

Industry Survey Results!

Last month, we surveyed you and you responded! Here's what you had to say about the state of our business right now:

1. What is the status of your corporate business in 2008?

50% said "down"

28% said "same as previous year"

22% said "up"

2. How are you trending for 2009 for corporate business in terms of comparing pre-bookings versus where you were last year at this point?

56% said "behind previous year"

22% said "same as previous year"

22% said "ahead of previous year"

3. Is corporate spending per event:

55% said "down"

35% said "no change"

10% said "up"

While this might be somewhat of a relief for many of you, knowing that some of your peers are also experiencing the same thing you are, you can also be assured that those who are holding their own or even growing the business in this economy are not doing "**business as usual**". They are seeking out new and better ways to do business, value added benefits and new market streams. **Being creative and proactive** will help you more now than ever before.

Those of you that had a good mix of corporate versus social events fared better than those that were heavy in the corporate markets. **The lesson here?** Don't put all your eggs in one basket! **Mix it up with a good spread of business in both your corporate and social markets.** Other event types that were "on the rise" were reunions, sweet 16's and anniversary parties. . . and, there was a direct correlation between event types that you spent money attracting and the business mix that you have. So, focus your advertising on specific, targeted markets and even if business is slow right now, do not try and save money by cutting back on your advertising. This will just take you back even further. But, be smart about it, **do your research and advertise in markets that are an appropriate profile for your business and where you will see the greatest return.**

Times like these, although they can be trying, will also make us better business people!

For more information on the Beverly Clark Hospitality Training Programs, please contact Lynne LaFond DeLuca at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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