

## CUSTOMER SUCCESS STORY:

*Sofitel Bali Nusa Dua Beach Resort*S O F I T E L  
HOTELS & RESORTS

BALI NUSA DUA BEACH RESORT

To remain competitive in a rapidly growing Asia-Pacific market, **Sofitel Bali Nusa Dua Beach Resort** recognized the need for a multi-channel marketing strategy. The team's goal was to earn the MICE market share required to achieve target volumes while increasing brand awareness in unexplored markets and growing their client base in the region.

**Products Used:****Group Marketing Solutions**

“Cvent has helped broaden our markets, which means we have clients globally. It has also helped us get in the right markets that are perfect for Sofitel, and I think CVENT is doing just that.”

– Tommy Trisdiarto

Deputy Director of Sales and Marketing,  
Sofitel Bali Nusa Dua Beach Resort

Sofitel Bali Nusa Dua is a 5-star beachfront resort that comes with landscaped pools and gardens set against a backdrop of the gorgeous Indian Ocean. The property's 415 luxury rooms, 12 spacious meeting rooms – that includes a grand ballroom suitable for 600 attendees – and its proximity to the beach are just some of the features that make Sofitel Bali a one-of-a-kind event and conference hotel in Bali.

**Major Challenges:**

- Increase brand awareness
- Capture clients from new markets

**Raising Awareness**

Events are crucial for Sofitel Bali, as MICE accounts for 20 to 30 percent of their total revenue. The resort has everything planners need to create exceptional events: a unique location, lots of options in meeting and event spaces, and staff with the right creativity. The resort is also equipped to keep up with the latest MICE trends in their region. All they needed was an effective strategy to reach out to the relevant markets and attract planners to their resort. Since MICE was a significant revenue generator, Sofitel Bali wanted to build a strong global brand to attract clients from newer markets and accelerate their growth in the Asia-Pacific region.

Sofitel Bali realised it must adopt multi-channel marketing if they wanted to extend MICE business to the global market. Offline marketing was only good in securing domestic business. They needed a simple and user-friendly online marketing solution to connect with international meeting and event planners.

“The partnership with CVENT is very important to the venue, because we’re actually able to showcase all our meeting rooms, the venues, the rooms, and a lot more. It is very important for us.”

– Tommy Trisdiarto

Deputy Director of Sales and Marketing, Sofitel Bali Nusa Dua Beach Resort

178%

YOY Growth in  
Awarded RFP Value

47%

YOY Growth in  
New Planner Orgs

64%

YOY Growth in Unique  
Planner Orgs

## Popularity Propels Profit

In 2013, Sofitel Bali partnered with Cvent to upgrade its marketing plans. With the right technology, the team could manage and award eRFPs, support multi-channel marketing, and continuously strengthen its MICE business in the region. The exposure of the property in unfamiliar yet relevant markets meant that Sofitel Bali could now directly connect with thousands of meeting and event planners and post record-breaking results. With a 178% year-over-year increase in awarded RFP value and 46% year-over-year growth in unique RFPs, Sofitel Bali gained a competitive edge over other market players and reinforced the efficacy of their brand. More visibility also ushered a 64% rise in unique planner organisations and a 47% rise in new planner organisations.

Sofitel Bali is optimistic about capturing more markets and clients in the future, and is certain that their partnership with Cvent will continue to strengthen and grow in the years to come. “I know this partnership with Cvent will definitely get stronger, it will grow very big, especially the fact that we do have clients coming from Cvent. We feel like it’s a great template to showcase our property globally, so I believe this is definitely going to be a long-lasting relationship, to a long, long future.”

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