The Grandhotel Hessischer Hof and Schlosshotel Kronberg are prime venues when it comes to tradition and excellence. The two beautiful properties, both belonging to the Prinz von Hessen foundation (formerly known as the House of Hesse), have preserved the fundamental values and traditions that have been passed along for generations, while maintaining their status as two of Frankfurt’s most luxurious venues.

The two properties boast state-of-the-art MICE facilities and were looking to position themselves as premium international meeting venues, but they were sometimes struggling to spread the word. To raise awareness, new, innovative and creative marketing solutions needed to be implemented.

These 5-star properties, both owned and managed by the cultural foundation the House of Hesse, offer a total of 183 luxurious guestrooms & suites, 19 spacious meeting rooms and several outdoor spaces that make them the perfect venues to host a wide range of events, from corporate and social gatherings to more private and intimate events. Both venues feature tastefully furnished salons as well as artworks and paintings from the original founders of the House of Hesse, creating a unique, uncompromised experience for guests and travelers looking for traditional yet modern settings.

The Challenge

“A major challenge for privately owned hotels, especially with the international market, is that planners just don’t know about us. So it was very tricky to spread the word about our two properties,” says Lisa Schmitz, Director of Sales at the Grandhotel Hessischer Hof and Schloßhotel Kronberg.

Sales teams from both properties had to leave no stone unturned to advertise their advantages to event planners and relied heavily on offline marketing tactics to meet their numbers and reach out to a broader audience. “Without an international brand, we had to travel a lot, work very late hours, cover all the fairs and roadshows simply to make sure we were spreading the word about the two properties”. For Lisa and her team, it was not only difficult to manage in the long run, but also proved limiting when dealing with international clients.
“I would certainly recommend Cvent, especially for privately owned hotels, as we don’t have a large sales team like that of a branded chain hotel. Cvent is a great partner that provides effective marketing solutions, but also keep us informed about the latest MICE industry trends.”

- Lisa Schmitz, Director of Sales, Grandhotel Hessischer Hof and Schlosshotel Kronberg

The Solution

In an effort to learn about online marketing packages, the team decided to get in touch with Cvent in January 2018 and chose to use Premium Diamond listing and Suggested Ads solutions for their property. Both advertising options provide suppliers with flexible monthly terms to help generate more MICE business leads from all over the world. Their Premium Search placements allowed the venue to appear on each page of natural search results on the Cvent Supplier Network, while Suggested Ads helped reach flexible event planners that were sending RFPs to similar venues in their area, bringing in more qualified business to the venue.

Another advantage of the Premium Listing ad is that it allows the client to customise the messaging and images based on need periods, special promotions, booking windows, while also providing better insight on what is going on in the industry. By allowing them to dive into the numbers, Lisa recognises it has made the group more of an active participant in their local market. “The reporting and analysis functions help us to understand the market better. We can really dive into the facts and figures and understand industry, how our specific market is changing and what change is needed in the market”.

Capitalising on this new opportunity, the group decided to apply the same strategy to the Schlosshotel Kronberg and experienced even better results: within just six months of their partnership with Cvent, the venue increased the number of RFPs received by more than 115%, half of which coming from new organisations. Lisa credits the partnership with Cvent for much of its success: “Cvent helps us to become an even more trustworthy partner for event planners that don't know about us yet.”. In fact, both properties have successfully increased their international exposure without stressing their sales teams, helping in establishing themselves as a trustworthy MICE partner for international planners and organisations.

“Understanding our customers or our clients enables us to not only provide the perfect events for them, but also to create long-lasting relationships.”

The Outcome

Armed with smarter and more efficient marketing solutions, the hotel was able to increase their exposure and build awareness in the international market: what resulted from the partnership with Cvent was an impressive 63% growth in number of RFPs received and a whopping 127% increase in RFPs coming from new planner organisations.
Grandhotel Hessischer Hof

- 60% increase in RFPs received
- +57% conversion
- 127% increase in RFPs received from new organizations

Schlosshotel Kronberg

- 118% increase in RFPs received
- +51% conversion
- 58% increase in RFPs received from new organizations
“With Cvent, we were able to not only increase awareness but also increase of number of RFPs, especially from international clients. We see a great impact coming through our partnership with Cvent because we can count on Cvent to promote both properties to perspective guests.”

- Lisa Schmitz, Director of Sales, Grandhotel Hessischer Hof and Schlosshotel Kronberg

**What’s Next**

Lisa is thankful for her partnership with Cvent as she looks ahead to work even closer together. Going forward, both the Grandhotel Hessischer Hof and Schlosshotel Kronberg intend to leverage Cvent to build stronger relationships with their clients and use technology solutions to effectively deal with their MICE business challenges. Lisa is confident about the future of the partnership:

“The thing about the partnership with Cvent is that we aim for the same thing,” she says. “More inquiries, more success, but also spreading the word about our great properties in Frankfurt. We can really count on our account managers to support us and seek new opportunities. Sometimes, they just come up with all these different opportunities and we don’t even have to ask them. We work together on the same goal and we feel very supported and appreciated to be a close partner”, quotes Lisa. “We are curious to know what technology solution Cvent will develop next.”

**Products Used:**

- Search Ads
- Suggested Ads