

SAMPLE · EXAMPLE DATA

Weekly competitor digest

PREPARED FOR	AREA	ISSUE	WEEK
Tŷ Celyn Barn (fictional venue)	Vale Coast & Cowbridge	5	Mon 28 Sep – Sun 4 Oct 2026 (example dates)

Watch list (all fictional): Castell Morfa, Hendre Farm Weddings, The Old Rectory Llan-y-Môr, Glanfa Hotel, Ffynnon Court, Bryn Heulog Estate

1 This week in 30 seconds (example)

Castell Morfa cut its winter midweek package from £4,950 to £3,950 and added a "2027 winter offer" banner. Expect price comparison questions on Nov–Feb dates.

Hendre Farm replied to our mystery enquiry in 47 minutes with prices, a brochure and two viewing slots. Fastest in the area this quarter.

Glanfa Hotel dropped to 4.3★ (from 4.6) after three reviews mentioning slow replies and a change of coordinator.

Two competitors booked the Cardiff wedding fair on Sun 8 Nov. You have not.

2 Enquiry handling (example: light mystery shopping, 1 enquiry per venue per quarter, no viewings booked)

Venue (fictional)	Enquiry sent	First reply	Quality /5	Prices given?	Follow-up	Notes
Hendre Farm Weddings	Tue 29 Sep, 19:10	47 min	● ● ● ● ● 5	Yes, PDF	Day 2 + Day 6	Named the couple's date, offered 2 viewing slots, personal tone
The Old Rectory Llan-y-Môr	Wed 30 Sep, 12:30	26 hrs	● ● ● ● ○ 3	"From" price only	None yet	Template reply, no answer to capacity question

Q4 progress: 2 of 6 competitors shopped. Remaining 4 spread over Oct–Dec. We politely declined both viewing offers. No dates held.

3 Pricing and package changes (example)

Venue (fictional)	Where seen	Before	Now	What it means for you
Castell Morfa	Website + listing	Winter midweek £4,950	£3,950	£1,000 cheaper than your winter midweek. Consider a value add, not a price cut.
Ffynnon Court	Website	No prices online	"Packages from £7,500"	Now shows prices. 3 in 5 couples skip venues without them (Savills).
Bryn Heulog Estate	Listing	£6,200 Fri	£6,200 Fri	No change. 2027 Fridays now marked "limited".

4 Reviews and ratings (example, reviewer names removed)

Venue (fictional)	New reviews	Rating now	Change	Theme
Tŷ Celyn Barn (you)	1	4.8★	–	"Food and the coordinator were amazing"
Glanfa Hotel	3	4.3★	↓ 0.3	Slow replies, coordinator left mid-planning
Hendre Farm Weddings	2	4.9★	↑ 0.1	Flexible on suppliers, quick answers
Castell Morfa	0	4.7★	–	–

Bars show rating out of 5★.

5 Social activity (example, public posts only)

Venue (fictional)	Posts this week	Best performer	Note
Tŷ Celyn Barn (you)	1	Autumn ceremony photo	Down from 3 last week
Hendre Farm Weddings	5	Reel: "Real price of a Hendre wedding" (high engagement)	Price-transparency content is working
Castell Morfa	3	Winter offer carousel	Paid boost likely (sponsored label)
Bryn Heulog Estate	2	Open day countdown	–

POSTS THIS WEEK (EXAMPLE)

Hendre Farm		5
Castell Morfa		3
Bryn Heulog		2
Tŷ Celyn (you)		1

You: down from 3 last week.

6 Wedding fairs and open days (example)

Date (example)	Event	Who's there (fictional)	You?
Sun 18 Oct	Bryn Heulog Estate open day	Bryn Heulog Estate	–
Sun 8 Nov	Cardiff city wedding fair	Castell Morfa, Hendre Farm	NOT BOOKED
Sun 17 Jan	Cowbridge winter wedding show	Glanfa Hotel, Ffynnon Court	BOOKED

7 Monthly scorecard: September (example, included in the first digest each month)

1 Ahead

4 OK

2 Behind

Measure	Tŷ Celyn Barn (you)	Local average	Best in area	Status
First reply to enquiry	9 hrs	14 hrs	47 min	OK
Follow-up within 7 days	No	2 of 6 do	2 follow-ups	BEHIND
Prices visible online	"From" price	4 of 6 show full packages	Full PDF	OK
Review rating	4.8★	4.6★	4.9★	AHEAD
New reviews (month)	2	3.5	7	OK
Social posts (month)	6	11	19	BEHIND
Fairs booked (next 3 months)	1	1.7	3	OK

YOU VS LOCAL AVERAGE VS BEST IN AREA (EXAMPLE, MONTHLY COUNTS)

New reviews: you		2	Social posts: you		6
Local average		3.5	Local average		11
Best in area		7	Best in area		19

8 Your 3 actions for October (example)

- Add a follow-up.** Send a short personal email on day 2 and day 6 to every enquiry that hasn't booked a viewing. Hendre Farm does this and is winning on speed.
- Put a full package price online.** Replace the "from" price with one clear sample package (e.g. 80 guests, Friday, 2027). Answers the price question before Castell Morfa's winter offer does.
- Decide on the 8 Nov Cardiff fair by Fri 16 Oct.** Two competitors will be there. If not attending, run a winter open day the same weekend.

Method (sample): public websites, listings, public reviews and public social posts checked weekly. Mystery enquiries: max one per competitor per quarter, never booking viewings or holding dates. We report on businesses, not people: no staff names, reviewer names removed, no couples' personal data kept. All names and figures in this document are fictional examples.