

What drives recommendation and repeat business?

Data from BDRC's VenueVerdict Event
Planner Feedback module

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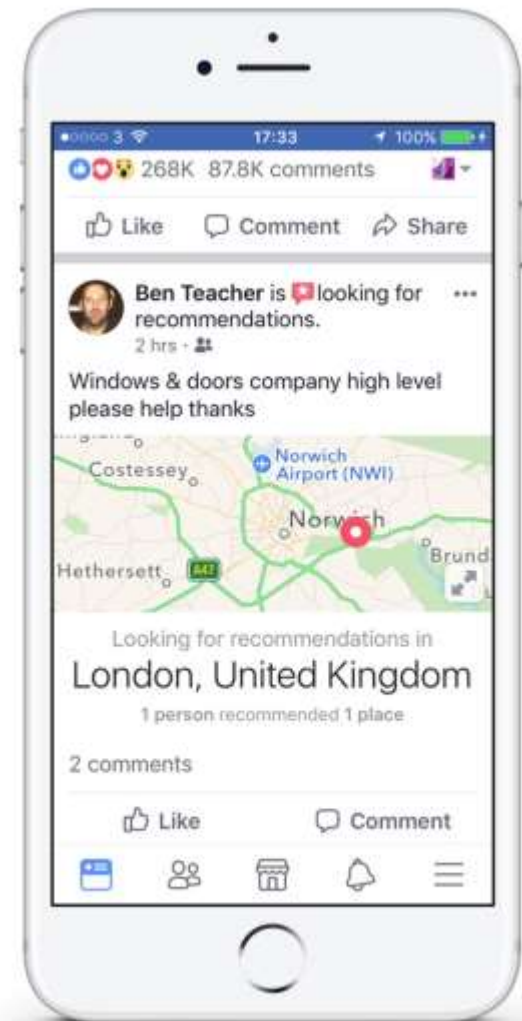




VenueVerdict



Recommendation is key Net Promoter Score



“

Given the opportunity,
how likely would you
be to recommend
[AMBA HOTEL MARBLE ARCH]
to a friend or associate
in the future for a
similar event? ”

