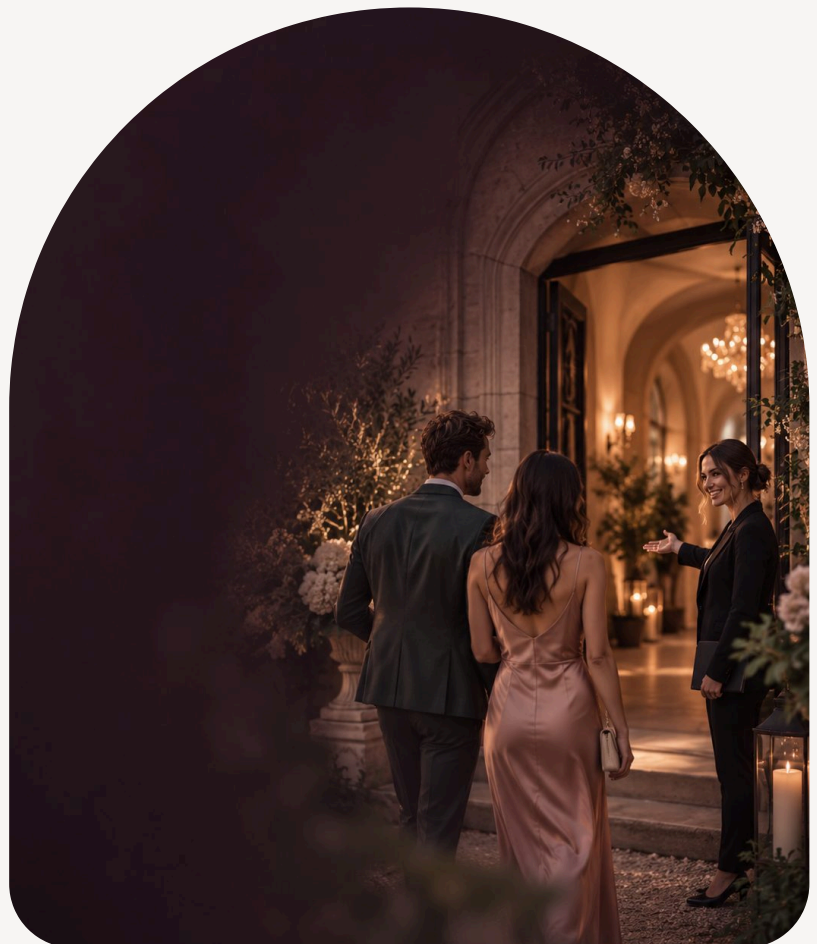


VenueBot

The Wedding Venue Enquiry **Playbook** 2026

*What more than 6,000 conversations with
UK wedding venues say about winning
the viewing*



Before you *start*

Most venues don't have an enquiry problem. They have a reply problem, a viewing problem and a follow-up problem, and all three happen after the couple has already chosen to get in touch.

This playbook is built on what couples actually do once they've found you. We followed more than 6,000 conversations at the venues we run, from January to September 2026: when couples write, what they ask, how fast they get an answer, how they book a viewing, and what happens when nobody follows up. Where our data stops, at the moment before a couple enquires, we use Bridebook's 2026 survey of 7,000 UK couples to show what they were thinking.

Every chapter looks at the same moment twice: once from the couple's side, once from yours. Each one ends with a short checklist. The last pages pull the lot into twelve quick wins and a reply standard you can pin on the office wall.

You won't need longer hours to act on it. Most of the fixes make sure the couple who writes to you at nine on a Sunday night gets what they came for before they write to the next venue on their list.





CHAPTER 1

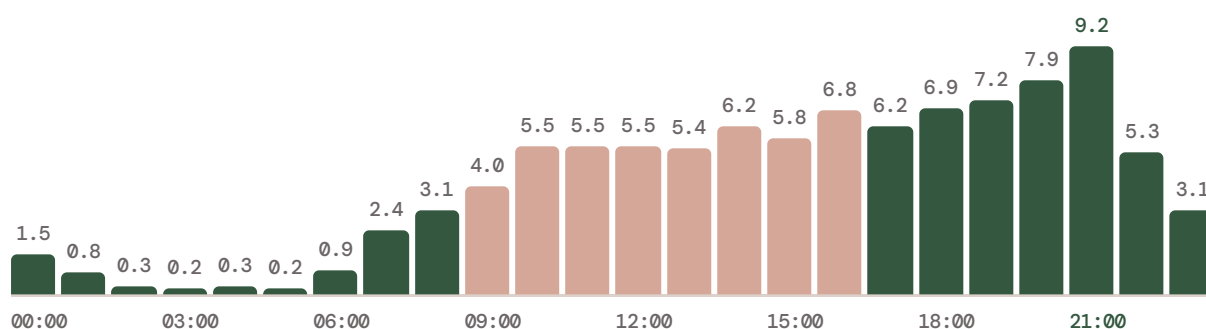
01 **Nine o'clock** **on a** *Sunday*

01 Nine o'clock on a *Sunday*

7 in 10 of enquiries arrive out of hours (70.7%)

