



re—venue

optimising opportunity

Increase your venue's revenue without more marketing spend

Conversion Rate Optimisation Handbook 2025

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Re-venue doesn't replace your booking system, it works harder for your revenue.

Re-venue is an AI-powered revenue layer that sits on top of your existing booking platform, transforming every booking decision into a revenue maximisation opportunity.



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Conversion Rate Optimisation

Conversion rate can be measured in multiple ways but for this report we'll be using the percentage of website visitors who complete a booking. Conversion rate is calculated by

$$(\text{Number of Bookings} \div \text{Total Number of Visitors}) \times 100$$

For instance, if your venue's website receives 10,000 visitors in a month and secures 300 bookings, your conversion rate is 3%.



Revenue Impact of Small Improvements

Whilst many venues focus heavily on driving more traffic through paid advertising and marketing efforts, there's often significant untapped potential in optimising existing traffic.

Consider this:

- A venue receiving 50,000 monthly visitors with a 2% conversion rate generates 1,000 bookings
- Improving conversion by just 1% (to 3%) yields 1,500 bookings – an additional 500 bookings per month
- + With an average booking value of £100, that's £50,000 in additional monthly revenue
- + Over a year, this 1% improvement generates £600,000 in additional revenue – without any increase in marketing spend

The Power of Personalisation

Modern consumers expect tailored experiences. A comprehensive personalisation strategy should consider:

Customer Segments

- Phased rollout
- Regular testing
- Performance monitoring
- Data-driven refinement
- Ongoing support

It seems obvious, but these should all be treated very differently, and they very often aren't.

Booking Components

Timing Preferences

- Peak vs off-peak slots & everything in between
- School holiday periods
- Weekend availability
- Corporate hours

Package Options

- Family bundles
- Corporate entertainment packages
- Birthday celebration packages
- Premium experiences

Food & Beverage

- Pre-ordered catering
- Drinks packages
- Dietary requirements
- Special occasions

Add-ons & Extras

- Extended play time
- Package Upgrades
- Equipment upgrades
- VIP areas

The Revenue Opportunity

Without spending an additional penny on marketing, venues can significantly increase revenue through:

Better Conversion of Traffic

- Streamlined booking process
- Mobile optimisation (most bookings are mobile)
- Clear pricing structure (with nudges)
- Simplified user journeys

Increased Average Order Value

- Strategic upselling
- Package recommendations
- Timely add-on suggestions
- Group booking incentives

Improved Capacity Utilisation

- Smart pricing strategies
- Time slot optimisation
- Group size management
- Season-specific offerings

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Venue Management Systems

In the competitive socialising space, choosing the right booking and management system is crucial for operational success. Each platform offers unique features and capabilities that can significantly impact your venue's efficiency, customer experience, and bottom line. This section provides a comprehensive analysis of the leading platforms in the market.



Platform Comparison

To help venues make an informed decision, here's how the four platforms compare across key criteria:

	Strengths	Best Use Cases	Implementation Complexity	Cost	Integration Flexibility
 SevenRooms	Guest data & marketing	Data-driven operations	Moderate – High	Higher initial, moderate ongoing	High
 designmynight	UK market & flexibility	UK-based mixed venues	Moderate	Moderate initial lower ongoing	Moderate
 ticketinghub	Experience focus	Pure activity venues	Moderate	Lower Initial, transactional based	Moderate
 ROLLER	Complete venue management	Large-scale attractions	High	Higher initial, higher ongoing	Moderate

It’s important to note that a lot of the work we do at Multivitamin works with and alongside these systems, as they’re already operationally entrenched within the business. Being on one platform or another shouldn't generally be an issue when running our Peak Performance programme.

