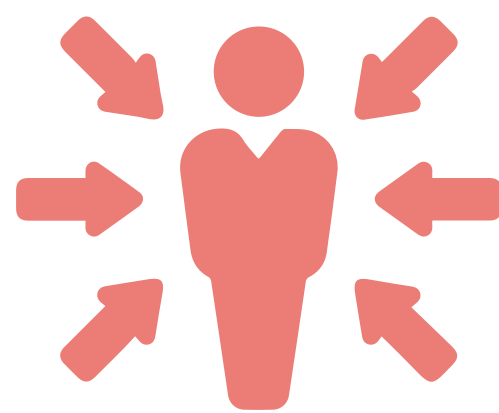


# Best of the Best: Top Meeting Hotels

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

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.**



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:**

## OMNI NASHVILLE

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 makes the customer top priority by connecting in meaningful ways and using technology to power that experience.

Here, everyone is part of the team with one goal: make every guest feel something special, so they want to come back again.



**KEY RESULT:**

**+121%**  
**IN AWARDED RFP VALUE**

“

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

## JW MARRIOTT AUSTIN

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.



**KEY RESULT:**

**\$1,247,534**  
**TOTAL INCREMENTAL REVENUE GAINS**  
Through Passkey

“

*“What we do is first make sure our planners (and our guests) are happy by executing on the basics. Then we map the diversity of Austin experiences to great ideas that make planners want to come back.”*

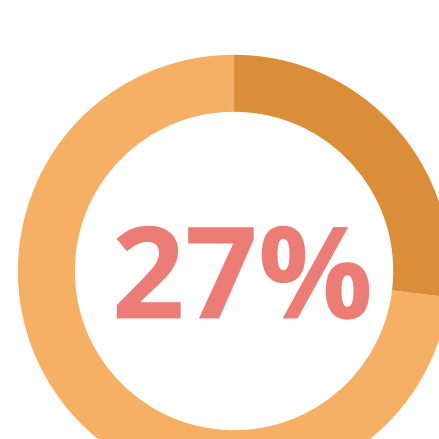
## ARIA

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.



**KEY RESULT:**



**FASTER BID RATE**

Than Comp Set Over Past 12 Months

“

*“First, you have to listen to and understand the golden objectives of your customers. Next, you must study and identify who you are as a hotel – and how you should best cater to the right needs and wants of customers. That's especially important if you focus on group business. Finally, you have to continually invest in your property.”*

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.



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

### Sources

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