Share of enquiries by hour of day (%)

■ Out of hours ■ In hours



Enquiries to the venues we run, January to September 2026

The couple

Seven in ten enquiries to the venues we run arrive out of hours: 70.7% between January and September 2026. The busiest hour of the whole week is 21:00. The busiest day is Sunday, which brings 18.8% of the week's enquiries, more than any weekday (Monday comes next at 16.1%).

It holds all year: even in the quietest month, more than six in ten enquiries (64.8%) arrived out of hours. Nearly a third of all enquiries (29.5%) land in four evening hours, between 19:00 and 23:00, which is when couples are finally home together with the laptop open and the wedding to talk about.

Put simply, your couples are **planning their wedding in the hours you're not working.**

The venue

Most venues are set up to answer enquiries in office hours. That's the gap. A venue that replies only between nine and five is late, by definition, for seven in ten of its couples.

A couple who writes at 21:00 on Sunday and hears back at 10:00 on Monday has waited thirteen hours, and they didn't spend them waiting for you alone. The average couple contacts eight venues before choosing which to visit. (*Source: Bridebook Wedding Report 2026.*) Any of those venues that replied on Sunday evening has already answered the couple's questions and offered a viewing. Your reply, however good, arrives as one more email in a list the couple has already started sorting.

It's rarely the quality of the reply that loses the couple. It's the timing. 81% of couples felt frustrated by how venues responded to their enquiry. (*Source: Bridebook Wedding Report 2026.*) This is the most common gap we see, and one of the easiest to close.

SUNDAY 21:00

OVERNIGHT

MONDAY 10:00



CHECKLIST

- ✓ Look at when your last 50 enquiries arrived. Count how many came after 17:00 or at the weekend.
- ✓ Ask what happened to each one in its first hour.
- ✓ Decide what a couple who writes at 21:00 on a Sunday should receive before they go to bed, and make sure they get it.



CHAPTER 2

02 **What couples want in the *first reply***

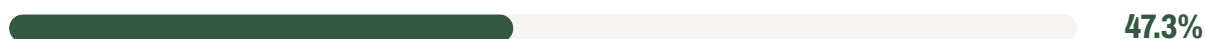
02 What couples want in the *first reply*

The couple

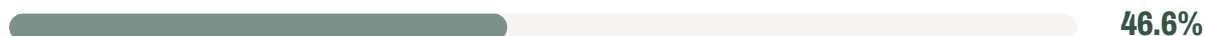
Couples don't open with small talk. When we read what they wrote to the venues we run, the same four questions came up again and again:

Four questions couples ask

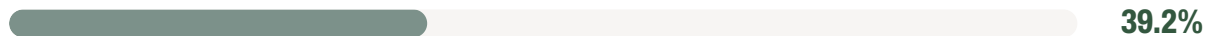
Is our date free? (47.3% of couples asked)



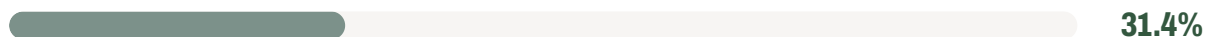
Can you take our numbers? (46.6%)



What will it cost? (39.2%)



Can we come and see it? (31.4%)



0%

100%

Enquiries to the venues we run, January to September 2026

It is imperative, at the point of research, that couples are given the opportunity to look at availability both for their ideal wedding date and for when they could come for a viewing.

Price is the one couples feel most strongly about before they ever write. Bridebook's research found **72% of couples won't contact a venue without pricing information**, up from 60% in 2024, and 84% won't view one without it. 88% expect to find pricing online. 83% start their search already worried about price. (*Source: Bridebook Wedding Report 2026.*)

Then there are the questions no FAQ page answers. These came from real enquiries:

“

It would be a ladies only party as I am Muslim so would need privacy in terms of who can see or enter the room to be female only”

“

Jewish ceremony under a chuppah, and would we be able to bring in our own kosher caterer?”

“

Would a December outdoor wedding be feasible, and what accommodation is there for guests?”

“

Can you advise if children are permitted? There would be 4 children ages 2-5”

“

I wanted to check if the venue was dog friendly? We have 3 important pups”



The venue

81% of couples told Bridebook they felt frustrated with venue responses at the start of their search, and the biggest cause wasn't speed. It was what the reply said (51% of Gen Z couples, 43% of others). (Source: *Bridebook Wedding Report 2026*.) A fast reply that sends a brochure and asks the couple to call doesn't answer the question they asked.