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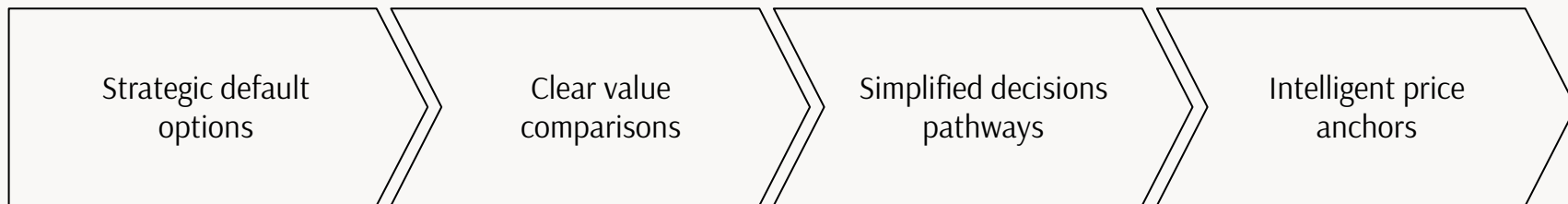
Improving Average Order Value



Understanding Behavioural Economics in Venue Booking

Thaler's Nobel Prize-winning nudge theory paired with our well-honed human-centered design approach provides a powerful framework for increasing average order value in competitive socialising venues. Through thoughtful presentation of options, we can guide customers towards value-adding selections whilst enhancing their overall experience.

The foundation of effective value optimisation rests on creating choice architecture that makes decision-making easier for customers.



Strategic Upselling Opportunities

Time-Based Enhancements

One of the most effective ways to increase average order value is through carefully considered time-based offerings. The fear of an experience ending too soon is a common customer concern, making extended play time a natural upsell opportunity. Key implementation strategies include:

- Present extra time options during initial booking
- Offer last-minute extensions during play
- Highlight peak time priority access
- Create premium duration packages

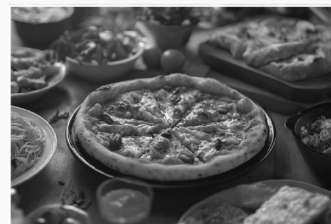
The messaging around these offerings should focus on experience enhancement rather than pure upselling. For instance, positioning 30 minutes of additional time as "insurance against fun ending too soon" resonates more effectively than a simple time extension.



Premier Sharing Platter

- ✦ Feeds 6-8
- ✦ Bottomless PREMIER Drinks for 2 hours
- ✦ All 6 dishes from our American menu

£20



Premium Sharing Platter

- ✦ Feeds 8-10
- ✦ Bottomless PREMIER Drinks for 2 hours
- ✦ All 6 dishes from our Italian menu



Ultimate Sharing Platter

- ✦ Feeds 10-12
- ✦ Bottomless PREMIER Drinks for 2 hours
- ✦ All 10 dishes from our Italian menu



The Pitstop Package

- ✦ 5-8 years old
- ✦ Fruit Juice & Kids Meal
- ✦ Any Ice Cream

£12pp



Upgrade Extra Play Time

Your time slot qualifies for an additional 30 minutes of extra play time.

Add (+£14)

Experience Upgrades

Premium options should be seamlessly integrated into the booking journey, with clear value communication. Successful implementations of premium features include:

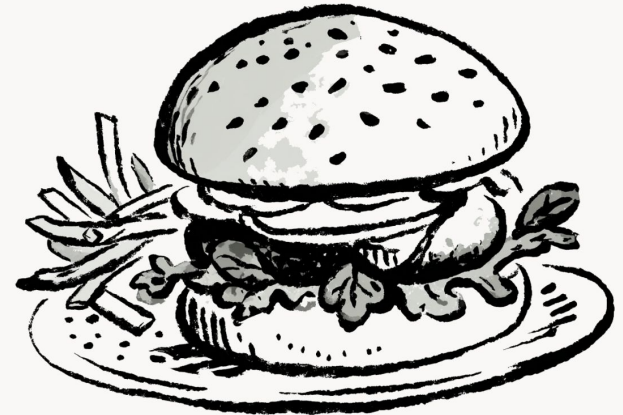
- VIP areas and booth upgrades
- Enhanced equipment options
- Expert instruction packages
- Priority service benefits

These upgrades should be presented as experience enhancements rather than mere add-ons, emphasising the value they bring to the overall experience.

