

CUSTOMER SUCCESS STORY:

Carlson Rezidor Hotel Group

Carlson Rezidor identified MICE as a major growth driver for their business. To fully tap the potential of MICE business, they aimed to increase their brand awareness in unexplored and upcoming markets like Asia Pacific.

“ *Cvent is one of those tools that I love to speak about because it is one where we have made an investment in marketing and it is delivering business right to the door of our hotels.* ”

– **Sandy Russell**

Vice President of Commercial Operations - Asia Pacific, Carlson Rezidor Hotel Group

As one of the world’s largest and most dynamic hotel companies, Carlson Rezidor Hotel Group maintains a global footprint in 115 countries, comprising roughly 1,200 hotels. The hotel conglomerate has been around for about 75 years and has built seven powerful brands across the world. Some of their notable brands include Radisson, Park Plaza and Country Inns & Suites By Carlson.

Major Challenges:

- Building awareness in new markets
- Combating fierce competition
- Increasing MICE segment share

Targeting Unexplored Markets

While Carlson Rezidor already had an established presence in many countries, being in the hotel industry required them to constantly sell themselves in newer markets. They recognised that lack of brand awareness would act as an obstacle, and were concerned about missing out on MICE opportunities, which represented an important segment of their business.

Carlson Rezidor saw the value of investing in Cvent to increase their visibility in Asia Pacific and similar upcoming markets. **“Our global team was aware of Cvent and began the relationship. And we started hearing about these leads, these opportunities that were coming through this tool and shortly we realized we were getting them too. So it made natural sense for us to make an investment in marketing on the tool and that’s proven to be very, very successful”** says Sandy Russell, Vice President of Commercial Operations.

\$1:\$24

ROI for every \$1 invested is \$24

80.2%

conversion rate*

121.3%

increase in unique RFPs

*Awarded RFPs divided by the number of bids submitted

“ I have had conversations with the owners and the general manager from our Radisson Blue Hotel New World in Shanghai... they were delighted with the amount, the volume of leads that were coming through Cvent, and those that they were able to actually qualify and close.

”

– Sandy Russell

Vice President of Commercial Operations - Asia Pacific, Carlson Rezidor Hotel Group

Producing Remarkable Results

After using Cvent's marketing solutions, Carlson Rezidor found they were able to make their presence felt in unexplored territories. The tool made them available to buyers in cities that were off the beaten path. **“So in some of those places that are not gateway cities, we have Cvent now to kind of turn on the light for us and put us under the microscope, which is terrific”** adds Russell.

With the increase in their brand value in new markets, Carlson Rezidor noticed a considerable rise in the RFPs secured. Till November 2016, they registered a 125.7% increase in total RFPs and a 55% growth in total room nights. Even for the deals that didn't work out (due to being already booked or other similar reasons), the hotel group felt comforted with the knowledge of at least being seen by the buyer. This ensured that the buyer would remember to consider Carlson Rezidor the next time they searched for MICE options.

The Future Looks Bright

With business being delivered right at the doorstep of their hotels, it has become clear to Carlson Rezidor that they made the right decision by investing in Cvent's solutions. **“I've heard from New World, Radisson Blue Cebu, I've heard from the Radisson Blue in Bangkok, and those are all hotels that are thrilled. And they are also some of our biggest 'feet' producers”** states Russell.

Carlson Rezidor is currently experiencing a 60% y-o-y growth in MICE production and plans to double its hotels in Asia Pacific in the next couple of years. The hotel group strongly feels Cvent's solutions played a key role in their success and intends to incorporate Cvent in their future marketing strategies. **“One of the things that I like the best about CVENT is the relationship that we have with them as a vendor and you know what, they are not even a vendor. They are a partner. They are really a partner in our success”** stated Russell.

Products Used:

[Group Marketing Solutions](#)

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