CUSTOMER SUCCESS STORY:

InterContinental Berlin

Meetings and events are InterContinental Berlin’s bread and butter, and the hotel has been dominating the hospitality market for 60 years and wants this success story to continue for many more years and become the number one hotel in the MICE sector.

InterContinental Berlin is part of the InterContinental Hotels Group (IHG), home to the world’s most prestigious and well-known hotel brands, covering everything from international luxury to local comforts. With 550 rooms and 46 meeting spaces, InterContinental Berlin is the perfect venue for hosting any type of corporate meeting and events. The hotel has all kinds of facilities and spaces to accommodate association meetings, product launches, auto shows etc.

Products Used:

- Cvent Passkey
- MICE Marketing Solutions

Benefits:

- $200,000 in upsell revenue using Cvent Passkey 200
- 20% increase in RFP’s received through CSN
- 3% increase in Unique Planner organisations reached
- Increase Visibility
- Increase revenue for contracted room blocks
- Reduce manual processes
- Beat the competition

Competition Never Sleeps

MICE is InterContinental Berlin’s core business and their MICE objectives primarily revolved around maximising volume, occupancy and their average daily rate (ADR). Their positioning in Berlin — which is one of the most competitive markets in Europe — and the fact that they serve
a wide variety of demanding clients induces a lot of pressure. But forming meaningful connections with their clients isn’t an easy task, and they knew they couldn’t achieve that via the phone or email.

Dealing with room blocks was becoming a challenge. For the past 10 years, the hotel had been observing a steady rise in call-in allotment enquiries, and their biggest challenge was to administer them. If there was an event around the corner, InterContinental Berlin found themselves struggling with a mountain of emails and a ton of calls from clients and/or attendees for room bookings. This led to lots of frustration within the team. They knew it consumed a lot of time of the planner as well.

As time went by, these problems just escalated. Eventually, they came to the realisation that technology could help change the way they work and improve things. That’s when they learnt about Cvent’s solutions

Jumping the Curve

InterContinental Berlin came to Cvent with the specific goal of optimising their marketing strategy and room block management processes. They started testing Cvent Passkey during one of their busier seasons (when they usually had a lot of events). After finding out how much money and time they were saving with the tool, they decided to fully implement Cvent Passkey. They also got the opportunity to be more visible within the Cvent Supplier Network. InterContinental Berlin had a lot of repeat clients who they knew were likely to recommend them to others. And Cvent was the channel where such conversations came together, because of its nature as a prominent sourcing tool for hotels.

InterContinental Berlin has not only been able to fill the gaps in its processes, but also enhanced its MICE strategy. Within 12 months, the hotel proved their ROI and made approximately $200,000 dlls in upsell revenue using Cvent Passkey, they increased their RFP volume for MICE enquiries by 20% compared to last year and they also reached 3% more planners compared to last year.

With Cvent’s reporting features, they can look at the number of leads and referrals they receive, their lead volume, their revenue and converted revenue, and always keep track of their success and how they are performing. And the part they love the most is that the tool doesn’t end with reporting itself, but with the Cvent account manager, who further provides insights and solutions to market themselves better, and stay ahead of the game.

When asked how they’d quantify the time they saved because of PassKey, the hotel claimed that they’re now able to go a full working day out of five days a week without dealing with room reservations, answering questions, and selling and taking care of customers by themselves.

“Cvent definitely helped us to fill in not only the gaps, but also maximise our group bookings and MICE strategy. We were able to play the MICE Tetris game where we could fill need dates and find more business as we are highly visible alongside our competitors on the Cvent platforms”

– Maria Hoffmeister, Area Director of Sales and Marketing, InterContinental Berlin
Exploring New Possibilities

With Cvent in the picture, InterContinental Berlin is now able to do double the amount of work in the same time. Things are less stressful for their team and they now get to spend more quality time with their customers.

Without a doubt, the hotel cherishes its partnership with Cvent. “We couldn’t think of being so good at what we do without these solutions,” said the hotel’s Area Director of Sales and Marketing Maria Hoffmeister.

Working with Cvent feels like a unique partnership, where both parties are looking out for each other. Which is why, they plan to continue to incorporate Cvent in their strategy for the next five years. They now want to try to obtain more newer clients and try out different things, and with Cvent, they’re confident they’ll easily be on the radar of new and interesting companies.

Their advice to other hotels who are still considering using Cvent’s solutions is to just go ahead and “start working with Cvent”, because it’s guaranteed to be a reciprocated partnership that’ll have professionals on both sides. “They want to make you successful and it’s a very balanced kind of partnership,” said Hoffmeister.

“We would definitely like to work more with Cvent because they put us in front of so many companies, companies that at first glance, we wouldn’t have thought they were interested in our hotel. And I think that’s a perfect match.”

– Maria Hoffmeister, Area Director of Sales and Marketing, InterContinental Berlin

Become the Next Cvent Success Story.
Demo our solutions today to transform your meetings and events.