Most venues still keep their prices back. Of 223 UK wedding venue adverts we reviewed on Meta in October 2026, only 11% mentioned a price anywhere, and the most common call to action was “download our brochure or price list”. (Source: *VenueBot review of the Meta Ad Library, 5 October 2026*.)

Part of the reason is a belief that couples who ask about price are only shopping on cost. Our data says otherwise. At the venues we run, couples who asked about price in their first messages went on to book a viewing just as often as those who didn't: 30% against 29%. **A price question isn't a warning sign. It's a couple deciding whether to come and see you, so answer it.**

Keeping prices off your website is your decision to make, but it costs enquiries you'll never see: the couples who looked, found no price and moved on.

Bridebook's own advice for the first reply is a good one, and they call it CLAP: reply in the same Channel the couple used, keep the Length short, Answer their questions, and Personalise it. (Source: *Bridebook Wedding Report 2026*.)

CHECKLIST

- ✓ Write down your answer to the four questions (date, numbers, price, viewing) so any reply can include all four.
- ✓ Put a starting price on your website, even a "from" price.
- ✓ Reply on the channel the couple used. A text gets a text.
- ✓ Keep a list of the unusual questions you get. Each one is a page your website is missing.



CHAPTER 3

03 **The first reply** **wins the** *viewing*

03 The first reply wins the *viewing*

The couple

Couples look at a lot of venues and visit few. On average they view 13.9 venues online, contact 8.1 and visit 3.5 in person before booking one. (*Source: Bridebook Wedding Report 2026.*) Industry research found nearly a quarter of couples (23%) toured only one venue before booking.

So the real competition happens between the enquiry and the viewing. Eight venues hear from the couple. Three or four get a visit. The first reply decides which side of that line you're on.

The venue

At the venues we run, 88.6% of couples got a reply within five minutes, at any hour. On website chat, where our AI assistant answers, the typical first reply took 12 seconds, and **62.0% of those website chats happened out of hours.**

Speed isn't the whole story, and Bridebook is careful to say so: thoughtful, personal replies build more trust than speed alone. (*Source: Bridebook Wedding Report 2026.*) The point is that a couple shouldn't have to choose. A reply that answers their four questions in the first five minutes beats a perfect reply on Monday morning.

CHECKLIST

- ✓ Time your own reply. Send an enquiry to your venue at 21:00 tonight and note when the answer arrives.
- ✓ Set a standard: every enquiry answered within five minutes, day or night, with the four questions covered.
- ✓ If the team can't meet it out of hours, decide what will.



CHAPTER 4

04 Let couples book the viewing *themselves*

04 Let couples book the viewing *themselves*

The couple

More couples now write to a venue to book a viewing than for any other reason. 54% first get in touch to arrange one, up 16 points, while brochure requests have fallen to 8%. (*Source: Bridebook Wedding Report 2026.*)

Booking that viewing is where venues lose them. 62% of couples had frustrations trying to book a viewing. 26% couldn't see a calendar of viewing availability. One in nine of those who asked for a viewing were sent general information with no way to book. 40% expect to see viewing availability online, and 27% expect to book online. (*Source: Bridebook Wedding Report 2026.*)

The venue

Where couples can book the viewing themselves, they do it. Across the venues we run, **nine in ten viewings (90.5%) were booked with no one from the venue involved**: 73.7% by the couple through the online calendar and 16.8% by our AI assistant in the conversation. 67.9% were booked out of hours.

Who booked the viewing



■ The couple 73.7% ■ The AI assistant 16.8% ■ The venue team 9.5%

Viewings at the venues we run

That's a viewing booked at 21:00 on a Sunday, while the couple is still excited, instead of a phone call attempted on Monday that turns into voicemail tag.

One in eight of those viewings (12.8%) was cancelled later, which is why the reminder before a viewing matters as much as the booking itself.

£3,000+
a viewing

Every viewing is worth more than you think. Bridebook's 2026 research puts average spend on venue hire and reception catering at £11,446, and couples view 3.5 venues in person before booking one. So every viewing a venue books is worth more than £3,000 in expected revenue, before bar and accommodation. (Source: *Bridebook Wedding Report 2026.*)

Although modern communication capabilities (such as conversational AI) offer fantastic ways to be ahead of your competition, we still recommend keeping humans in the loop. A personal follow-up to a viewing booking helps to establish the relationship before they have a chance to be influenced by other options.

