

How Flat Iron Square Generated £127K of Prepayment Revenue in 8 Months with SevenRooms

£127K

Revenue Generated Via
Prepaid Events & Experiences
in First 8 Months

£44K

Saved with Direct,
Commission-Free Covers

3K+

Crossover Booking
Requests For A Sister Venue

~140

Additional Covers Per Month
with Marketing Automation

Though it began as a small music venue called Omeara in October 2016, London's Flat Iron Square has blossomed into a 40,000 ft² food, drink and entertainment hub encompassing seven railway arches and the surrounding open spaces. With concepts ranging from food stands and sit-down restaurants, to cocktail dens, wine bars and their eponymous beer garden, merchandising and promoting each of these distinct offerings has proven to be a challenge.

Coming into 2020, the team looked to increase cover counts across the board and began accepting table reservations in the beer garden for the first time. It was then that Flat Iron Square experimented with several different nightlife discovery, reservations, and events management platforms, but soon found that no single system fully served their needs. Seeking to seamlessly maintain a steady flow of events and brand activations alongside daily service, the team sought an all-in-one solution.

SevenRooms' unique technology offering was able to help them achieve this goal through:

- / Booking prepayment and cross-selling
- / Integrated events & experiences
- / Reservation and table management tools
- / Marketing automation

Not 'Just' a Beer Garden

The introduction of reservations to the beer garden's operations made it difficult to run services on gut instinct alone. Variable turn times, coupled with frequent special events and activations made table management quite difficult, causing headaches for the staff and guests alike. Utilizing SevenRooms' white-labeled reservation widget to power direct reservations, Flat Iron Square was able to create a smoother booking experience and more efficient service for every guest – **all while saving over £44,000 in cover fees in their first 8 months.**

“One thing that's been massive, really game-changing for us is the ability to create our own table statuses. For instance, we have one called Last Round, so we know if we need to go around and say to people, 'Your reservation is ending in 30 minutes, so drink up!' Little things like that have helped service and the host team on-site immeasurably.”

Layla Doone

Reservations & Booking Manager,
Flat Iron Square

With pictures and text descriptions, the team could clearly communicate table minimums, cancellation policies and other important details for specific venues at the time of booking. Better yet, with SevenRooms' cross-selling capabilities, surplus demand in one venue could now be redistributed to others. By effectively merchandising all of their offerings on a single landing page, Flat Iron Square saw as many as 3,000 additional booking requests at sister venue St. Felix Place in just one day.

Better Guest Experience, Higher Guest Spend

Leveraging SevenRooms' software to promote special events and experiences in the booking flow, Flat Iron Square was able to capture additional revenue before guests even set foot on the property. Plus, with reservation upgrades, they could offer upsells and add-ons to help boost guest spend. From enforcing table minimums during popular sporting events, to pre-order packages for holidays and limited time-only brand collaborations, the team saw a dramatic uptick in incremental revenue. **Over the course of 2021, ticketed events and prepaid experiences boosted Flat Iron Square's bottom line by more than £127,000.**

Scoring Goals, All Year Long

With ever-increasing demand and a growing CRM database, Flat Iron Square sought a way to stay connected with every guest. Combining strategic client tagging with SevenRooms' automated marketing campaigns, targeted emails were immediately sent to first-time guests, guests who had left positive feedback, and more. The team soon saw ~140 covers per month coming from these two follow-up emails alone.

With reservations and events firing on all cylinders, and marketing automation tools continuing to drive repeat business, the team at Flat Iron Square was poised to make the most of the 2021 UEFA European Championship. Enforcing sizable table minimums, they sold a staggering £100,000 in prepaid tickets over the course of just a month, and added over 50,000 new guests to their client database through promoting the final match alone.

The 2021 UEFA European Championship At Flat Iron Square, By The Numbers:

- **£100K Prepaid Ticket Sales** In One Month
- **50,000 Names Added To Client Database** By Promoting A Single Match
- **£28K Revenue Generated** During The Semifinal & Final Matches
- **£12K Selling Price Of One Table** To Watch The Final
- **£200-£350 Table Minimums** Enforced For Every Game

Capitalizing on this huge influx of new guests while keeping their existing regulars coming back for more, SevenRooms' marketing automation tools proved to be an incredible means of guest retention, ensuring that Flat Iron Square can continue to meet – and exceed – even their loftiest goals, all year long.

**Estimate based on average fees of \$1 per cover booked through third-party marketplaces.*

“Being able to add the pictures and descriptions to specific areas has been a huge benefit. There is such a big difference between booking in the garden, in our arch bar, in our cocktail bar and so on. Now, with pictures of everything online, you know what you've booked, and we can tell you if tables are covered or not. Not only that – it also limits the amount of email queries that we get coming through, so it's been really game-changing as a whole.”

Layla Doone

Reservations & Booking Manager,
Flat Iron Square

Interested in learning how the SevenRooms Guest Experience & Retention platform can help you streamline operations, maximize revenue and offer personalized marketing at scale?

Reach out today to [schedule a demo](#).

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