Melia Hotels International is one of the world's largest hotel chains, that has more than 370 hotels in 43 countries across four continents. Their brands include Gran Meliá, Paradisus, Meliá, Innsdie by Meliá, TRYP by Wyndham, Sol Hotels, and the Vacation Club in the U.S. The properties vary from five-star deluxe to three-star and four-star hotels, each targeting a different segment of the market. Due to their centrally located properties at major cities in the world, they are a leading name in the corporate travel business.

Concerned about the amount of time they spent on converting RFPs, Meliá Hotels International invested in the use of transient technology back in 2012 to proactively assist with administrative processes and to have an overall view of corporate business across their portfolio of 370 hotels.

People were spending a lot of time in the past dealing with an enquiry... Now, with Cvent, you have at least 90% of the information in one platform, instead of spending valuable time trying to figure out the full picture.

— Gianni Salvadori
Head of Global Sales UK and Ireland for Business Travel and MICE, Meliá Hotels International

Benefits:

- Reduce manual processes
- Target the right audience
- Avoid miscommunication
- Improve view of business across the hotel portfolio

Manual Means Mistakes

As a leading Spanish hotel chain that faces stiff competition from other large hotels, Meliá spent a lot of time identifying, segmenting and reaching out to corporate travel prospects on a daily basis. Before Cvent Meliá had a dedicated team that regularly checked and updated all information of their corporate clients, and also responded to any queries. A large part of this process was manually executed as it involved working on countless spreadsheets.

Meliá also knew how vital effective communication was, as it helped identify their clients’ needs and in turn made the clients understand what the hotel could offer them. But their client conversations were mostly handled via email or phone calls, which increased the scope for miscommunication. This sometimes led to situations where they misinterpreted their client’s requirements.

Targeting the right kind of clients was also a big challenge. To attain the kind of goals they had required reaching out to a large number of people, but that required huge manpower.
Over time, they realised they had to invest in a solution that would streamline their business and gave them a full view of corporate business within their hotel portfolio worldwide. It was also important to save time and improve the way they interact with clients. When they compared the different solutions available in the market, they became clients of Cvent Business Transient in 2012 as they found it was the most sophisticated and reliable the platforms.

A Success Story

Though their team had some doubts at the beginning about using Cvent Business Transient, once they found out the benefits of the platform there was no going back. With a tool like transient in place, it has become easier for them to communicate with clients in an organised manner without any room for misinterpretation. Earlier, the Meliá UK sales team spent as many as five hours a day on something as simple as responding to an enquiry. But this has now turned into a straightforward process where they are able to receive and reply to enquiries all through a single tool and throughout their hotel portfolio. Because of this, the hotel group finds it easy to start conversations and negotiations regarding corporate business, a task which in the past would have been unfeasible as it’d have involved a lot of travelling.

They loved that Business Transient has everything in one place, a feature which helps them tremendously with their daily work. They now no longer have to rely upon disparate systems to get their information regarding corporate business for their hotel portfolio.

The Future is Bright

Cvent is now cemented as a tool that transformed Meliá’s e-RFP processes. The hotel group has noticed the value that Cvent brings for their team and also the fact that they can keep a close eye on corporate business for all their hotels.

Their next objective is now to bring more hotels within their portfolio into using the Cvent Business Transient platform. They would also like to continue to train more and more members of their team to use the Cvent tool, as they know Cvent will continue to increase their corporate business RFP volume. They are strongly relying on Cvent to achieve their goals and targets for the next three to five years.

“The partnership we have with Cvent will get stronger, because we notice the value that Cvent can bring to us as a company, and for the team as well. It goes further than the platform and the fact that we have a full view corporate business for our portfolio, the account management side and support from the Cvent team is also great.”

– Gianni Salvadori
Head of Global Sales UK and Ireland for Business Travel and MICE, Meliá Hotels International

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