To be among the best at group business, start here:

In part, this simple approach is how the Omni Nashville, JW Marriott Austin, and Aria Hotel and Casino made it to the top of Cvent’s 2019 Top Meeting Hotels list. Compiled by analyzing meeting and event booking activity through the Cvent Supplier Network (CSN), the annual list ranks hotels based on group business performance according to criteria such as total requests for proposals (RFPs) and conversion rate.

HERE ARE A FEW PRACTICAL TIPS AND IDEAS ABOUT WHAT MAKES A SUCCESSFUL GROUP EVENT OPERATION:

1. Make the customer top priority—always.

2. Apply a consistent & optimized approach to sales and marketing.

3. Know your hotel, and continually invest in the experience.

Though each of these hotels is fundamentally different, all focus on similar points, such as the application of technology, the keys to a good site visit, and the importance of establishing a human connection.

**OMNI NASHVILLE**

Looking to take a large group to Austin? It’s likely you’ll wind up at the JW Marriott.

Sure, it’s among the largest properties in the area, but it’s also because the hotel is located right at the heart of this dynamic city—at the center of all things Austin, whether that’s live music, street eats, or SXSW.

**JW MARRIOTT AUSTIN**

Aria is the kind of place where you want to linger. Located in Las Vegas, it features a design that keeps it unique compared with the rest of the hotels in the city.

It’s just not like anything else around, in fact. It’s a calming breath of fresh air in a city of bright lights—all of which is by design.

**ARIA**

If it’s the Omni Nashville, it’s all about Music City, Southern cuisine, and homemade pimento cheese. And one more thing: an exceptional customer experience.

Omni Nashville notes the customer top priority by connecting in meaningful ways and always keeping the guest at the heart of their experience.

Here are a few tips on how to best spur your next group travel trip, so you’ll be more than prepared and well-ahead of the competition.

**OMNI NASHVILLE**

**JW MARRIOTT AUSTIN**

**ARIA**

**KEEP AUSTIN WEIRD**

AUSTIN, TX

**VIVA LAS VEGAS**

LAS VEGAS, NV

“If a lead comes in, drop what you’re doing. It’s simple. They’re sending it to you for a reason, so it should your team’s No. 1 priority. Jump on it right away—no excuses!”

“First, you have to know to and understand the golden objectives of your business. Next, you have to listen to your guests and make sure you understand their needs and wants. Finally, you have to continually invest in your property.”

LEARN MORE BY VISITING CVENT’S TOP 100 MEETING HOTELS IN THE U.S.