

july 2022

Hi Everyone,

I hope you are all having a great summer. We have been very busy at Boom! July was a record-breaking month all around and we were all so happy to be able to push for the covers and sales we knew Boom could achieve at maximum capacity. Last month we hosted 18,919 guests excluding our café patrons. This was up 49% from last year and 14% from last month. With the patio running steadily through July our walk-in traffic was up accounting for 49% of our volume. As for our reservations, most of our bookings were for groups of two, accounting for 62% of reservations. Majority of our guests booked 24-hours in advance (23%), but we saw a significant increase in guests booking 90-minutes in advance (up 43% from last month). We monitor these metrics closely to ensure we are maximizing seating and in hopes to keep availability open for guests when they are trying to book. While it is helpful when groups book weeks in advance as it gives us a good idea of what to expect, we do not want to discourage guests from deciding to have dinner with us day of or turn them away when they walk or drive down to pop in for meal without a reservation. In August and forward, a focus of ours will be on increasing the group sizes that book so we are further maximizing seating. As most of our table accommodate four guests, we would like to see most of our booking being for this size rather than groups of two. OpenTable allows us to limit and monitor how many guests, and what groups sizes, are booking from hour to hour.

Canada Day long weekend was very busy. It was great to have fireworks in the inner harbour back again. Guests had a great view of them from our patio, it was nice to see the community gathering at Boom to watch them. We catered another event for Boulevard Magazine and Victoria News Awards at the marina building, it was great success.

In staffing news, Vincent Vanderheide is no longer working with our team. We are actively looking for a new Beverage Director. In the meantime, we have Anthony Boyles who has been focused on monitoring inventory helping with ordering. Johnny Zwede who is one of our floor managers will be assisting him and focusing on the day-to-day operations of the bar.

As we approach the end of August, we have a lot of support staff team members returning to school. As such, we have reposted ads for staff and hope to recruit and train new members as soon as possible so we can continue to appropriately staff the patio in September. With the late arrival of summer, we hope the nice days extend well into that month.

Hope to see many of you soon,

Jade

B O O M + B A T T E N