F&B Integration

This is more integral to some operators than others but food and beverage often represents significant opportunities for value enhancement when thoughtfully integrated into the booking journey. Proven strategies include

- Pre-order incentives with booking confirmation
- Group sharing packages
- Premium drinks bundles
- Special occasion catering options



Smart Package Construction

Effective package design creates natural uplift opportunities through careful structuring of options. A typical framework might include:

£25pp Standard Experience → One-hour play time → Standard equipment → Basic refreshments	£35pp Premium Experience → 90-minute duration → Enhanced equipment → Premium refreshments → Priority booking	£45pp Ultimate Experience → Two-hour duration → Professional equipment → Premium F&B package → Expert instruction
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But even this is a very basic representation of the solutions we generally build at Multivitamin Studio.

Practical Nudge Techniques

The implementation of nudge theory should feel natural and helpful rather than pushy.

Availability and Scarcity

Present real-time information about:

- Peak time availability
- VIP space remaining
- Premium slot booking windows
- Special date availability

Value Communication

Focus on clear articulation of benefits:

- Package comparison savings
- Group booking advantages
- Premium experience benefits
- Extended play value

Social Proof

Authentically highlight popular choices and group preferences to help customers make confident decisions. This works particularly well when based on real data and genuine customer behaviour.

Measuring Impact

Track success through a combination of metrics.

Primary Measures



Supporting Indicators



Real-World Impact

Consider this practical example: A venue with a base booking rate of £25 per person and average group size of six (generating £150) can add £60 per group through successful upselling at £10 per person. Across 1,000 monthly bookings, this creates £60,000 in additional monthly revenue without increasing marketing spend or capacity requirements. Then scale this across multiple venues.

The key to sustainable success lies in balancing revenue optimisation with customer experience enhancement. When thoughtfully implemented, these strategies should improve both immediate revenue and long-term customer satisfaction.

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Maximising Customer Lifetime Value

Unlike traditional hospitality, where repeat visits might be driven primarily by convenience or habit, experience-led venues must focus on creating varied, engaging reasons for return visits.



CRM Integration Strategies

Data Capture and Utilisation

Effective CRM integration forms the backbone of any CLV strategy. Modern venues should prioritise technical integration points including:

- Booking system data capture
- EPOS integration
- Customer feedback loops
- Visit history tracking
- Preference recording

Key Data Points to Track:

- Booking preferences (time, group size)
- F&B selections
- Special occasions
- Experience variations tried
- Spend patterns
- Visit frequency

Building Customer Relationships

Personalised Communication

Understanding customer preferences enables targeted engagement opportunities that feel personal rather than promotional:

- Birthday celebrations
- Corporate event planning
- Special occasion reminders
- New experience launches
- Seasonal promotions

Experience Variation

Keeping the offering fresh whilst maintaining core appeal is crucial:

- Seasonal experience updates
- Limited-time challenges
- Tournament structures
- Special themed events
- Exclusive member sessions

Return Visit Incentives

Structured Rewards

Implementing a clear, value-driven reward structure encourages repeat visits:

- Points-based rewards
- Tiered benefits system
- Experience-based perks
- F&B rewards
- Priority booking windows

Dynamic Pricing for Loyalty

Reward frequent visitors whilst driving specific behaviours:

- Off-peak reward rates
- Multiple visit discounts
- Group booking benefits
- Advanced booking rewards
- Package upgrade offers

Building Long-term Value

Experience Development

Continuously evolve the offering to maintain engagement:

- New experience introduction
- Skill progression paths
- Competition structures
- Social elements
- Community building

Corporate Relationship Building

Develop strong B2B relationships for sustained value:

- Corporate membership schemes
- Team building packages
- Regular client entertainment
- Corporate leagues
- Exclusive hire benefits

