: What percentage of your 2014-15 turnover came from the following type of organisations?**

**Some 43% of turnover is from educational organisations**

The venues reported that events from schools, colleges and universities account for an average of 25% of their turnover, with Language Schools bringing in another 18%; which arguably isn’t that surprising when Q4 shows over a third of income is from ‘internal business’. It is interesting to note that ‘NFP’ and ‘corporate’ are each responsible for 16% of turnover.

<table>
<thead>
<tr>
<th>Percentage of turnover from different types of organisations</th>
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<tbody>
<tr>
<td>Education (schools / colleges / universities)</td>
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<tr>
<td>Education (language schools)</td>
</tr>
<tr>
<td>NFP organisations (charities / associations / institutions)</td>
</tr>
<tr>
<td>Profit making organisations (corporate companies)</td>
</tr>
<tr>
<td>Groups (special interest / sports / religious groups)</td>
</tr>
<tr>
<td>Public Sector (Local or National government)</td>
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<tr>
<td>Other (marketing / media)</td>
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<tr>
<td>Agencies (venue finding / event management)</td>
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**S1-Q4: What percentage of your 2014-15 turnover came from internal or external organisations?**

**Around quarter of turnover is new business from external organisations**

Some 37% of turnover is from ‘new or repeat internal buyers’ and another 37% from ‘repeat external buyers’. This leaves 26% coming from ‘new external buyers’ which equates to around £650,000 of a members average turnover of £2.5m. As the consortium is not involved with members’ internal and repeat business, this helps quantify the portion we can help with.
The range and average size of marketing budgets and the percentage spent on different activities

S1-Q6: What was your marketing budget for 2014-15?

Marketing budgets range from £5K to £175K with an average of £46,380

There is a massive range of budgets, with one quarter under £10K and a second quarter between £10-30K, although it should be noted the largest single band is that of more than £50K. It is also interesting to note the average budget of £46K is less than 2% of the average £2.5m turnover, which is arguably small to compete in such a competitive marketplace.

S1-Q7: What range of activities did you spend the marketing budget on for 2014-15?

A third of marketing budgets are spent on digital activities

Unsurprisingly, digital activities are where the largest portion of the budget is spent (33%) with F2F activities not far behind (28%). As digital activities tend to cost less than many other activities, the results suggest these types of media are being extensively used; and further research would be needed to identify how members manage and measure their ROI.
Enquiry conversion rates and the variety of availability of ‘campus facilities’ for events

S1-Q5: How many enquiries did you receive and how many events did you actually hold in 2014-15?

There is an average conversion rate of 40% amongst the membership

The total number of enquiries received by venues ranged from just over 100 to 11,000 whilst the number of events actually held ranged from less than 50 to over 500; statistics that demonstrate the range of operations amongst member venues. The average number of enquiries was nearly 2,500 and the average number of events nearly 1,000 which gives an overall conversion rate of around 40% for this sample of members.

S1-Q8: When are the meeting & accommodation facilities available for event organisers to hire?

Campus facilities availability ranges from May to September in 2016

Members provided a very diverse range of dates when their ‘campus meeting and accommodation facilities’ are available for the next Christmas, Easter and Summer vacation periods which are summarised below:

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<th></th>
<th>Christmas 2015</th>
<th>Easter 2016</th>
<th>Summer 2016</th>
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<tr>
<td>Meeting facilities</td>
<td>1 Dec to 26 Jan</td>
<td>12 Mar to 24 April</td>
<td>27 May to 26 Sept</td>
</tr>
<tr>
<td>Bedroom facilities</td>
<td>13 Dec to 11 Jan</td>
<td>12 Mar to 22 April</td>
<td>27 May to 26 Sept</td>
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The sheer range of dates amongst the venues (collectively covering 4 months next summer) highlights the importance of ensuring event organisers are aware of the details. The number of venues with availability is also very different with 12 offering ‘campus meeting facilities’ during the Christmas vacation period but only 2 offering ‘campus bedrooms’. There is a similar pattern for Easter 2016 with 20 venue offering ‘campus meetings’ but only 8 with ‘campus bedrooms’. However, as might be expected there is a more balanced situation in the summer with 26 venues offering both meeting and bedroom facilities on campus during the vacation period.

