

CUSTOMER SUCCESS STORY:

Shangri-La Hotel Dubai



To become the industry leader in the MICE industry, **Shangri-La Hotel Dubai** was looking for ways to outpace the competition in the region. To gain this competitive edge, the team wanted innovative ways to globally market its world-class services, luxurious rooms and state-of-the-art event spaces.

Products Used:

Group Marketing Solutions

“ROI has definitely gone, I would say, close to 100-150% up, with more MICE groups coming to the hotel because of Cvent. Thank you Cvent!”

– **Dharmendra Sharma**
Director of Sales and Marketing,
Shangri-La Hotel Dubai

Shangri-La Hotel Dubai is a centrally-located exclusive property in Dubai. The hotel's proximity to the airport and its connectivity to the whole of Dubai city make it a convenient choice for business travellers. Its 302 luxuriously appointed bedrooms, two glamorous ballrooms and seven meeting rooms, along with its best-in-class facilities and services, ensure memorable experiences and total satisfaction for its guests.

Major Challenges:

- Gain a competitive edge
- Increase productivity
- Improve forecasting

When Enough is Not Enough

With millions of dollars' worth of MICE business coming to Dubai alone, it was a no-brainer that Shangri-La Dubai was paying special attention to its meetings and events segment. In an effort to elevate its position among other MICE players in its region, Shangri-La Dubai pulled out all the stops to attract business travellers by offering excellent ballrooms and meeting facilities, and also taking a detail-oriented approach to organising events.

But Shangri-La Dubai knew this wasn't enough. To survive, succeed and prosper in the current competitive environment, it was necessary to have the right marketing channel that would get them leads from various markets around the world and give them an edge over others.

After a detailed analysis of the different marketing solutions, Shangri-La Dubai found Cvent to be the best pick of the bunch.

“Cvent makes you smart. Cvent helps you keep ahead of the competition and makes you understand the market better. They look at the global perspective while we look at other hotels through them.”

– Dharmendra Sharma

Director of Sales and Marketing, Shangri-La Hotel Dubai

175%

Growth in Unique
RFP Value

52%

Increase in Average
Room Nights

67%

Rise in Average peak
Room Nights

Reaping Rewards

Since teaming up with Cvent, the hotel has seen a remarkable rise in ROI. “ROI has definitely gone, I would say, close to 100-150% up, with more MICE groups coming to the hotel because of Cvent,” stated Dharmendra Sharma, Director of Sales and Marketing.

Shangri-La Dubai has also seen a 185% increase in unique room nights and an 89% rise in unique RFPs, largely due to its increased visibility internationally. Several important leads have come from markets like North America and Asia, which the hotel was unable to penetrate using traditional marketing methods.

The hotel has also seen a reduction in the time spent in prospecting, which in turn has increased its productivity and improved its forecasting.

A Better Tomorrow

The high level of personal service and awareness offered has left the hotel extremely impressed with Cvent. “The relationship management of Cvent is absolutely excellent. At any point of time, if I would like to know what are the market trends, if there is something we can implement or improvise, it is as simple as picking up the phone and speak to the Cvent Relationship Manager,” adds Sharma.

Shangri-La Dubai is now able to concentrate on what it does best – offering the best facilities and service to its guests – safe in the knowledge that Cvent will take care of their online marketing. Looking ahead, the hotel plans to build on its success and use the advanced features of Cvent’s solutions to produce even better results.

Become the Next Cvent Success Story.

Demo our solutions today to transform your meetings and events.

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