

The Leisure Database Company

33 Bedford Street, Covent Garden, London WC2E 9EJ. Tel: +44 (0)20 7379 3197 Fax: +44 (0)20 7395 6174
Email: enquiries@theleisuredatabase.com Website: www.theleisuredatabase.com

New Market Monitor Service Consultation Document

Your Comments and Feedback Will Steer this Industry Initiative

We would therefore like to invite you to comment upon the following 6 questions and have your say on an initiative that is hugely important to the success and development of the industry. Please also consider and inform us of who is the best representative from your organisation to work on this initiative.

Question 1 - KPI's

Which KPI's would you want us to collect?

(Bear in mind that this data must be available for submission to the central pool for the agreed period e.g. quarterly, within 30 days of the close of the period)

Question 2 - Analysis

What financial/operational ratios and cross yields/data sets would you want reported as standard?

Question 3 - Frequency

How often would you want to submit and receive data i.e. monthly, quarterly, bi-annually, annually?



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Australia, Belgium, Czech Republic, Denmark, Finland, France, Great Britain (inc. Northern Ireland), Germany, Greece, Hong Kong, Japan, Netherlands, New Zealand, Norway, Rep. of Ireland, South Africa, Spain, Sweden, USA

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Question 4 - Definitions

In order for the data to be consistent, accurate and reliable the Market Monitor® will need to define the metrics being collected i.e. definitions of a member, what constitutes revenue etc, etc. This may require you to collect data in different ways in order to supply to the data pool and ensure that the data output is of the most robust and highest quality. Would you be willing to do this?

Question 5 - Format

Which would be the best submission method and return access of reports i.e. submit on-line or via a standard email, retrieve via a secure website, receive a report via an email or others?

Question 6 - Further Comment

What other comments do you wish us to be aware of with regard to the new Market Monitor?



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Future Correspondence

In order for us to work with the person you believe is best able to represent your organisation on the Market Monitor initiative; please provide the contact details below:

Name of Representative:

Role in Organisation:

Organisation:.....

Email Contact:

Telephone Contact:

Mobile Number:

What to do next?

9th June Reply to inform us who will be attending the Market Monitor Open Forum Meeting at the National Tennis Centre, Roehampton on Monday 30th June.

20th June Return your consultation feedback to david@theleisuredatabase.com or send to David Minton, The Leisure Database Company, 33 Bedford Street, Covent Garden, London WC2E 9EJ.



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