

CASE STUDY

Four Star Resort Hotel

Project: Raise venue awareness and generate new meeting and events enquiries. (18 months)

£
440k

New enquiries generated and passed to venue

£
2.4m

Influenced enquiries direct to property

25%

Average enquiry conversion by venue.

12

Newsletters

10

PR Opportunities

8

Venue Showcase

19

Trade Shows/
Events

20

FAMs/Hosted
Events

64

F2F Appointments

Hello

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