S1-Q9: When are these facilities made available for you to start promoting & taking bookings?

The vast majority of vacation facilities for 2015-16 can be booked now

Some members informed the Sheffield Office this year that they had problems confirming availability dates for summer 2015. However, only a couple of venues in this sample reported not knowing the dates for summer 2016 or any of the other vacation periods. This means the venues can work with the Sheffield Office to ensure the dates are promoted to organisers by being included on venue pages and other communications with buyers.

S1-Q10: What year round facilities does your venue have available for hire?

Members reported having a good range of year round facilities

Some 25 venues in this sample have an average of 18 meeting rooms available between 0900-1700 on a year round basis, with 18 of them having 10 or more available during these hours in mid-week. However, this also means c20% of these members have no meeting rooms during term time.

Some 29 venues have a much greater average of 53 meeting rooms available at weekends year round, with 28 of them having 10 or more for hire, including half a dozen reporting a hundred or more rooms. Again this means there is still a significant proportion of members (15%) with no meeting facilities at weekends.

Some 18 venues (53% of this sample) have an average of 43 bedrooms available on a year round basis. However, this is not evenly spread as only 8 members (25% of the sample) have more than the average number of bedrooms, including 4 that have 100 or more bedrooms available year round.
Looking at 2015-16 targets and budgets plus the level of facilities available in the future

S1-Q11: What is your venue’s projected turnover and marketing budget for 2015-16?

The average target turnover in 2015-16 is £2.6m (an increase of 4.7%)

Although the majority of venues reported having a higher target for income in 2015-16 than 2014-15, nine members have the same or lower target. Most of these have a current turnover of less than £1m, with just two venues above that threshold projecting the same target income. The chart below helps illustrate how the main change is with members moving up from the £1-2m band to the £2-3m bracket, so all three middle bands now have the same number of venues.

The average marketing budget in 2015-16 is £46,420 (an increase of 0.1%)

Although 46% of the sample venues are reporting an increased marketing budget for 2015-16, the majority will have the same or reduced budget, so the overall average is just 0.1% more than the previous year against an increase in the target turnover of 4.7%. This certainly presents a challenge for the 54% of venues with a static or reduced budget, and suggests the need to identify promotional activities that target their key markets to maximise the effectiveness of their budgets.

S1-Q12: Will you have less or more facilities in 2015-16 and beyond?

Very little change in the level of facilities available in the future

The majority of this sample reported they would have the same facilities in 2015-16 as the previous year. Although 20% of venues stated they would have more facilities, a larger portion of 23% stated they would have less facilities, which again increases the pressure on the members with higher target incomes but a static or reduced marketing budget.
Comments from members on their future developments and challenges

S1-Q13: Are there any other developments planned for your venue’s business in the next 1-3 years?

There are plans for investment in facilities & expansion of services

All members reported on a wide range of plans for their venues’ business in the future. Many commented on continued investment in facilities for students as well as delegates and other guests, whilst others referred to planned expansion of their services:

“We’ve acquired and are developing a new site with £50m development of conference facilities, leisure facilities and 140-160 bedrooms, that is due for completion summer 2018”

“There is a £1 billion Estate masterplan that will create new facilities for us over the next 10 years”

“We are building a further 400 en-suite bedrooms with a year round conference centre and 30 bed hotel opening September 2016 and a new Library opening in 2017”

“We plan to continue the substantial growth of our the Guest Accommodation (B&B) business year on year”

“We are looking to continually expand the Event Management services we provide”

“To offer an event management service”

S1-Q14: What are the main challenges to your venue’s business in the next 1-3 years?