CHECKLIST

- ✓ Put a viewing calendar on your website and in your first reply.
- ✓ Show real availability, including evenings and weekends if you offer them.
- ✓ Send a reminder the day before every viewing, and a text on the morning.
- ✓ Count your viewings for the last three months. Multiply by £3,000. That's what your viewing calendar carries.



CHAPTER 5

05 Follow-up couples actually *answer*

05 Follow-up couples actually *answer*

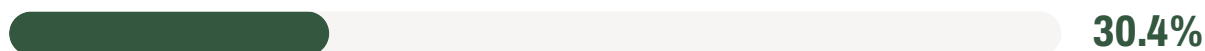
The couple

Most couples don't book on the first exchange. Bridebook found four in five book within a month of first contact, and 22.2% within a week. (*Source: Bridebook Wedding Report 2026.*) At the venues we run, on average 42% of viewings were booked on the day of the first enquiry; the rest came days or weeks later, after follow-up.

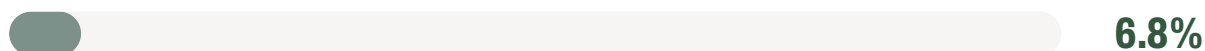
Couples answer some channels far more than others. In August and September we followed every automated nurture message the venues we run sent, couple by couple, and checked whether the couple wrote back on the same channel. Bulk mailings were left out.

Couples who replied to follow-up

By text or WhatsApp, 30.4% of couples wrote back.



By email, 6.8% did.



0%

100%

Venues we run, August and September 2026

That's roughly four and a half to one. Couples treat a text as a conversation and an email as something to read later, or never.

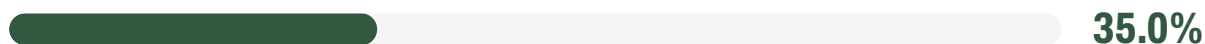
The venue

Replies matter because they lead to viewings. Couples who wrote back to a nurture message reached a viewing nearly six times as often as couples who didn't (35.0% against 6.2%). At every venue we checked the gap was at least three and a half times.

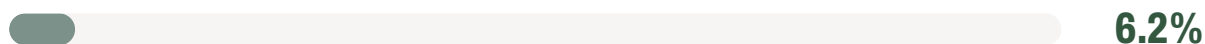
Reached a viewing

- Nearly six times as likely

Replied



Didn't reply



0%

100%

Venues we run, August and September 2026

Over recent months more of the venues we run have added WhatsApp to their nurture, alongside SMS rather than in place of it. Research outside weddings points the same way: in a randomised study at Stanford University, WhatsApp drew a response rate 27 percentage points higher than SMS. That study measured survey replies from a different group of people, not wedding enquiries, so treat it as a pointer rather than a promise. (*Source: Fei, Wolff et al., Immigration Policy Lab, Stanford University, 2022.*)

CHECKLIST

- ✓ Follow up on text or WhatsApp, not email alone. Keep email for the brochure and the detail.
- ✓ Make every follow-up easy to answer: a question, not an announcement.
- ✓ Keep going for at least four weeks. That's when most couples decide.
- ✓ When a couple replies, answer within minutes. A reply is a couple putting their hand up.

“

Circumstances have changed! Could we book a tour please?”

A COUPLE REPLYING TO A FOLLOW-UP, CHAPTER 5





CHAPTER 6

06 **The phone you didn't *answer***

06 The phone you didn't *answer*

The couple

Some couples still pick up the phone, and they ring when it suits them, which often isn't when you're at your desk.

The venue

A missed call doesn't have to be a lost couple. At the venues we run, 96.4% of missed calls got a text back within 10 minutes, so the couple had an answer and a way to carry on the conversation without waiting for a call back.

The text does three jobs. It tells the couple they've been noticed, it moves the conversation to a channel they'll answer, and it captures who they are when the call log only shows a number.

We've been closely monitoring the development of voice AI and now believe it has matured into a credible, integrated solution for handling missed and out-of-hours calls.

6%

UK adults say they'd leave a voicemail when a business doesn't answer.

YouGov 2026

CHECKLIST

- ✓ Set up an automatic text for every missed call, inside 10 minutes.
- ✓ Make it personal and useful: who you are, that you'll call back, and a link to book a viewing now.
- ✓ Check your call log on Monday morning. Every missed weekend call without a text is a couple you may not hear from again.



CHAPTER 7

07 **Know your** *numbers*

07 Know your *numbers*

The venue

You can't fix what you can't see, and plenty of venues still track enquiries in an inbox and a diary.