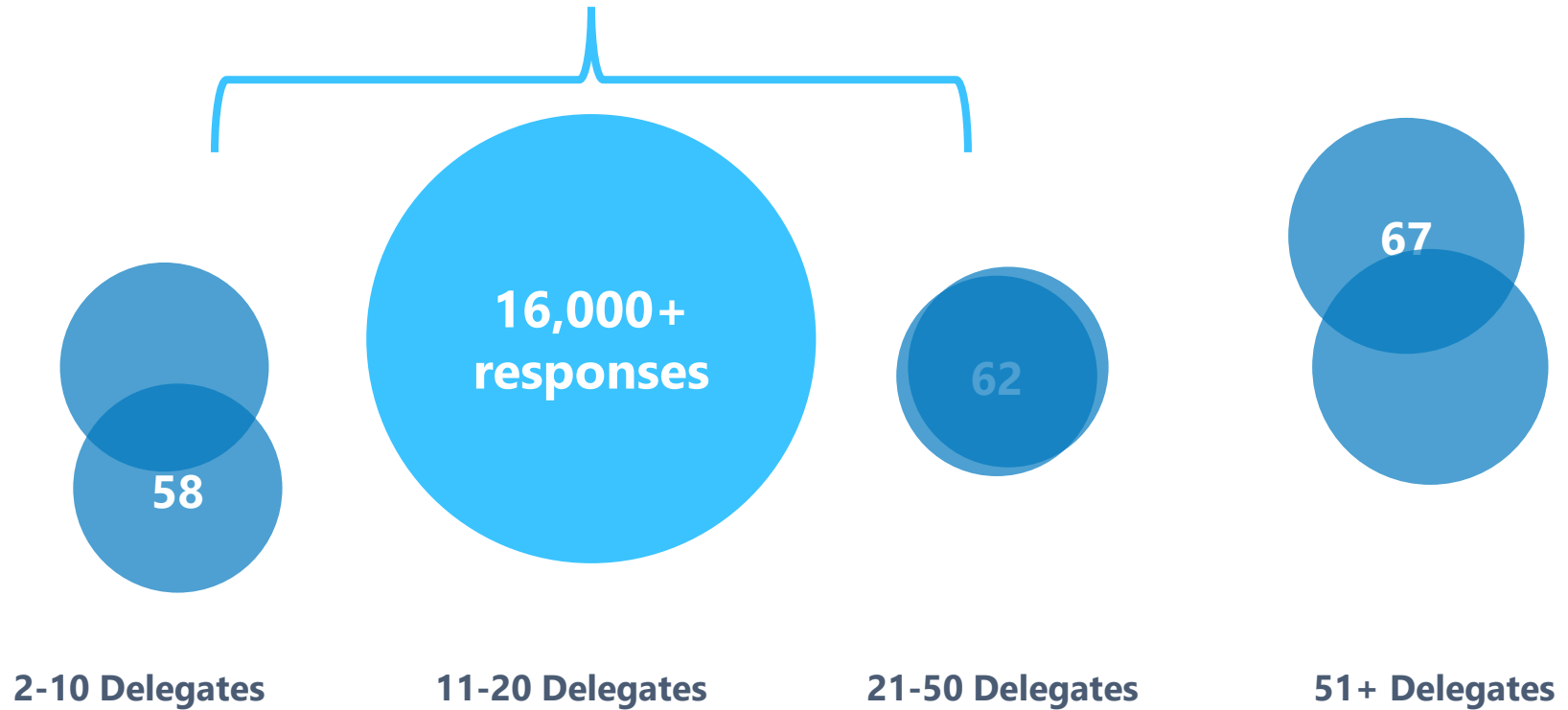


Detractor 0-6

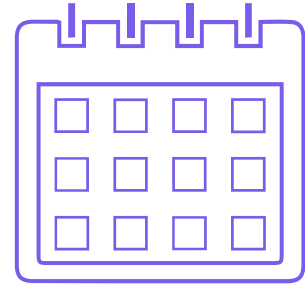
Passive 7-8

Promoter 9-10

Venues appear to undervalue smaller business



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...of which the cumulative value is perhaps underestimated