There are some concerns about the amount of facilities & budgets

As might be expected there were a wide range of points made, with many expressing concerns about the reductions in their access to facilities and reductions in their marketing budgets in a very competitive marketplace:

“Budget cuts when competitors have had major investments. Strategically we’ll to have to do more with less”

“Rising budget costs with less venues to sell”

“Availability of facilities; Budget; Hitting target; Change in term times”

“Fewer spaces to sell to external customers, internal customers not willing to pay for conference services”

“Reduced vacation dates due to 42 week residential contracts”

“Focus of student activity in commercial space so have less facilities to sell. Reduction in marketing budget”

“Ensuring clients are not put off by the building works as they are in the centre of the campus. Developing new business for the conference centre and establishing a hotel business”
Section 2 is our members’ assessment of the consortium’s current activities and services

S2-Q1: How valuable or important are the following types of activities & services to your membership of the consortium? (rate 3 areas from 1 = not at all to 4 = very highly)

The following demonstrates there is little difference in how all 3 key areas of operations are valued by the membership:

Providing a range of ways for organisers to make enquiries was rated ‘highly or very highly’ by 83% of members
Providing a range of digital, print and F2F activities to promote venues was rated ‘highly or very highly’ by 78%
Providing a range of support services to share knowledge and experience was rated ‘highly or very highly’ by 76%

S2-Q2: How valuable are the following support services we offer in helping you achieve your venue’s business aims? (rate 6 services from 1 = not at all to 4 = very highly)

The opportunity to learn and network at the annual conference was the support service most valued by this sample (92%) of members, followed by research with members and buyers (74%). Access to key points of industry research was valued by many (71%) with a customised report from our own mystery buyer research also highly valued (58%). In addition to this, company webinars were also rated as valuable by over half (54%) of the members.

Q3: Do you have any suggestions for other support services you would like us to offer in the future?

As might be expected there were a wide range of comments which included the following examples:

“Qualification or training courses on Event Management of use to new starter … many event planning courses are not specific to academic venues”

“The industry has a vast amount of newcomers at entry level, so I see value in the consortium providing specific best practice training/awareness”

“Facilitation of face-to-face quarterly networking opportunities with peers at other universities to share best practice and discuss relevant topics”

“Further webinars or training sessions like you ran with MAXIMA a few years ago”

“The possibility of establishing and facilitating a ‘mentor’ system amongst members”

“More robust in depth industry market research. Training on the latest marketing techniques and trends. More customer analysis and insights”

“Marketing roles are being absorbed into existing non marketing roles … perhaps marketing plan creation and research writing support would be advantageous?”
Q4: How valuable are the following promotional activities we offer in helping you achieve your venue’s business aims? (rate 7 areas from 1 = not at all to 4 = very highly)

Digital venue pages on the Venuemasters website was the promotional activity most valued by this sample of members (80%) followed by The Academic Venue Show (73%) then meet the agent events (68%). The opportunity to post venue news on the ‘public’ website was also well valued by more than half (63%) of the members. The other three activities, which spread across all three types of promotional medium were less valued by members.

Q5: Do you have any suggestions for other promotional activities you’d like us to offer in the future?

Again there were a wide range of comments which included the following examples:

“Continued drive to emphasise the quality of academic venues. The message seems to be very much out there now and we regularly get enquiries from organisations approaching expecting a better service and better facilities than they would from hotels.”

“Development of agency and conference organiser visits would be of particular interest to our venue”

“Feature driven slots with large agency websites and other online venue finding sites, where ‘Academic’ features allow discounted slots onto their website’s promoted venue features”

“The Academic Venue Show is the main driver behind our membership”

“More stand shares at industry exhibitions - always gone too quickly for us”

“Networking event with industry professionals at academic venues around the UK”

“Maybe business gained through Venuemasters which is big or interesting could be fed more to the press by working with the venues on specific press releases?”
As one member commented ‘all enquiries are valuable’ and here is a review of the most valued

S2-Q6: How valuable are the following enquiry options we offer in helping you achieve your venue’s business aims? (rate 7 areas from 1 = not at all to 4 = very highly)

An enquiry from the ‘venue form’ on a venue page on our Venuemasters website was the enquiry option most valued by this sample of members (83%) then an enquiry following taking part in a venue finding agency event (80%) with an enquiry from a ‘general form’ on our website being the third most valued option (73%) by members. These were then followed by enquiries from Academic Venue Show (71%) and advert in our company magazine (59%) and an enquiry from an Eblist (59%) all achieving high valuation by more than half of the members.

S2-Q7: Do you have any suggestions for other enquiry options you’d like us to offer in the future?