Five numbers tell you almost everything. Check them on the first of every month:

NUMBER	WHAT IT TELLS YOU
Out-of-hours share	What share of last month's enquiries arrived after 17:00 or at the weekend. Expect around seven in ten
First reply time	How long the typical couple waited for their first answer, out of hours included
Enquiry to viewing	Of the couples who enquired, how many booked a viewing. Record every viewing you hold, including the ones booked by phone, or this number will look worse than it is
Viewing to booking	Of the couples who viewed, how many booked
Follow-up reply rate	Of the couples you followed up, how many wrote back, by channel

Track them month by month against your own last month, not against another venue. Your own trend is the only comparison that's fair to you.

CHECKLIST

- ✓ Pick one place where every enquiry and every viewing is recorded.
- ✓ Put the five numbers in a single monthly sheet.
- ✓ Look at month three against month one. That's where change shows.



CHAPTER 8

08 **The venue** *year*

08 The venue *year*

The couple

The calendar couples book against is changing. Saturday weddings fell to 47% of all weddings in 2025, the lowest ever, with Monday to Thursday at 27% and Friday at 17%. 65% of couples looking for a venue consider more than one day of the week. August is the busiest wedding month at 17%, then May (13%) and September (12%). (*Source: Bridebook Wedding Report 2026.*)

Engagements are getting shorter, averaging 23.8 months, with 20% under a year. Bridebook expects calendars to fill later, with more bookings for the same year, and one in three couples looking for a venue could still marry in the next twelve months. (*Source: Bridebook Wedding Report 2026.*)

Open days still draw couples in. Industry research found 73% of newly engaged couples had attended or were planning to attend venue open days or wedding fairs (2024).

The venue

Bank holidays bring a burst of enquiries. At the venues we run, the spring bank holiday brought 2.1 times a normal day's enquiries and the summer bank holiday 1.4 times. Not every bank holiday works this way: Good Friday was one of the quietest days of the spring. The busy ones are long weekends when couples have time together and nowhere to be.

Bank holiday enquiries

A normal day



Spring bank holiday



2.1 times a normal day

Summer bank holiday



1.4 times

Venues we run, 2026

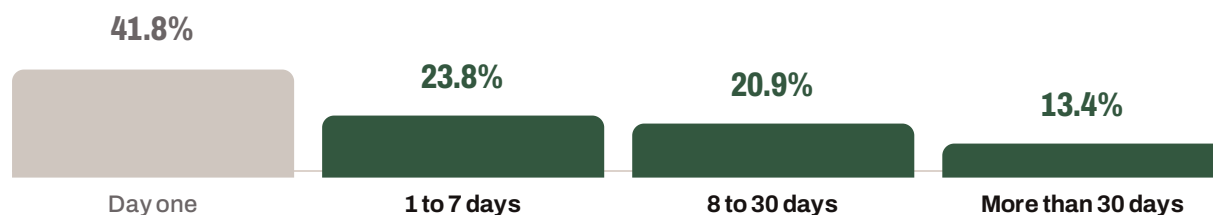
Through the year

WHEN	WHAT TO DO
January and February	Newly engaged couples start looking. Make sure your website prices and viewing calendar are current before the New Year rush
Spring bank holidays	Expect a busy weekend of enquiries. Have the out-of-hours reply ready and the viewing calendar open
Spring and early summer	Your own wedding season starts, and replies slow down at most venues because the team is running weddings. Plan cover now
August	The busiest wedding month and a busy enquiry month. The summer bank holiday adds a spike at the end
Autumn	Couples booking for next year and the year after, plus more booking for the same year. Promote midweek and Friday dates
Open days	Give couples a reason to book a private viewing as well, since most still want a one-to-one visit

Demand rises and falls with the month and the season, so your automated follow-up should keep couples engaged for up to three months. At the venues we run, **58% of viewings were booked after the day of the first enquiry, and one in eight more than a month later**. Almost all of them (97.5%) were booked within three months.

When viewings are booked

58% booked after the first day



Viewings at the venues we run, January to September 2026

CHECKLIST

- ✓ Mark every bank holiday in your diary and plan the reply cover for each.
- ✓ Price and promote midweek and Friday dates with the same care as Saturdays.
- ✓ Keep short-notice dates visible. More couples book within the year.
- ✓ Keep automated follow-up running for three months after every enquiry, not just the first week.



CHAPTER 9

09 **The way venues win enquiries is changing.** *An opportunity?*

09 The way venues win enquiries is changing. *An opportunity?*

For years, venue marketing worked like this: pay an agency to run your adverts, pay a directory to list you, and the enquiries arrive. Both halves of that model are changing at the same time, and for a venue that reads the change early, that's more opportunity than threat.