Measuring Success

Track key metrics to ensure programme effectiveness

Visit frequency

Average spend per visit

Membership retention

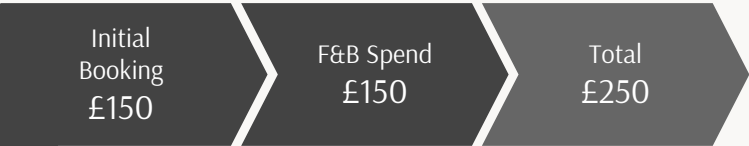
Referral rates

Net Promoter Score

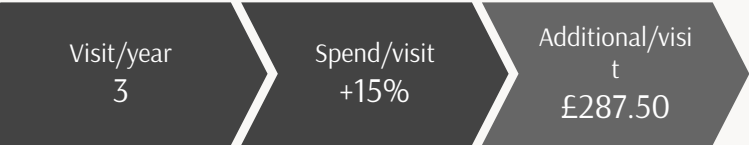
ROI Calculation Example

Consider this typical scenario to demonstrates how effective CLV strategies can significantly increase revenue per customer over time.

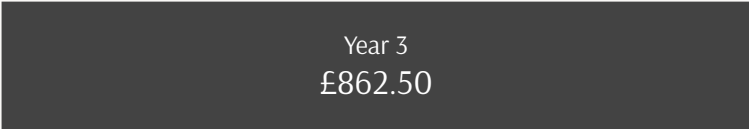
First Visit



Subsequent Visits (with loyalty programme)



Lifetime Value (3-year average)



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Dynamic Pricing Strategies

In competitive socialising venues, dynamic pricing represents one of the most powerful tools for maximising revenue and utilisation. Much like airline pricing models, the goal is to achieve optimal capacity utilisation of your fixed assets, even if this means significant price variations between peak and off-peak periods.



Understanding the model

Consider your venue like an aircraft: every unused lane, court, or gaming station represents permanently lost revenue. You can't store Tuesday morning capacity to use on Saturday night. This reality demands an aggressive and sophisticated approach to pricing.

Price Differential Examples

A well-executed dynamic pricing strategy might see dramatic variations:

- Tuesday 11am : £10 per person
- Thursday 6pm : £25 per person
- Friday 7pm : £45 per person
- Saturday 8pm : £65 per person

This can be contentious to some but the 6.5x price differential is key to maximising asset utilisation and overall profitability for others.

Key Pricing Factors

Temporal Variables

- Day of week
- Time of day
- Season
- School holidays
- Special events
- Local events (sports, concerts)
- Public holidays

Demand Indicators

- Historical booking patterns
- Current booking levels
- Group size patterns
- Local event calendar
- Weather forecasts
- Corporate booking trends

Advanced Pricing Strategies

Early Bird Incentives

- Reward advance bookings during peak periods
- Create early booking habits
- Secure baseline utilisation
- Generate advance cash flow

Last-Minute Optimisation

- Dynamic discounting for quiet periods
- Flash sales for immediate utilisation
- Mobile-first promotional strategy
- Targeted local marketing

Group Size Optimisation

- Sliding scale pricing
- Minimum group thresholds
- Large group incentives
- Corporate booking rates

Maximising Revenue Impact

Peak Period Strategy

- Premium pricing
- Minimum group sizes
- Package requirements
- F&B minimums
- Extended booking windows

Off-Peak Activation

- Aggressive pricing
- Flexible duration options
- Added value packages
- Target market focus
- Marketing automation

Case Study: Revenue Impact

Consider a venue with 10 activity stations.

Traditional Fixed Pricing

- Peak: £40pp x 80% utilisation
- Off-peak: £40pp x 20% utilisation
- Average daily revenue: £4,800

Dynamic Pricing Model

- Peak: £65pp x 95% utilisation
- Shoulder: £35pp x 65% utilisation
- Off-peak: £15pp x 45% utilisation
- Average daily revenue: £7,200

Annual Revenue Difference: £876,000.

Again, then scale this across venues!

Monitoring and Optimisation

Key Metrics

- Utilisation rates by period
- Revenue per available station hour
- Average yield per customer
- Booking lead times
- Conversion rates by price point

Continuous Improvement

- Regular pricing review
- Competitor analysis
- Customer feedback integration
- Demand pattern analysis
- Seasonal adjustments

The key to successful dynamic pricing lies in balancing maximum revenue generation with maintaining perceived value and customer satisfaction. When implemented correctly, customers accept and expect price variation, just as they do with airlines and hotels.