There were fewer suggestions or comments from members on this topic, but here are some examples along with follow up notes from Venuemasters to try and help clarify any confusion that may exist on how the enquiry system works:

“Send enquiries by region. Particularly given venue finders will often look for multiple venues in the same area”

Unless the buyer specifically asks for information from one particular venue or location (such as a city) all our enquiries are filtered before being sent to members that have a relevant venue page and relevant facilities. In the first six months of this membership year we received nearly 300 enquiries and those details initiated over 1500 emails to venues, so on average our enquiries are sent to 5.4 members.

“Have live booking availability to provisionally reserve facilities”

As outlined above, our enquiries are sent to more than 5 venues so a member can choose to accept or decline the enquiry. This gives the individual venue full control to decide if the event suits their business needs and then take the responsibility for trying to convert that enquiry into a booking. Given the quantity of enquiries some venues are receiving from all sources (see page 7 of this report) it is unlikely many would be able to provide quotes and keep a live booking system up-to-date.

“Consider including new options to the enquiry form - layout of syndicate rooms, exhibition space etc”

There is a drop down list of room layouts included on the enquiry form which is a ‘compulsory’ field that has to be completed. There is also an open text box called ‘any other information’ which is very frequently used by organisers to add any extra details, such as the need for exhibition space. The Venuemasters team speak to c90% of organisers to check the details on enquiry forms before sending them to members; and use this text box to highlight any extra needs of the buyer.
Section 3 provides feedback from our venues on possible new membership packages

S3-Q1: Which of these membership packages would you prefer to see introduced for 2016-17?
Option 1 with a lower fee of £600 was only chosen by 18% of members. However Option 2 with the current £1200 fee and a similar package was chosen by 41% and Option 3 with a £2400 fee and enhanced package was also chosen by 41%.

S3-Q2: Would you approve of offering activities & services to academic venues that aren’t members?
Some 56% of members in this sample approved the idea of offering promotional activities and services to non-members with increased rates with the most popular surcharge being the category of 20-25%.

S3-Q3: Do you have any suggestions for other membership packages you’d like us to offer in future?
Again there were fewer suggestions about membership packages than other topics but here are some examples:
“Digital only package where you have more promotion via digital channels similar to Event News Blog and the VM website becomes an industry portal”
“The most valuable thing you do is create enquiries and therefore a website only option should be available”
“Offer all 3 at the same time as could potentially tie in with the budget available at the time of purchase”
“Drop the mystery buyer and save the associated cost but broadly happy with an all inclusive offer”
“Approve offering promo activities to non-members but the % should reflect whatever the market value is”
SECTION 1: ABOUT YOUR VENUE

Q1: What was the total annual turnover for your department in 2014-15?
Open text box

Q2: What percentage of your 2014-15 turnover came from the following? (best estimate to the nearest whole %)
(a) Day meetings
(b) Residential meetings
(c) Group accommodation
(d) Language schools
(e) Short breaks
(f) Other

Q3: What percentage of your 2014-15 turnover came from the following? (best estimate to the nearest whole %)
(a) Not for profit organisations
(b) Agencies
(c) Education
(d) Groups
(e) Profit making organisations
(f) Public Sector (Local/National)
(g) Education (language schools)
(h) Other

Q4: What percentage of your 2014-15 turnover came from the following? (best estimate to the nearest whole %)
(a) Internal (repeat business)
(b) External event organisers NOT from your venue (repeat business)
(c) Internal (new business)
(d) External event organisers NOT from your venue (new business)

Q5: How many enquiries did you receive from all sources and how many events did you actually hold in 2014-15?
(a) Total number of enquiries
(b) Total number of events held

Q6: What was your marketing budget for 2014-15?
Open text box

Q7: What range of activities did you spend the 2014-15 budget on?
(a) Percentage spent on print activities
(b) Percentage spent on face-to-face activities
(c) Percentage spent on digital activities
(d) Percentage spent on other activities

Q8: When are the following facilities available for event organisers to hire? (add vacation dates or N/K or N/A)
(a) Meeting facilities Christmas 2015
(b) Meeting facilities Easter 2016
(c) Meeting facilities Summer 2016
(d) Group accommodation Christmas 2015
(e) Group accommodation Easter 2016
(g) Group accommodation Summer 2016

