



Success Story

How The Island Quarter Made Over £33k in Upgrades and Experiences in 6 Months With SevenRooms



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The Island Quarter in Nottingham, England, has it all — flats, offices, restaurants, bars and event spaces. The sprawling destination attracts an array of guests with tree-lined pathways, canal views and a mixture of retail and leisure.

But getting guests there is one thing. Getting them to return is another.

As The Island Quarter's Sales and Marketing Manager, Liam Morgan, asks, "How do you keep a steady stream of people flowing into the venue?"

The answer is unforgettable events and experiences — and event management software that allows for seamless integration and data collection to support them.

We spoke with Liam about how The Island Quarter **grew guest retention by 10% in a year** and **generated £33,000 (\$41,000 USD) in upgrades, experiences and prepayments revenue in six months** with SevenRooms' software. He also shares his best tips for keeping tables filled and ticket sales flowing.

Retaining guests with exceptional events

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challenges. Especially with a distributed workforce of in-venue staff and remote corporate team members.

"We needed an event management system that was fast, easy to use and accessible via phones, iPads and computers — and for people working from home," Liam says.

Integration capabilities would also be vital.

"The main reason we use SevenRooms throughout the majority of the business is the integration. SevenRooms is great at integrating with our till system, QuadraNet. It also integrates with our CRM system, Airship, and our guest Wi-Fi system, Wireless Social. It integrates with everything, really!"

Liam also appreciates how SevenRooms allows him to collect, manage and analyse guest data from a central database.



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company's revenue comes from events.

The following tactics helped the team increase reservations, repeat guests and ticket sales through SevenRooms's reservation and event management software.

1. Capitalise on seasonal events and Instagram-worthy moments

Events are a revenue driver for The Island Quarter. They're also a year-round funnel for its restaurants. While The Island Quarter hosts regular cheese and wine nights and shopping events, it's the innovative seasonal events and music festivals that really grab guests' attention.

"One of the hard parts of living in the U.K. is getting people outside in the winter. So, we brought in glass-covered igloos featuring heaters and speakers. We used [SevenRooms' booking widget](#) to make it simple for customers to book an igloo versus a restaurant reservation to avoid confusion. We put it on sale, and within 48 hours, we had 400 bookings."

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Liam notes that hosting seasonal classes can turn your venue into a festive annual outing for guests.

"The biggest event we do during Christmas is wreath making. We hold countless classes that sell out because people absolutely love that!"

Keeping The Island Quarter in customers' minds past the holiday season is easy when its music festivals attract an impressive array of star power — there's no shortage of press and attention when people like house music DJ Sam Divine, 80's sensation Martin Kemp, Manchester's very own icon Bez and DJ/personality Gok Wan.

But holding big events on a regular basis isn't possible without technology that can keep up, and Liam says price comparison is essential to maximising your return on investment.



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"We use SevenRooms' [restaurant management software](#) to collect card details. Securing card details for reservations is really important because the no-show business of hospitality is massive. We could do a Sunday lunch for 150 covers, and if we didn't take card details, half of them might not show!"

Liam recommends asking for deposits for big groups — and letting SevenRooms' reservation software handle the rest.

"One of the newest features of SevenRooms is Auto-Cancel Paylinks. It's an absolute saviour. During Christmas, we get over 100 inquiries per day. The good thing about

SevenRooms' platform is we can collect a deposit for group reservations. The system will hold the table for 48 hours. There's no admin involved. It also helps with our labour costs, because instead of having two receptionists, now we only need one."

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3. Keep booking policies simple

While collecting card details and deposits has been successful for The Island Quarter, Liam notes that it's not right for every reservation.

It's essential to consider guest quantity before asking for a deposit and to have simple, transparent policies.

"Put yourself in the customer's shoes. If you're only booking a table of four, would you pay that deposit? Be realistic when making your policy. And make it easy for customers to book tables and attend events. The easier you make these details, the easier it'll be to see success."

4. Drive revenue with upgrades

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With this strategy, upgrade sales increased from £54 (\$68 USD) to £2,182 (\$2,718 USD) in just three months — nearly a **4,000% increase**.

Liam recommends offering upgrades, like champagne or chocolates, to help make customers' special occasions more memorable. And taking advantage of SevenRooms' [guest auto tags](#) to make the process seamless.

"At our fine-dining restaurant Cleaver & Wake, customers have the ability to preorder flowers and champagne. We set it up through SevenRooms so each of these upgrades

receives an automatic tag of 'flowers.' Then, we simply pull the report each morning and it takes us two seconds to send it out to the people to pull the flowers."

5. Customise SevenRooms' booking widget with your branding

Consistent branding helps create a cohesive identity, whether guests are buying event tickets or booking a reservation.

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