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The Importance of Testing



Split A/B Testing

In the competitive socialising sector, where a single booking can represent significant revenue, making changes based on assumptions rather than data can be costly. Split A/B testing allows venues to validate decisions before full implementation, ensuring that changes genuinely improve conversion rates and revenue.

The key to successful A/B testing lies in patience and a methodical approach. It's better to thoroughly test significant changes than to make assumptions that could negatively impact revenue.

Common Testing Areas

Booking Journey

- Pricing display formats
- Package presentations
- Group size selectors
- Time slot layouts
- Add-on presentations

Value Communication

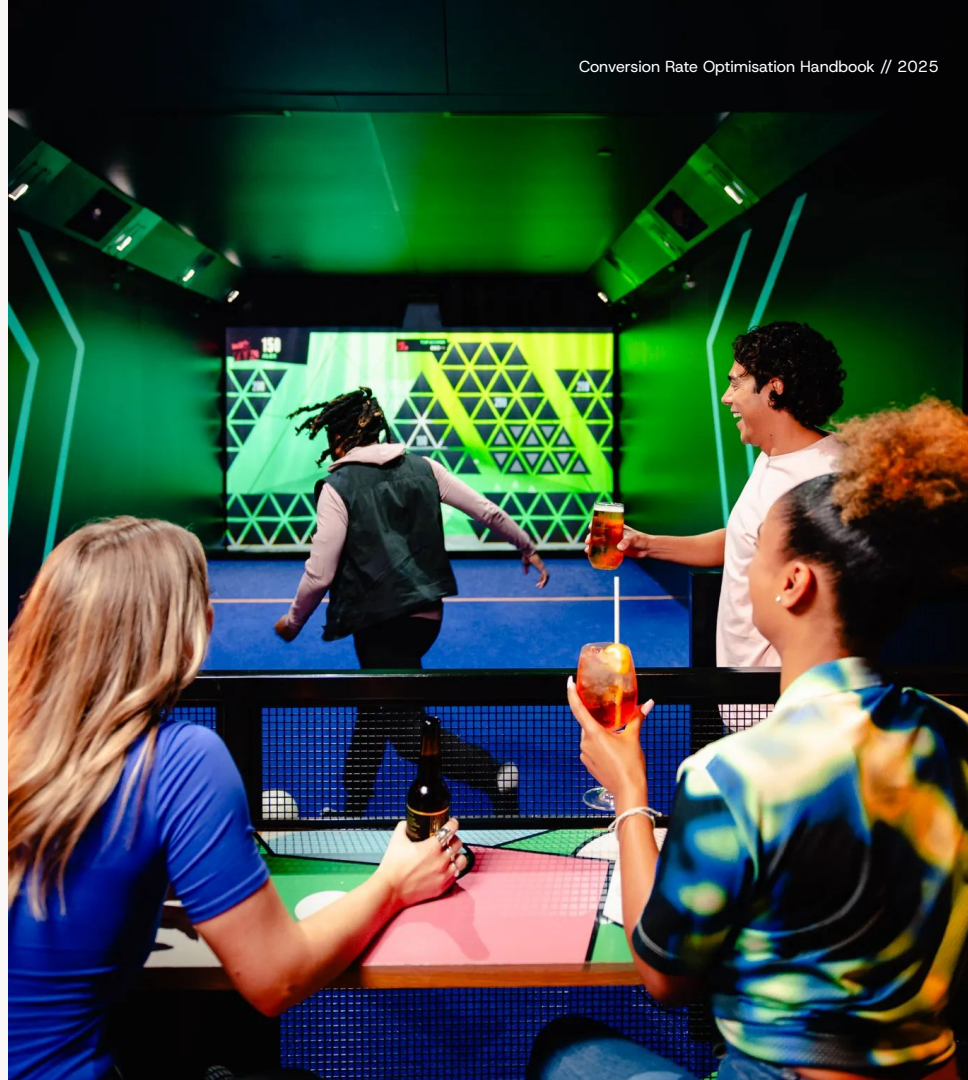
- Price anchoring methods
- Package comparisons
- Benefit highlighting
- Social proof elements
- Scarcity messaging

Mobile Experience

- Button placements
- Form layouts
- Payment flows
- Calendar displays
- Add-on visibility

Boosting Toca Social conversions by 28.6%

Transforming Interactive Sports Entertainment Toca Social, a pioneering interactive football entertainment venue, partnered with Re—venue to optimise their digital booking experience and maximise revenue per visitor. The venue combines premium food and beverage offerings with interactive football games, creating a unique social experience that needed to be effectively communicated and monetised through their booking journey.