Q9: When are the above facilities made available for you to start promoting and take bookings?
(a) Meeting facilities Christmas 2015
(b) Meeting facilities Easter 2016
(c) Meeting facilities Summer 2016
(d) Group accommodation Christmas 2015
(e) Group accommodation Easter 2016
(g) Group accommodation Summer 2016

Q10: What year round facilities does your venue have available for hire?
(a) How many meeting rooms are available year round (0900-1700)
(b) How many meeting rooms are available year round (evenings & weekends only)
(c) How many bedrooms are available year round

Q11: What is your venue’s projected turnover and marketing budget for 2015-16?
(a) Your estimated 2015-16 turnover
(b) Your estimated 2015-16 marketing budget

Q12: Will your venue have less or more facilities in 2016 and beyond?
(a) Meeting rooms
(b) Group accommodation
(c) Other (sports etc)

Q13: Any other developments planned for your venue’s business in 1-3 years?
Open text box

Q14: What are the main challenges to your venue’s business in 1-3 years?
Open text box
SECTION 2: ABOUT VENUEMASTERS

Q1: How valuable or important are the following to your membership of the consortium?
   Please rank as (1) Not at all (2) Slightly (3) Highly (4) Very highly:
   (a) Providing a range of support services to share knowledge experience & contacts within academic venues
   (b) Providing a range of digital, print and face-to-face activities to promote your venue to event organisers
   (c) Providing a range of ways for event organisers to make an enquiry about using your venues facilities

Q2: How valuable are the following support services we offer in helping you achieve your venues business aims?
   Please rank as (1) Not at all (2) Slightly (3) Highly (4) Very highly:
   (a) Mystery buyer survey
   (b) Survey with members or event organisers
   (c) Access to industry research
   (d) Company webinars
   (e) VM annual conference
   (f) Discussion board on the members website

Q3: Do you have any suggestions for other ‘support services’ you would like us to offer in the future?
   Open text box

Q4: How valuable are the following promotional activities in helping you achieve your venues business aims?
   Please rank as (1) Not at all (2) Slightly (3) Highly (4) Very highly:
   (a) Venue page on our website
   (b) Eblast to our qualified database of up to 3,500 event organisers
   (c) Free use of news tab on our website
   (d) Advert in the company magazines
   (e) Selected venue finding agencies event
   (f) Stand share at industry exhibitions such as Confex
   (g) Having your own stand to meet some of the event organisers visiting the Academic Venue Show

Q5: Do you have any suggestions for other ‘promotional activities’ you would like us to offer in the future?
   Open text box

Q6: How valuable are the following enquiry options in helping you achieve your venues business aims?
   Please rank as (1) Not at all (2) Slightly (3) Highly (4) Very highly:
   (a) Enquiry from a ‘general form’ on our website
   (b) Enquiry from a ‘venue form’ on a venue page on our website
   (c) Enquiry sent in reply to an Eblist
   (d) Enquiry in response to an advert in the company magazines
   (e) Enquiry following a ‘venue finding agency’ meeting
   (f) Enquiry after exhibiting with your own stand at the Academic Venue Show

Q7: Do you have any suggestions for other ‘enquiry options’ you would like us to offer in the future?
   Open text box

SECTION 3: THE MEMBERSHIP PACKAGE

Q1: Which of the above membership package options would you prefer to see introduced for 2016-17?
   Option 1: lower fee of £600 but with less elements than now included in the package
   Option 2: current fee of £1200 with similar elements included in the package
   Option 3: higher fee of £2400 including a venue page on our website & receipt of enquiries (current value of £2800)

Q2: Would you approve of us offering our promotional activities and services to academic venues that aren’t members of the consortium?
   (a) Yes but with an increased cost of 10%-15%
   (b) Yes but with an increased cost of 15%-20%
   (c) Yes but with an increased cost of 20%-25%
   (d) No to offering any activities or services to non-members

Q3: Do you have any suggestions for other ‘membership packages’ you’d like us to offer in the future?
   Open text box