

CUSTOMER SUCCESS STORY:

Crowne Plaza Rome - St. Peter's



Crowne Plaza Rome - St. Peter's was looking for marketing strategies to create a competitive global brand that could overcome aggressive competition from other venues and nearby properties.

“Cvent gave us the possibility to be in front of exactly the audience we wanted to target. We now feature exactly with the look, the details, and the information that our audience is looking for when organizing events.”

– **Guendalina Scavia**
 Director of Sales and Marketing,
 Crowne Plaza Rome - St. Peter's

Crowne Plaza Rome - St. Peter's is an upscale hotel with a tranquil garden and outdoor pool that offers guests easy access to the city centre via scheduled shuttle service and public transport just outside the hotel. World-famous attractions such as Rome's Vatican Museums and the Sistine Chapel – home to Michelangelo's spectacular frescoes – are all within reach. The hotel is just steps away from Villa Pamphili City Park and a few minutes from the old neighbourhood of Trastevere. Business travellers have access to a 24-hour Business Centre and 13 modern meeting rooms, and a dedicated Crowne Plaza Meetings Director is always there to take care of all event needs.

Major Challenges:

- Aggressive Competitors
- Education planners to look for venues outside the city limits
- Targeting the right audience

Approaching New Markets

Crowne Plaza Rome - St. Peter's has a long standing reputation in managing conferences and corporate meetings. The hotel offers world-class facilities to meeting planners, including a conference centre for up to 600 people and 310 bedrooms. Amidst global competition and outdated marketing techniques, the hotel was looking for effective marketing strategies to create a competitive global brand that overcomes stiff competition in their region. The venue wanted a way to stand out from its competitors and reach relevant markets not yet tapped.



“ Thanks to Cvent we receive many leads and enquiries. The number has increased in years, increasing also the number of events confirmed.

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– **Guendalina Scavia**

Director of Sales and Marketing,
Crowne Plaza Rome - St. Peter's

The Jewelled Crown

Crowne Plaza Rome - St. Peter's partnered with Cvent in 2013, and since then has maintained a top position in their market. The ease of adopting the tool meant that their staff could respond to RFPs within two hours and provide detailed information to planners. The total RFPs increased 23% year-on-year to 170, while the awarded room nights skyrocketed 275% one year to 1,109 in 2015. "We could have not achieved these results on our own. We wouldn't have reached such a wide audience, and we could have not provided the same tool Cvent is providing," says Guendalina Scavia, Director of Sales and Marketing at the Crowne Plaza Rome - St. Peter's.

Crowne Plaza Rome - St. Peter's dedicated staff ensures impeccable execution of events by following their clients from initial RFP to execution. Cvent has replaced their paper publications and manual marketing strategy and has given them the possibility to expand to a new audience. They can now feature on the Cvent Supplier Network with the exact look and information that their audience is looking for when organising events. With Cvent reporting, the team can now see all the current and historical data, including the RFPs received and awarded, room nights booked and the reason for turn down by event planners. Despite difficult economic contingencies and strong competition in their destination, Crowne Plaza Rome - St. Peter's has reported strong business growth and has indeed become the crowned jewel in their destination.

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