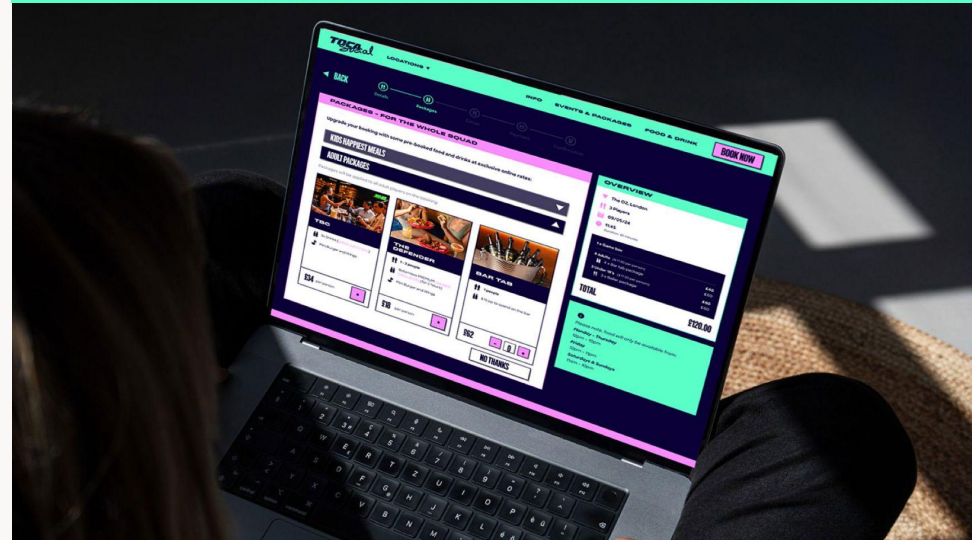
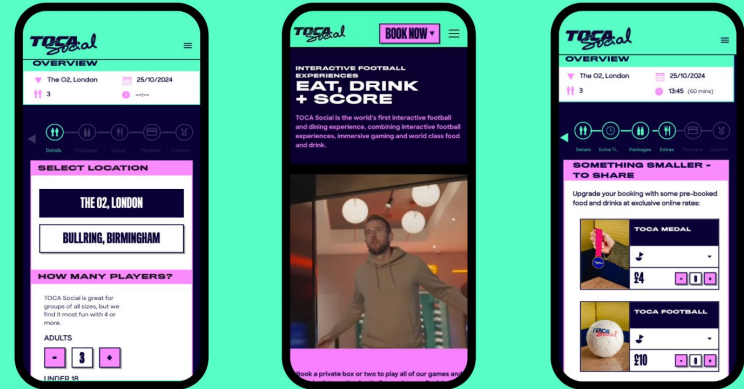


re—venue

Our Approach

We implemented a comprehensive optimisation strategy focusing on:

1. Streamlined Booking Flow
 - Simplified user journey from 5 steps to 3 in simple instances and with more steps only when necessary
 - Enhanced mobile responsiveness
 - Clear pricing presentation
 - Intuitive date and time selection
2. Strategic Upsell Integration
 - Contextual F&B package suggestions
 - Smart group size recommendations
 - Premium experience highlighting
 - Dynamic pricing implementation
3. User Experience Enhancements
 - Clear availability calendar
 - Real-time capacity updates
 - Seamless add-ons integration
 - Mobile-first design principles