Paid social: the engine needs feeding

For a decade, a good agency earned its fee by finding the right audience: the ages, the postcodes, the interests, the lookalike lists. That skill is being automated. Meta rebuilt its advertising system around a new model, Andromeda, through late 2025, and it now decides for itself who sees each advert. What it needs from you instead is a steady supply of genuinely different adverts to choose from: new photographs, new angles, new reasons to get in touch. Meta's own advice is to diversify your creative, and the practitioners who study the system agree that near-identical versions of one advert count as one.

That's where the traditional agency model strains. A campaign built on one strong advert often starts well, then fades as the same people see it again and the system has nothing new to work with. Supplying fresh creative every few weeks is **a different job from clever targeting**, and many retainers weren't built for it.

Most venues aren't feeding it. When we looked at 173 UK wedding venues advertising on Meta in October 2026, 80% were running a single advert, and 44% hadn't launched anything new in three months or more. (*Source: VenueBot review of the Meta Ad Library, 5 October 2026.*)

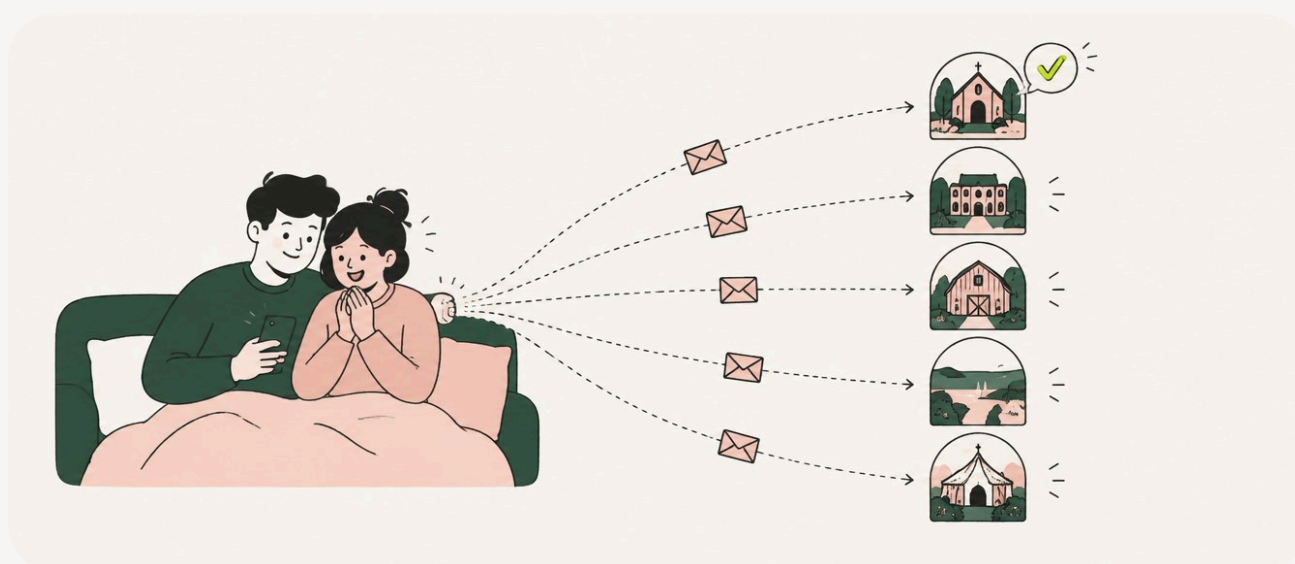
This is where venues have the advantage. You already hold what advertisers in other industries pay heavily for: professional photographs and film from every wedding, real couples, the venue through every season, new menus and open days. The tools for turning them into adverts have become simpler, too. Meta says more than 8 million advertisers now use its AI creative tools, double the number at the end of 2024, and that most of them are small businesses. Since April 2026, Meta's own connector has let AI assistants such as Claude and ChatGPT build and edit campaigns directly in an ad account, for the owner to approve. And Meta has been reported to be aiming to let a business create and target a whole campaign from an image and a budget by the end of 2026.

Directories: one enquiry, several venues

Directories have always shown a couple more than one venue. What's changing is how easy they make it to enquire with all of them at once. When a couple enquires with a venue on Hitched, the site shows them similar venues straight away and offers to send the same request to those as well, if the couple ticks the boxes. (*Source: Hitched Privacy Notice, July 2026.*) On Bridebook, every venue that receives an enquiry is told which other venues the couple has contacted. (*Source: Bridebook, Pricing for Venues, 2026.*) Either way, your reply is never read on its own.

ChatGPT began showing adverts in the UK in August 2026, and in September Meta launched Muse, a personal AI agent built to fill in forms and make bookings for its owner. It's live in the US and Canada, with no UK date yet. Every new door makes it easier for a couple to enquire with you, and easier to enquire with the venue down the road in the same minute.

