

Brighton nightlife

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Brighton is a resort in England at the shores of the England channel. The resort has been a vacation destination for a long time. It has hosted kings and queens who spent time at the unique royal pavilion palace.

The night life in Brighton is active based on the kind of population that lives in this resort town. The town has various tourist attraction sites such as the Brighton fishing museum and the beaches. The student Population University of Sussex and the love for music and culture make the resort town come to life in the night. Brighton's flamboyant and diverse entertainment scenes in the night continue to attract many revelers. Various entertainment spots compete for the large population of revelers. To satisfy this population, various entertainment spots have a variety of brands that keep making them outstanding to their competitors. In addition, the location of the clubs influences the accessibility and the population of revelers who visit the clubs (Winston, 2014).

Tru Brighton

Tru Brighton uses the free cocktail strategy in attracting clients. Tru Brighton is known for entertaining its guests with the famous free cocktail offers on Friday evenings for those revelers who come before midnight. The club also has adequate accommodation for its revelers. In addition, Brighton has ample space that can host up to 1200 guests in the main room alone with other rooms remaining and several balconies. The average cost of drinks at the club is at £1.00. Tru Brighton is also renowned for its renting of private booths and suites for those who wish to have private and quality time together. The club reaches out to its clients through the social media platform such as Facebook and Twitter as one of its promotional strategies. Brighton is also strategically located next to the Brighton fishing museum <https://assignbuster.com/brighton-nightlife/>

that is a major tourist attraction site (Winston, 2014).

The honey club

The honey club reaches its target market by hosting various night themed nights all through the week. The university of Sussex students are known to specifically take up the Thursday evening events. Drinks at the club have an average cost of at £1.00-1.5 all night. The honey club also has entry fees which keep changing based on the days of the week. The entry from Saturday nights before 11 pm is about at £8 after which it increases to up to £12. On the week nights the cost are at £1- £3. The club offers the perfect scenery with its terraces facing the Brighton beach. Many events are held at this venue due to the kind of scenery it gives of the Brighton beach. The club communicates its events on social platforms such as Facebook and Twitter. The location of the honey club at the right corner of King's Road and two blocks away from the Brighton Pier positions it strategically to attract revelers (Winston, 2014).

The Oceana

The Oceana is Brighton's largest night club. The club reaches out to its clients by offering differently themed rooms which host the American disco music, others decorated with late 19th century Parisian boudoir and the arctic icehouse. The club is notably crowded on stag nights. The crowd also serves as a disadvantage since they could get rowdy especially on Saturday and Friday evenings. The club is also known to organizing cabaret shows. The drinks at the club have an average price of at £1.00. The club reaches its target audience through the social media platforms such as Facebook and Twitter. The location of the Oceana three blocks west of the Royal Theatre and north of the Grand Hotel makes it a frequently visited spot by revelers

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(Winston, 2014).

The revenge club

The revenge club is the most prominent club for the gays and the transgendered communities in London. One of the strategies the club uses is to organize themed event nights and live shows. The cost of the drinks is averagely at £1. 99 for a shot/mixer which is triple the normal price in London. It located near several public beaches which attract a large population. The presence of arcades and a range of venders engaged in the selling of snacks, trinkets and souvenirs attract a large population who end up visiting the revenge club. The social media platform such as Facebook and Twitter provides an avenue of reaching out to its clients. The location of the revenge club makes it easily accessible to the revelers in London. The revenge club is located on the old Steine road near Madeira drive (Winston, 2014).

References

Winston, Rupert, 2014, Nightclubs in Brighton, England, USA Today Retrieved on 2nd December, 2014 from <http://traveltips.usatoday.com/nightclubs-brighton-england-55785.html>