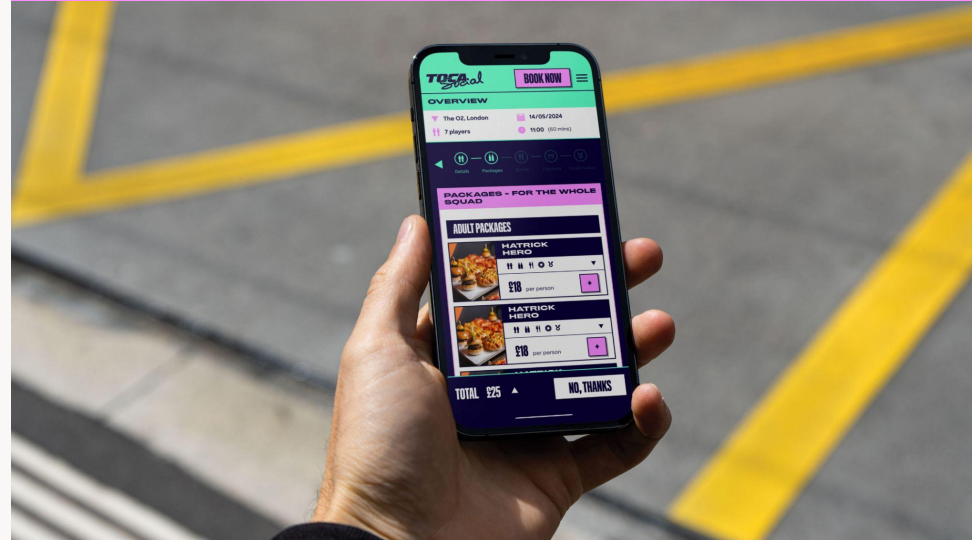
Key Success Factors

1. Data-Driven Decisions
 - A/B testing of booking flow variations
 - User behavior analysis
 - Heat mapping of interaction points
 - Conversion funnel optimisation
2. Technical Implementation
 - Integration with existing POS systems
 - Mobile optimisation (over 80% of traffic)
 - Performance improvements
 - API efficiency enhancements
3. Customer Journey Optimisation
 - Simplified navigation
 - Clear value proposition
 - Intuitive upsell opportunities
 - Streamlined checkout process

Results

Within just 2 months of implementation:

- + 18.7%+ increase in Average Order Value
- + 28.6%+ improvement in booking conversions
- + 100% increase in pre-event F&B add-ons



8 Booking & Revenue Growth Checklist

Payment & Checkout Experience

- ☐ Multiple payment options (Apple/Google Pay, PayPal, cards)
- ☐ Save payment details for returning customers
- ☐ Guest checkout option for first-time visitors
- ☐ Clear display of all fees and charges
- ☐ Abandoned cart recovery system

Dynamic Pricing & Availability

- ☐ Peak/off-peak pricing clearly communicated
- ☐ Live availability displayed during booking
- ☐ Extra time slots offered based on real-time capacity
- ☐ Group size optimisation (suggesting ideal group numbers)
- ☐ Automatic waitlist for popular slots

Pre-Visit Revenue Opportunities

- ☐ F&B pre-ordering with special rates
- ☐ Group package deals and bundles
- ☐ Additional experience add-ons
- ☐ Special occasion upgrades (birthdays, events)
- ☐ Membership/loyalty programme integration

Communication & Experience

- ☐ Automated booking confirmation
- ☐ Pre-visit preparation emails/SMS
- ☐ Post-booking upsell communications
- ☐ Day-before reminders with add-on opportunities
- ☐ Post-visit feedback and return visit incentives

Operational Integration

- ☐ Single system for bookings and in-venue operations
- ☐ Real-time updates between front and back of house
- ☐ Staff mobile app access for live booking info
- ☐ Integrated kitchen/bar order management
- ☐ Customer profile accessibility for personalised service

Data & Analytics

- ☐ Tracking of abandon points in booking journey
- ☐ Analysis of most popular time slots
- ☐ Monitoring of add-on conversion rates
- ☐ Customer return rate tracking
- ☐ Revenue per available time slot metrics

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Get in touch

Whether you're launching a new venue or optimising an existing operation, we provide the expertise, attention, and commitment needed to drive meaningful results.

Let's start a conversation about how we can help your venue thrive in the competitive socialising sector.

Book a demo today



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