When the same couple has written to five venues, being listed doesn't win the enquiry. The venue that wins is the one that replies first with a real answer, makes the viewing easy to book, and keeps following up after the others go quiet. That takes an enquiry system, not an inbox: every source landing in one place, an instant reply that answers the couple's questions, a viewing calendar, and follow-up that runs whether or not the team is free.



What the research says about the reply

The evidence on this is old, but it points one way. When Harvard Business Review audited 2,241 US companies, 23% never replied to a web enquiry at all and only 37% replied within an hour. Companies that made contact within an hour were nearly seven times as likely to reach a real conversation as those that waited even an hour longer. (*Source: Harvard Business Review, 2011.*) Events haven't caught up: a 2026 test of 807 private-event enquiries to US restaurants, bars and event venues found 19% never got a reply from a person, and weekend enquiries waited a median of 32.5 hours. (*Source: a 2026 study by a US hospitality software company.*)

Meta's own guidance says following up faster improves the quality of the leads you get, and since April 2026 its campaigns aimed at qualified leads have needed the advertiser to report back what happened to each enquiry. The venues that track viewings and bookings are the ones its system learns to find more of.

Couples feel the difference: 81% felt frustrated by how venues responded to their enquiry. (*Source: Bridebook Wedding Report 2026.*) At the venues we run, 88.6% of couples got a reply within five minutes, at any hour.

CHECKLIST

- ✓ Launch a new advert every few weeks, built on a different idea rather than a new version of the old one.
- ✓ Build a library from every wedding: photographs, short films and couples' own words, with their permission.
- ✓ Before you spend more on adverts or listings, test your own reply: send an enquiry at nine on a Sunday night and see what comes back.
- ✓ Bring every enquiry, from every source, into one system, and reply within five minutes.
- ✓ Tell your ad platforms which enquiries became viewings and bookings.
- ✓ If an AI assistant runs your adverts, keep a person approving every penny it spends.



CHAPTER 10

10 Where this is heading, *2027 to 2028*

10 Where this is heading, 2027 to 2028



Mark Kirby, founder of VenueBot, grew up in his family's hotel, a function space that hosted weddings. He spent more than 20 years building award-winning customer engagement businesses, and sold his contact centre in 2016. This chapter is his view: opinion, not data.

Every new channel brings opportunity and fear

In that time, I've watched a new way of talking to customers arrive every few years. From the days of phones, faxes and email, through to text, live chat, social media, WhatsApp and digital self-service, each one brought opportunity and fear in equal measure. The businesses that did well were the ones that learned early how to use the new channel to look after people better. AI is no different.

Build one system, and build your knowledge

By 2028 most venues will use AI, and it'll be far more than a chat window on the website. It will run inside many of the jobs we still do by hand today. My warning is about collecting it one tool at a time: a chatbot here, a booking calendar there, an automation tool bought off a social media advert, none of them connected. What venues need instead is a plan for one joined-up system, with every point of contact, inside and outside the business, feeding the same place.

The most valuable thing a venue can build now is its own central store of knowledge. That means far more than a log of the questions couples ask. It means everything the business can record: conversations and call recordings, finances, documents, day-to-day operations, marketing results, how couples behave on your website, reviews, feedback, social media and what your competitors are doing.

That information used to be too messy and too scattered to learn much from. AI can already pull it together and find patterns nobody had time to look for, and those patterns turn into better strategy, smoother processes and steady improvement. In time, that knowledge becomes the way each venue runs and what sets it apart. You'll see how your marketing, your communication, your reputation and your pricing combine to shape what a couple thinks of you. The venues that are slow to see this will stay behind.

“*A venue makes the shortlist only if the assistant can read its prices, capacity and availability.*”

AI will make the first cut

The next big change in how people buy is the personal AI assistant, and I think it will change behaviour more than social media did. Billions are being invested in it. An assistant will know its owner better than anyone: where they go, what they buy, what they like and dislike, what they believe. Most couples will trust theirs enough to hand over the research, weigh up the options and, in time, make buying decisions.

So the assistant will do the first sift of venues against budget, dates and guest numbers, ask its own questions, and come back with a scored shortlist. A venue makes that shortlist only if the assistant can read its prices, capacity and availability.

It's already happening. Most of VenueBot's own organic enquiries now come from ChatGPT rather than Google, because we've given AI search the information it needs to answer venue owners' questions about us.

Start now by putting the details couples use to judge a venue on your website, clearly: capacity, facilities and a starting price. It lets couples rule themselves in or out, and it pairs well with an instant brochure in exchange for contact details. Directories built on selling search marketing, and on sending one enquiry to several venues at once, will feel the shift first.