70%

Respondents held meetings
up to 50 delegates

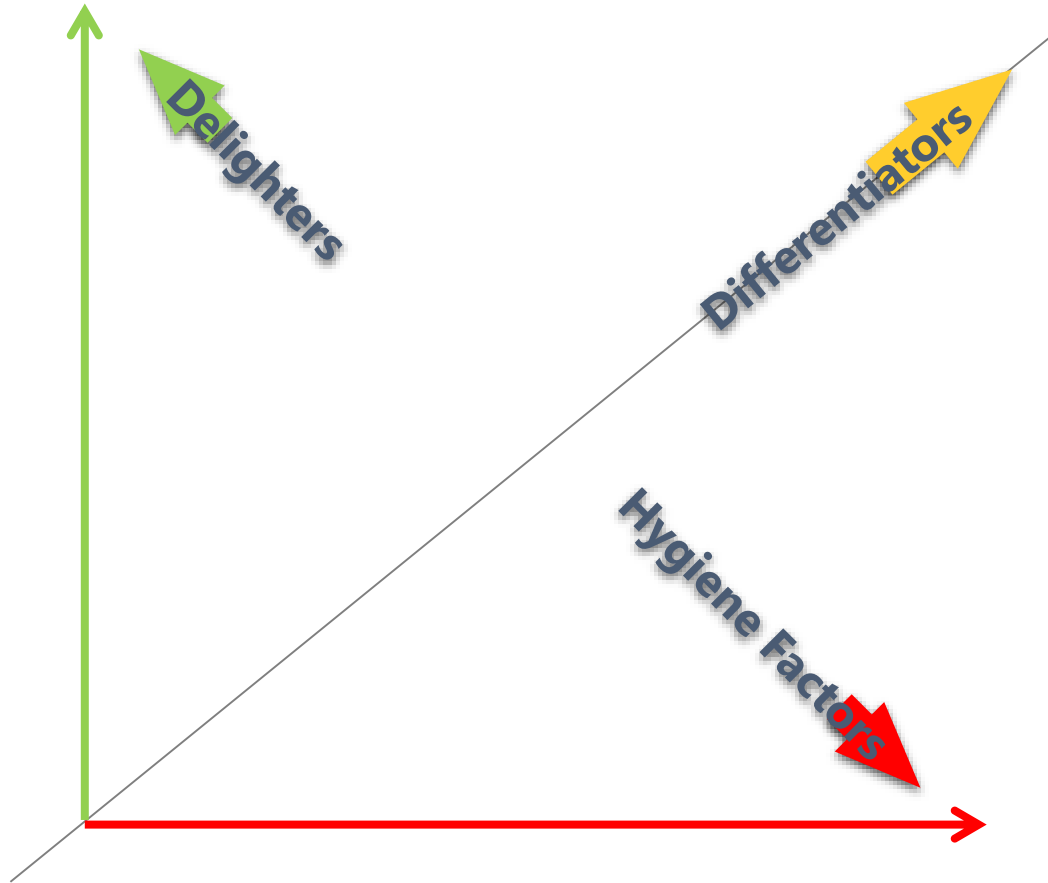
1/4

All revenue

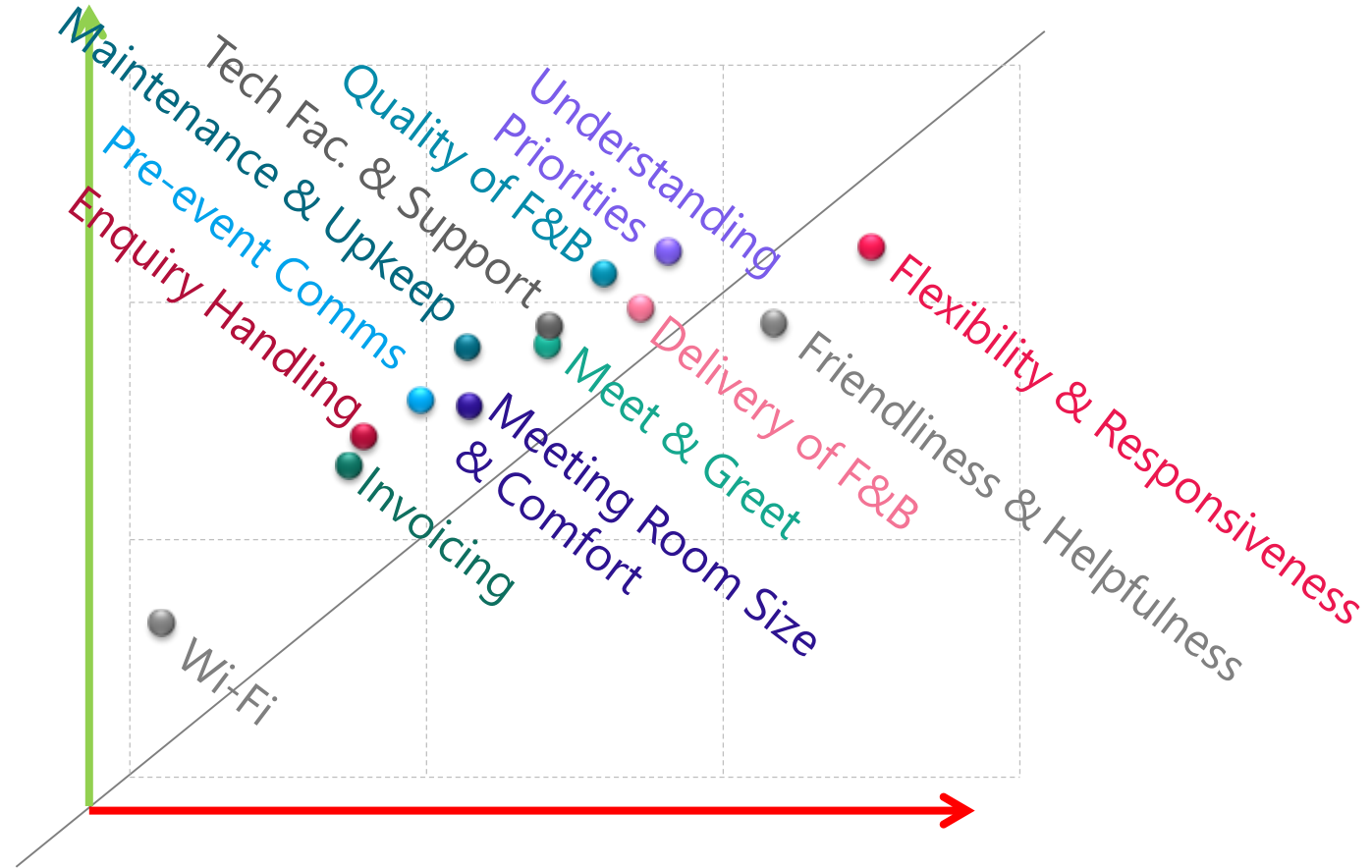
£14M

@£45 DDR ...just from survey
respondent volume

What drives event planners' likelihood to recommend?



Flexibility & Responsiveness – most likely to drive NPS



Same top 5 drivers of promotion & detraction



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Hotel Insights
Forum 2017