



1534
 Calls
 Revenue: £67,000
790 Equivalent Last Year
 Revenue: £30,448

369
 Room Bookings
 Revenue: £16,750
304 Equivalent Last Year
 Revenue: £15,204

1093
 Restaurant Bookings
 Revenue: £48,000
677 Equivalent Last Year
 Revenue: £27,000


78%
 Avg. Booking Rate
69% Equivalent Last Year

Excellent
 Team Performance
Good Equivalent Last Year

Natasha
 Top Selling Agent

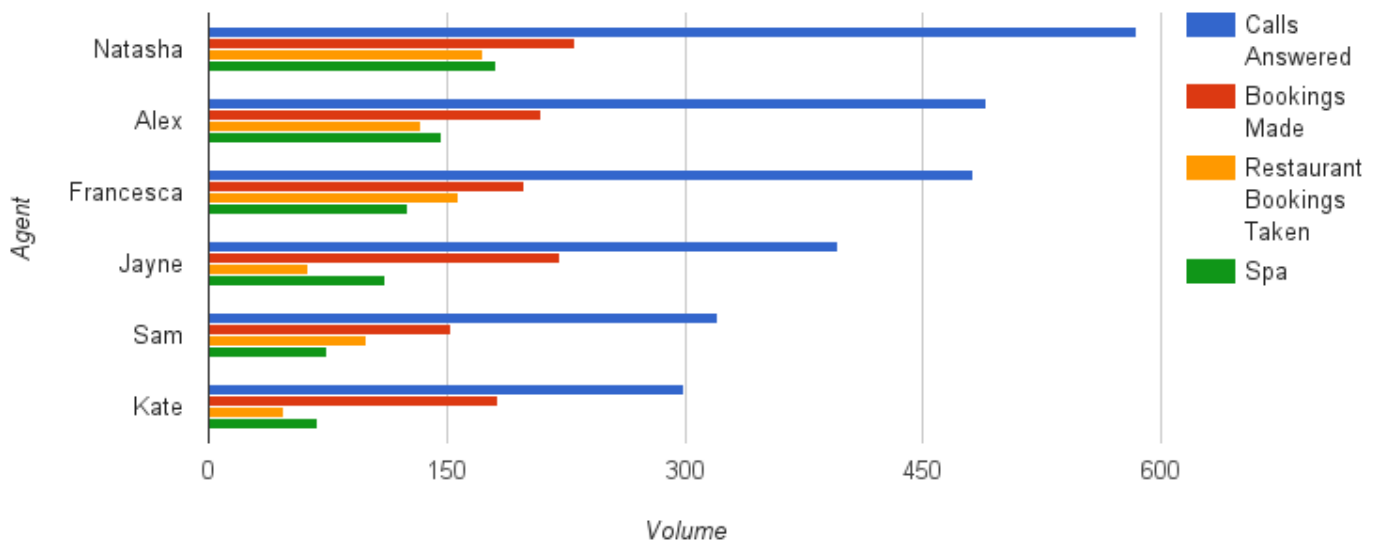
Value of Bookings for October		Comparison with Last Year	
£34,000		£18,000	
Gym	£9,000	Gym	£4,000
Restaurant	£12,000	Restaurant	£6,000
Spa	£6,000	Spa	£3,000
Functions	£7,000	Functions	£5,000

Projected Revenue for November: **£64,222** Last November: **£28,184**



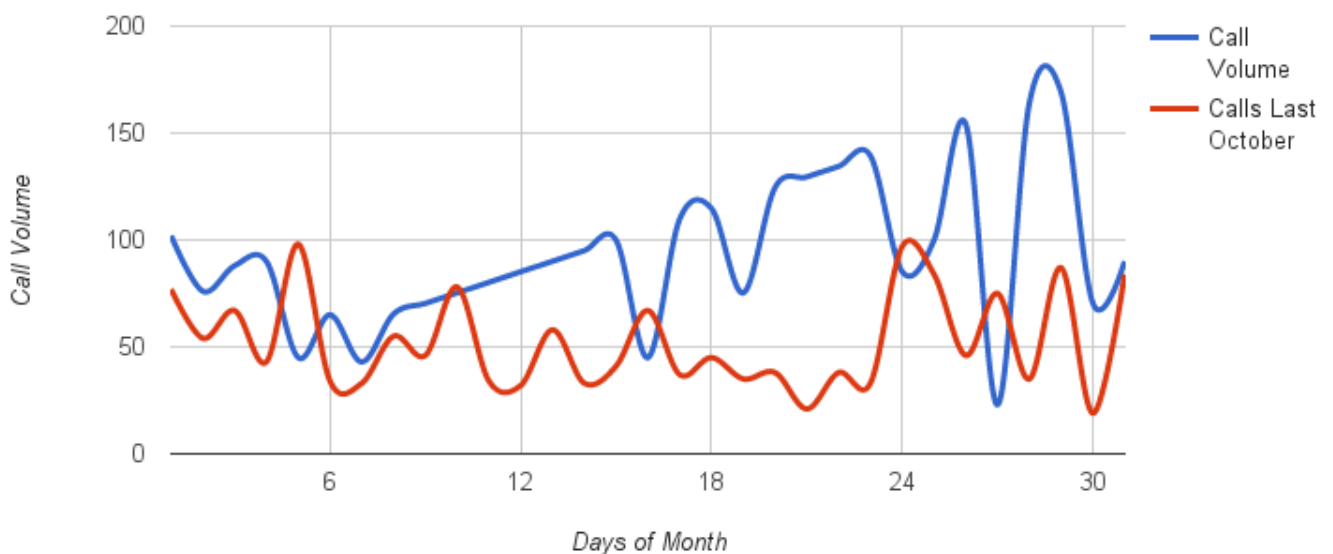
Trip Advisor for October		September	
Excellent	470	Excellent	420
Very good	294	Very good	244
Average	117	Average	100
Poor	71	Poor	95
Terrible	37	Terrible	30

