



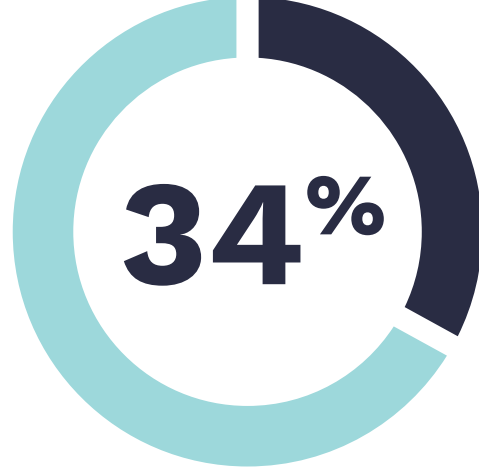
tripleseat

The Ultimate Event Management Software

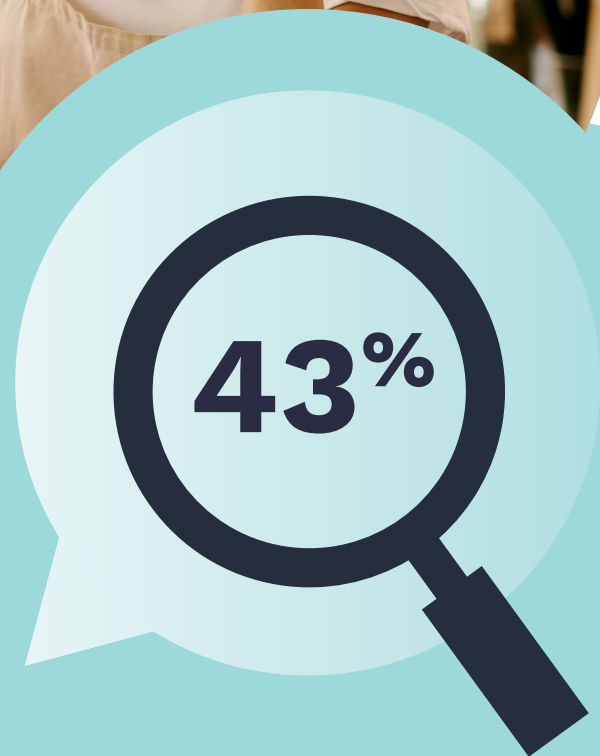
Festive Season Preparedness

A snapshot of event management across UK venues

Hospitality outlets could save a week in time every month by switching to online booking systems for events



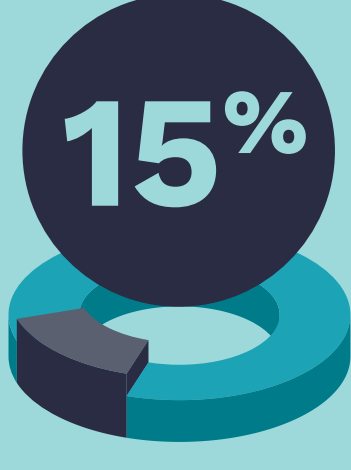
34% of venues are currently only manually recording their bookings (using paper!)²



43% of hospitality venues we spoke to are not tracking customers and prospects, while 1 in 5 are doing so through spreadsheets²



3 in 4 venues acknowledged that it was important, or very important to them to streamline the booking process in order to focus on the guest²

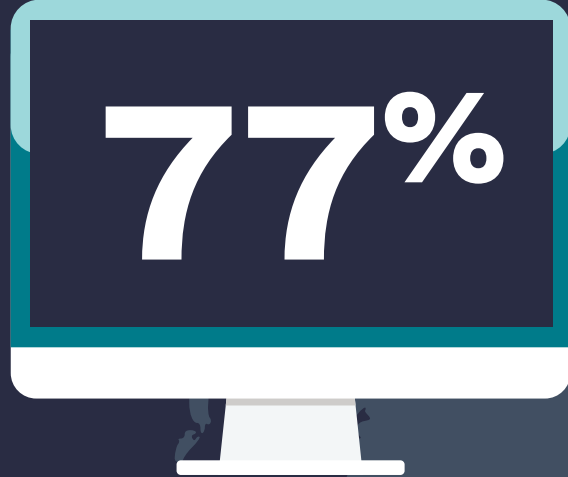


Only 15% of venues interviewed are using only an online, automated booking process²



9.32 hours a week

On average, venues spend 9.32 hours a week managing bookings and events (this equates to a full 9-5 every month!)²



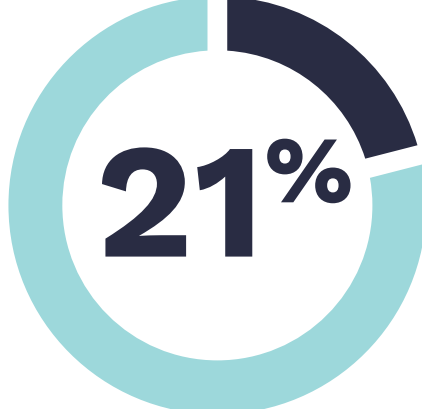
77% of venues are currently not using any platform to support their bookings and event management²



Median revenue increased 41%



Median revenue increased 41% YoY between Q4 '21 and Q4 '22, there could be a similar increase again in Q4 '23¹



The median volume of events in Q4 2021 increased by 21% YoY to '22 – businesses have to be prepared for the potential of another similar level of increase.²

¹Tripleseat Internal Data – Bookings and Revenue, UK Q4 '21 v. Q4 '22

²KAM, Tripleseat Insights Report, UK Venue Operators, August 2023

Learn how your venue can streamline the event management process this festive season at tripleseat.com