

CUSTOMER SUCCESS STORY:

Mövenpick Hotel Amsterdam City Centre and ijVENUES



Despite having world-class facilities, it was challenging for **Mövenpick Hotel Amsterdam City Centre** and **ijVENUES** to attract new planners. The management team wanted to achieve 100% occupancy and secure important data to create a more structured sales strategy.

“Data and reporting tools in Cvent are definitely ahead of the game compared to other platforms out there. The client base and markets represented are so interesting to us that Cvent is our preferred partner.”

– Viona Terleth

Director of Sales & Marketing,
Mövenpick Hotel Amsterdam
City Centre and ijVENUES

Many Amenities to Offer Planners

Mövenpick Hotel Amsterdam City Centre is a modern 4-star hotel that offers 408 spacious guest rooms with business-style amenities. The hotel is an ideal place for business and leisure travellers, featuring 25 flexible state-of-the-art conference and event rooms, an event hall suitable for 1,200 delegates, and an impressive auditorium for 700 delegates.

Major Challenges:

- Convincing planners to opt for Monday-Tuesday or Thursday-Friday booking pattern
- Low seasonal business due to external factors

” The Lost Diamond

Mövenpick Hotel Amsterdam City Centre wanted to attain perfect occupancy of the rooms and its own conference centre in combination with ijVENUES. Due to the traditional Tuesday-Wednesday booking pattern and external factors such as geopolitical situations in some parts of Europe, the property had a tough time attracting meeting planners from around the world. The team also had a more scattered approach to receiving RFPs and lacked important data to analyse and structure its sales efforts.

63%

increase in Awarded
RFPs year-on-year

132%

increase in Awarded
business value
year-on-year

211%

increase in Awarded
Room Nights
year-on-year

“ *In the past, our approach to handling MICE requests was more scattered and didn't allow us to analyse and focus our sales processes. Now with Cvent, we are able to see trends early on, make informed decisions, and adjust our selling strategy accordingly.* ”

– Viona Terleth

Director of Sales & Marketing,
Mövenpick Hotel Amsterdam City
Centre and ijVENUES

Promoting the Right Way

In hopes of strengthening its international marketing techniques, especially to US planners, Mövenpick Hotel Amsterdam City Centre partnered with Cvent. They opted for a premium marketing package and a custom proposal option that allows them to create custom offers for planners. The team now uses Cvent's extensive profiling options to showcase amenities available at Mövenpick Hotel Amsterdam City Centre, allowing meeting planners to send inquiries directly. As a result, the venue's average group size inquiries jumped to 250-1,200 people from around 100 people in 2014. Cvent's continuous proactive support keeps Mövenpick Hotel Amsterdam City Centre's sales and marketing teams involved and updated on its performance and profile status. They can now analyse trends in their markets and effectively use their data to budget and formulate their sales strategy in different regions.

“ *With the premium marketing package, we are able to keep some of the competition at an arm's distance.* ”

– Viona Terleth

Director of Sales & Marketing, Mövenpick Hotel Amsterdam City Centre and ijVENUES

The Deserved Success

With a major shift in business towards larger events, Mövenpick Hotel Amsterdam City Centre has witnessed a massive 10 times year-on-year growth in revenue in 2016. The venue continues to be a favourite among regular clients, and the number of new planners opting for Mövenpick Hotel Amsterdam City Centre has grown by almost 30%. Mövenpick now aims to reach an even broader audience in its core market, Europe. The company expects to achieve its goal of becoming the most preferred upscale hotel management company in Amsterdam by reaching a record revenue of EUR 35 million by 2020. The team also intends to use Cvent's data to build a stronger business case and justify adding partners and products to its property, which will help develop a larger partnership for ijVENUES.

Become the Next Cvent Success Story.

Demo our solutions today to transform your meetings and events.

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