

1 Booking data ≠ demand data.

Most operators work with supply-led data – what people booked when slots were available. What people wanted before supply shaped the response is largely uncaptured.

2 Group size is eating margin silently.

Small groups filling slots designed for larger bookings is a hidden form of revenue dilution. Manual workarounds exist but don't scale.

3 Show the price earlier.

One operator saw a 5% conversion uplift from surfacing the cheapest price earlier in the flow. Customers find it anyway – showing it upfront removes a drop-off point.

4 AI is a means, not a message.

The room was sceptical of AI. Natural language as an interface for outreach, personalisation, and workflow automation. Customers don't need to know it's there.

5 Capacity without conversion.

Most venues aren't short of demand. The problem is converting that capacity into revenue – especially midweek. Full weekends, inconsistent weekdays.

6 First visit vs. every visit after.

You pay to acquire a customer once. Everything after is pure commercial leverage. Most venues are underinvesting in repeat and referral relative to acquisition.

“We're not short of demand. The problem is what happens after someone books...”



An invite-only morning with senior operators from competitive socialising and immersive experience venues. No presentations, no pitches – just an honest conversation about what's actually working.

- Are your midweek sessions underperforming and do you know exactly where drop-off happens?
- What share of first-time visitors come back within 90 days?
- Is your booking flow surfacing the cheapest price early enough?
- Are you working with booking data or demand data?

Join the next Roundtable →

Re-venue helps experience-led venues fill more sessions, improve booking conversion, and get more from the demand they already have.

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