

Mount Edgcumbe Weddings Commercial Review



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Mount
Edgcumbe
Britain's historic park by the sea

Mount Edgcumbe Weddings Commercial Review
March 2019

Why do a commercial review?



- The Mount Edgumbe management team requested the assistance of the commercial team to investigate why marquee bookings were declining and how this could be improved
- This review was an opportunity to look at options to increase bookings and income
- The Mount Edgumbe team worked with the Commercial Team and Finance to look at ways this could be done

Review context – see full report



- Context of the service
- Commercial initiatives undertaken
- Current financial position
- Cost & Pricing
- Customer and booking analysis
- Suppliers
- Website statistics and Social media statistics
- Triple Bottom Line Analysis
- Customer surveys
- Service view on the positives of the wedding offer
- Service view on the negatives of the wedding offer
- Market analysis and assessment & Competitor analysis
- SWOT
- Recommendations & next steps
- Long term plan

Headline Recommendations



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Recommendation	Desired Outcome
Improve flexibility of wedding viewings	Increase the number of couples viewing the venue and in turn increase the booking numbers
Redesign brochure	Improve interest in the venue and increase the level of enquiries.
Update online profile (inc brochure request function and improve SEO)	Increase contact list and increase level of first impressions Website will be more widely seen and could increase enquiry levels
Implement surveys	Insight into why couples do not book and feedback on what did/did not go well. Inform the marketing strategy
Create Profit and Loss account	Management oversight of the true cost of the wedding offer and what profit they generate
Test Bar/Catering market	This could increase revenue, but is dependent on whether suppliers would insist on exclusivity.
Improve marketing plan	More structured approach to marketing
Update prices and create packages	Prices are more in line with current market and cover costs



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