Grow & Own Your Group Business
A Snapshot of 2017

$14.7B
In Economic Value Sourced

- 240 Avg. room nights
- 73 Avg. peak rooms
- 157 Avg. attendees
- 178 days Avg. booking window

2,5M
RFPs sent

40M+
room nights sourced

2,000+
new organizations sourcing each month

$60,000
average awarded RFP value

Did you know... $565B
is the estimated worth of the Meetings & Event Market (including hotel, AV, transportation, etc.)?

61% of the RFPs sourced were for groups of 0-50 people in 2017

Who is Cvent?
Cvent is the global meeting, event, travel, and hospitality technology leader.

- 3,000+ employees worldwide
- Over 80% of the Fortune 100 uses Cvent
- 25,000+ customers, with clients in over 100 countries
- 255,000+ hotels and venues are listed on the Cvent Supplier Network

What insights does Cvent offer for your hotels?
- Lead volume received/bid rate/conversion rate
- ROI on ad spend and recommendations to increase market share
- Competitive set intelligence
- Forward-looking data to act on need periods
- Planner sourcing behavior insights and market trends

RFP Types Sourced in 2017
- Meeting space & sleep rooms: 56%
- Meeting space only: 24%
- Sleep rooms only: 20%

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*Frost & Sullivan