Calls, Bookings, Restaurant Bookings and Spa



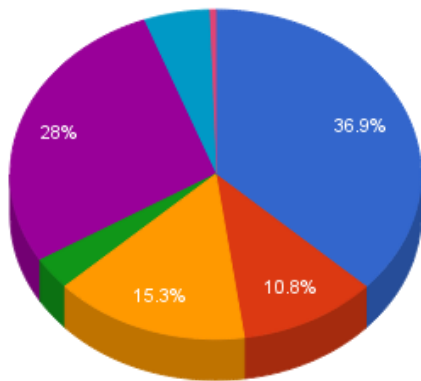
Agent	Calls	Booking Revenue	Restaurant Revenue	Spa Revenue
Natasha	585	£8,000	£7,000	£7,100
Alex	490	£7,800	£6,500	£6,750
Francesca	482	£7,600	£6,900	£6,000
Jayne	397	£7,850	£3,450	£5,900
Sam	321	£6,800	£5,600	£4,800
Kate	299	£7,000	£2,900	£3,200

Calls this October and last October



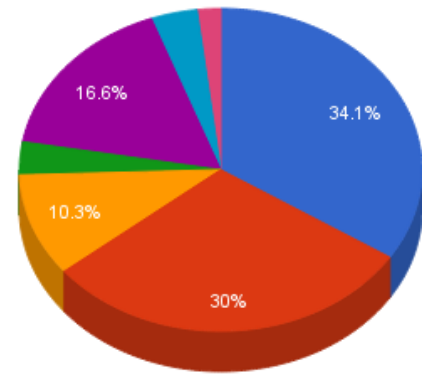
Calls Dealt by St Michaels

- Restaurant Bookings
- Room Bookings
- Gym
- Spa
- Enquiry
- Swimming
- Wedding



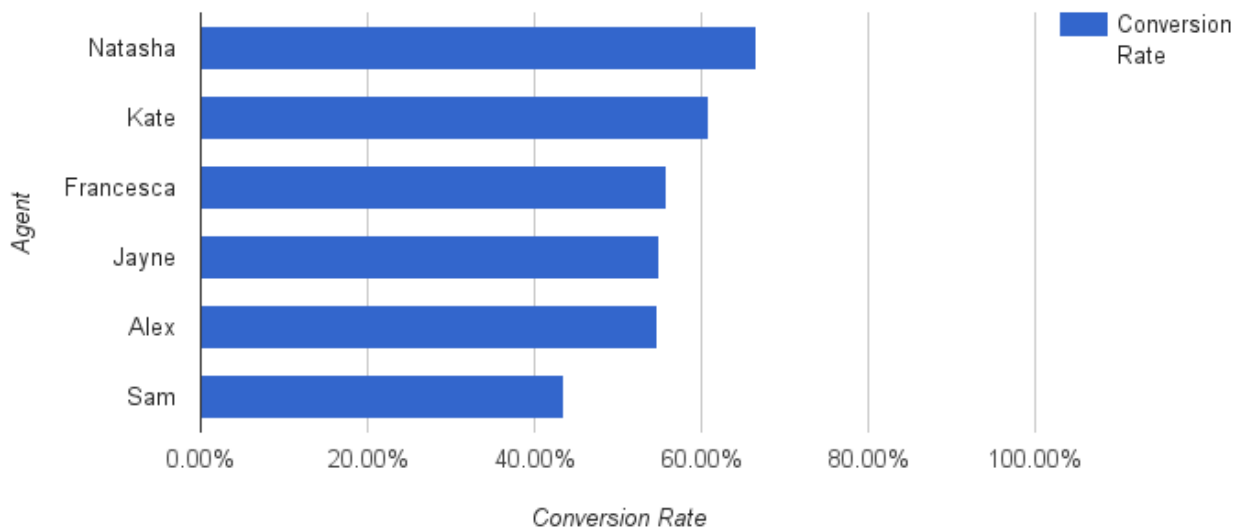
Calls Dealt by Moneypenny

- Restaurant Bookings
- Room Bookings
- Gym
- Spa
- Enquiry
- Swimming
- Wedding



Agent	Call Volume	Room Bookings	Restaurant Bookings	General Enquiries
Sam	321	97	43	495
Francesca	490	174	99	712
Kate	397	200	132	760
Jayne	585	190	42	699
Natasha	299	167	32	532
Alex	482	153	111	674

Average Agent Conversion Rates



Google and Cornwall Today



#	PPC Keyword	Date	Visits	Calls	Conversions	Cost / Conversion
1	St Michaels	23 Oct	642	342	120	£30
2	St Michaels Gym	19 Oct	544	198	48	£18
3	St Michaels Hotel	21 Oct	1069	564	230	£80
4	St Michaels Hotel Falmouth	14 Oct	774	432	150	£40
5	St Michaels Fitness	01 Oct	164	52	32	£8

Volume of Calls by County

- Cornwall: 846
- Hampshire: 284
- Greater London: 433
- Greater Manchester: 329
- South Wales: 488
- North Yorkshire: 85
- Oxfordshire: 137
- East Anglia: 210
- Devon: 399

