

CUSTOMER SUCCESS STORY:

Intercontinental Paris Le Grand



The InterContinental Paris Le Grand was searching for a platform that would assure them consistent MICE business each month and secure MICE clients even during low season.

“ *Having a marketing package with Cvent helps us systematically appear on Cvent’s top selection of Paris properties. The vast amount of pictures, brochures and descriptions we can upload helps meeting planners understand the hotel’s features and the level of service attendees can expect.* ”

– **Quentin Rouanet**
Director of Sales and Marketing,
InterContinental Paris Le Grand

Perfect Place for Planners

The InterContinental Paris Le Grand is an iconic Parisian hotel, opened at the Opera Square in 1862. It has 21 meeting rooms spread across a massive area of 24,300 square feet, which makes the InterContinental Paris ideal for hosting conferences, corporate meetings, incentives, leisure groups and roadshows.

Major Challenges:

- Getting the right mix of MICE business during low season
- RFP response time
- Rate disparity with same star-rating hotels
- Competition with surrounding destinations

Too Many Roadblocks

Despite having a huge MICE space and all the facilities a meeting planner needs, the InterContinental Paris was struggling to balance the revenue generated by individual travel segments. The team had a hard time finding the right group with the right pattern on the right dates. InterContinental Paris wanted to create a steady flow of MICE business during each month and secure MICE clients even during low-season. Last minute cancellations, erratic RFP response time, and striking a right balance between groups and individual events were some of the other main roadblocks.

106%

increase in Awarded
Room Nights

43%

increase in Awarded
RFPs

154%

increase in Awarded
business value

“ A lead received for a Biotechnology client fell perfectly in October, during which we had almost no groups - 900RN, confirmed within 3 weeks. After delivering a great event onsite, the agency and the client are loyal and return every 24 months.

– **Quentin Rouanet**

Director of Sales and Marketing,
InterContinental Paris Le Grand

With A Little Help

InterContinental Paris Le Grand relied heavily on magazine publications and an e-newsletter to get visibility amongst clients and prospects. They soon realised the shortcomings of using this method alone, and in 2011 turned to Cvent for help.

“The evolution of the industry towards online platforms was inevitable. Our hotel was one of the first French properties to have state-of-the-art industry processes,” Quentin Rouanet Director of Sales and Marketing, InterContinental Paris Le Grand.

Cvent’s solutions have helped InterContinental Paris Le Grand reduce the RFP response time and the seasonality in its MICE business during low season. They have also been able to match their competition pricing faster and develop the structure of their business more strategically.

After collaborating with Cvent, the hotel has seen a 32% increase in room nights received and a 28% rise in room nights awarded since 2012. One of their biggest wins involved receiving a lead for a Biotechnology client during low season. The client went on to book 900 room nights within 3 weeks on dates when the hotel had almost no business. The hotel helped the client execute a successful event and has turned this one-time opportunity into recurring business.

Several US-based CMI 25 agencies have also collaborated with the InterContinental Paris Le Grand through Cvent. “Having a marketing package with Cvent helps us systematically appear on Cvent’s top selection of Paris properties. The vast amount of pictures, brochures and descriptions we can upload helps meeting planners understand the hotel’s features and the level of service attendees can expect”, Quentin Rouanet Director of Sales and Marketing, InterContinental Paris Le Grand.

The Road Ahead

For the next five years, InterContinental Paris Le Grand plans to focus on securing incentives during low seasons, while also promoting their cross-destination combo packages. The hotel intends to leverage Cvent’s solutions to reach more planners, enable the possibility of cross-destination/property offers, and develop a tool for incentive houses to secure at least two annual events every year.

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