The InterContinental Miami begins a new era of group business with Cvent Passkey – and a special focus on planner satisfaction.

“Cvent Passkey provides a better, seamless experience for our meeting planners. We can also see the efficiencies it brings to the property.”

- Robert Hill, General Manager, InterContinental Miami
Get into a Miami State of Mind

It would be fair to say that people visit the InterContinental Miami because it puts them in a Miami kind of mood. It's in the comfortable-yet premium vibe, and the aura of a hotel that reflects this city's mesmerizing quilt of color and experiences. Indeed, from the famous “skyline dancers” to the use of visual-art common areas and restaurants like Toro Toro, the InterContinental Miami represents the culture of a new Miami electrified by a vibrant and eclectic downtown.

It's all right there, at the heart of the action, and is a unique part of Miami's transformation. Led by General Manager Robert Hill, the hotel has over 101,000 combined square feet of space, with 35 meeting rooms capable of hosting 3,000 guests.

Creating Unique Service Touchpoints

The hotel's renovation in 2015 began a new chapter in the hotel's 35-year history, fusing that Miami mood with the property's standard of a premier luxury experience. “When you come to Miami, you come for a Miami experience,” said Hill.

“Here at the InterContinental Miami, we customize that experience with InterContinental luxury standards. It's something we do inside and outside the hotel. It creates unique service touch points: a menu offering, a wellness program, and of course uniquely local experiences that are just outside our doorstep. We want to offer something beyond the typical tourist experience.”
From Event Simplicity to the Miami Experience

That focus on the “experience” is an important part of what makes the InterContinental Miami a special group and events-focused hotel. According to Hill, they cater to around five conferences a week, from small 25-room events to large conferences that can take 600 rooms. As a result, the memories that planners leave with are vital to repeat business.

That’s something that takes more than skyline dancers. Or a celebrity chef.

To attract the right size, frequency and consistency of event business, Hill and the hotel team faced a new challenge: How to leverage the InterContinental’s new inventory reservation platform, and move away from traditional booking links? It had let them down several times and had hurt planner relationships. Eventually it even contributed to a broken attendee visit. The old way of booking links just didn't give planners what they needed.

“Here at the InterContinental Miami, Cvent Passkey just makes sense. Room blocks, upsells and reporting...it makes it easier for planners to do business with us.”

- Robert Hill, General Manager, InterContinental Miami
A Broken Experience, A Needed Solution

Hill’s team also found that if an attendee attempted to make a reservation for additional nights, the booking link would often crash.

To solve the problem, they turned to Cvent Passkey. And while the hotel is new to the technology, Hill isn’t. As a 26-year veteran of the hotel space, he was already deeply familiar with the software – and knew that it would do wonders for the InterContinental Miami.

“It’s still early days since our implementation, but we’re seeing immediate results,” said Hill. “Cvent Passkey makes that process much more seamless, and really does improve the way we look at it. We believe that it provides a better experience to our meeting planners and attendees. We can see the efficiencies that it brings to the property.”

Hill is quick to emphasize the primary point: Planners love Cvent Passkey. The previous snags and time-consuming rooming hassles that plagued planners as they worked with the property are no longer relevant. Today, the hotel is focused on creating convenience for planners, and unforgettable experiences for attendees.
Planners First and Foremost

If you ask Hill, Cvent Passkey is first and last a planner tool – one that creates across-the-board convenience for event planners, whether that constitutes making reservations or uploading the rooming list. In addition, planners also get the advantage of real-time status reports.

Mostly, though, the difference has been in the efficient way Passkey supports planners. The simple fact that rooming lists are automated and accurate – thus eliminating time-consuming and costly data entry – is an immediate and lasting benefit.

“Cvent Passkey gives much more visibility, and provides better communication, to planners. It’s also a revenue enhancement tool for the hotel. We can reach out to attendees via a promotion, and entice them to extend their stay into the weekend.”

- Robert Hill, General Manager, InterContinental Miami
Cvent Passkey and a Strategy for Success

Hill points to how, with Passkey, attendees can be confirmed before their arrival. Just that one small step makes the front desk conversation different, and far more valuable. “We started with 47 groups using the technology over the first few months,” said Hill. “We want to grow that to 80% as quickly as possible.”

For Hill, Passkey serves his overall group business strategy in three ways:

- **Focus First on Planners:** Adopt technologies and processes that put the planner front and center, catering to their needs, improving communication, and ensuring that their event tasks are simplified and transparent to the attendee.

- **Leverage Information for Tomorrow:** Dive into inventory and group data to forecast efficiencies and plot strategic revenue opportunities with the hotel’s group business. Through Passkey, the hotel (and planner) enjoys a real-time look into attendee tendencies and check-in patterns.

- **Optimize Revenue Gained from Every Attendee:** Make sure everyone extends their stay...or enjoys a small part of the Miami experience. In the white-hot competitive market of Miami, extending revenue opportunities is more than a nice-to-have. Indeed, the so-called “bleisure” trend is a reality at the Intercontinental Miami.
Efficiency and convenience go a long way no matter where you're located, but when you're in Miami it poses an opportunity to add significant revenue by helping to extend the experience. “Cvent Passkey gives much more visibility, and better communication, to planner and property,” said Hill. “It's also a revenue enhancement tool for the hotel – we can reach out to attendees via a promotion on Passkey. It's Miami – we want you to extend your stay into the weekend!”

That Miami experience is part of what planners and attendees expect, and that’s exactly what matters most to Hill and the team. For planner and attendee, no one should ever leave the InterContinental Miami with regrets – or a chance to fully experience that Miami state of mind.
Cvent Passkey for Hotels and Destinations

Cvent Passkey streamlines and automates meeting and event bookings for hotels, DMOs, and venues — creating valuable upsell opportunities for hoteliers. Event planners benefit from a centralized room block and reservation management system, and hotels can promote room upgrades, extended stays, and other amenities to group guests.

- Automatically promote and sell room upgrades, extended stays, amenities, and packages.
- Sync real-time updates to CRS, PMS, revenue management, distribution, and sales and catering systems - eliminating errors and saving time.
- Planners get tools that help them easily upload block lists, reduce attrition risk, and ensure that guests book inside of the event’s room block.

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

Cvent provides easy-to-use, integrated technology solutions to maximize the impact of meetings and events of all sizes. We help organizations plan and market events, execute onsite, engage audiences, and measure and analyze results.

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