The viewing stays human, the couple doesn't

Weddings have resisted the chains that swallowed the high street because every venue is different, and no technology replaces standing in the place you've dreamed of. What has changed is the couple. They're used to instant, disposable choices and to watching a taxi cross the map in real time. A booked viewing can be dropped as fast as it was made, so keep giving value and excitement right up to signing, and keep the relationship visible long after. More couples are choosing fewer guests, other days and experiences over extravagance. The venues that do well will capture more of that budget in what they offer themselves.

12 to 13%

of couples already use AI assistants in their planning, and one in five would trust AI to help find their venue. (Sources: *Bridebook Wedding Report 2026*; *Bridebook, 2026*.)

WHAT WE'RE WORKING ON NEXT

This playbook covers the stretch we know best: turning an enquiry into a booked couple, quickly and well. Our next focus is everything after the deposit, so that what couples now expect from their first enquiry carries through to how their venue plans with them, right up to the wedding day.

The 12 quick *wins*

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Reply to every enquiry within five minutes, at any hour. | <ol style="list-style-type: none"> 7. Send a reminder before every viewing. |
| <ol style="list-style-type: none"> 2. Answer the four questions in the first reply: date, numbers, price, viewing. | <ol style="list-style-type: none"> 8. Follow up by text or WhatsApp, not email alone. |
| <ol style="list-style-type: none"> 3. Put a starting price on your website. | <ol style="list-style-type: none"> 9. Keep following up for at least four weeks. |
| <ol style="list-style-type: none"> 4. Reply on the channel the couple used. | <ol style="list-style-type: none"> 10. Text back every missed call within 10 minutes. |
| <ol style="list-style-type: none"> 5. Put a viewing calendar on your website and in your first reply. | <ol style="list-style-type: none"> 11. Track the five numbers every month. |
| <ol style="list-style-type: none"> 6. Open viewing slots in the evenings and at weekends if you can staff them. | <ol style="list-style-type: none"> 12. Plan cover for bank holidays and your own wedding season. |

The reply standard

WHEN	WHAT HAPPENS
0 to 5 minutes	A personal reply answering date, numbers, price and how to book a viewing
24 hours	If no reply: a short follow-up by text or WhatsApp with one easy question
48 hours	A second follow-up, offering a viewing slot
Day before the viewing	A reminder, with directions and parking
Same day after the viewing	A thank-you and the next step

About this *research*

This playbook draws on two sources, kept apart because they describe different people.

Enquiries to the venues we run.

More than 6,000 conversations at UK wedding venues using VenueBot, January to September 2026, read from each venue's records with bulk contact imports removed. Most figures are worked out on the wedding enquiries that entered a venue's sales pipeline, a smaller base, and the follow-up figures on August and September 2026. Percentages are shares of couples, not of messages. One venue's follow-up figures were left out because they differed significantly from the rest in its first two months, when a contact list was loaded. Couples' words are quoted exactly and anonymously.

Couples across the UK.

The Bridebook UK Wedding Report 2026 surveyed 7,000 engaged and newly married couples. Figures are quoted as printed and credited each time. Source: Bridebook Wedding Report 2026, partners.bridebook.com/uk/wedding-report-2026. Bridebook does not endorse VenueBot.

Venue adverts on Meta.

223 live adverts from 173 UK wedding venues, read from Meta's public Ad Library on 5 October 2026. Chapter 2's figures are shares of the adverts; chapter 9's are shares of the venues. The Ad Library shows what is running, not how it performs.

Industry research figures come from published UK wedding industry surveys. The WhatsApp study is Fei, Wolff et al., *Automated Chat Application Surveys Using WhatsApp*, Immigration Policy Lab, Stanford University, 2022.

How **future-ready** is your venue?

You've read what the best-run venues are doing. How does the way you handle enquiries compare?



I'd like to hear where you are. Do any of these sound familiar?

- Not sure whether to focus on getting more enquiries or winning more of the ones you have.
- Not sure what to tackle first.
- Keen for an honest, no-obligation review of how you handle enquiries today.
- Curious to see the system the venues in this playbook run on.
- Already doing much of this and want a second opinion.

We can help in a few ways, from our free monthly Venue Round Tables, where we bring venue leaders together to share experiences and best practice, through to exploring how the VenueBot system could transform your current ways of working, your couples' experience and your bottom line.

No hard pitch. Tell me where you are and where you want to be, and we'll talk it through.

“*Now every enquiry is responded to straight away, day or night. We've gained time, peace of mind, and total visibility of our bookings.*”

JACKIE, THE DREYS

Book a time in my diary at venuebot.io/lets-chat →

Or email me your thoughts and questions at mark@venuebot.io

Not ready to talk? Take the three-minute Health Check at quiz.venuebot.io/healthcheck