



CUSTOMER SUCCESS STORY



InterContinental Vienna

How InterContinental Vienna uses Cvent technology to win new MICE business and increase efficiency.



Introduction

For **InterContinental Vienna**, securing MICE business isn't just about having an iconic location in the heart of Austria's capital—it's about ensuring planners can easily discover, engage with, and book the hotel. With 60-70% of its meetings and events business coming through Cvent, according to the property's head of commercial, Garry Loeffgen, visibility and internal efficiency are key to its success.

As one of Vienna's premier luxury hotels, InterContinental Vienna offers 392 elegant rooms, more than 1700 square metres of meeting facilities for planners to choose from, and a prime city-centre location near historic landmarks and cultural attractions. Its world-class service and cutting-edge event technology make it a top choice for planners seeking a seamless, memorable experience.

InterContinental Vienna relies on Cvent, leveraging tools like Planner Navigator, CSN Advertising, and Cvent Passkey to enhance its visibility, streamline operations, and secure more MICE bookings. "Cvent is one of our most important distribution partners," said Loeffgen. Here's how the hotel transformed its approach to winning—and managing—MICE business with Cvent.



INTERCONTINENTAL®
WIEN

100%

Response rate in 2024

€2.7M

Worth of RFPs bid on through RFP Showcase

68%

of RFPs from Suggested Ads are from new planners



“ Cvent has developed more tools that are interesting not only for the suppliers but also the buyers. RFP Showcase is great. If a customer does not find something or it is at the very last minute and he does not have time to look at all the hotels, he simply submits to the Showcase for the first seven hotels to answer. Our possibility is much higher that we will generate that booking. ”

Garry Loefgen,
Head of Commercial

The InterContinental Vienna is in the perfect location in central Vienna, with stunning amenities and ample room for meetings and events. They strategically use their advertising budget on various CSN Advertising to attract the right planners and engage them proactively on the platform.



CHALLENGE



A luxury hotel in a European capital sets ambitious goals to win more MICE business, manage leads efficiently, and improve planner engagement.

Europe is full of popular MICE destinations. Vienna competes with cities like Berlin, Prague, and Barcelona for the same RFPs. This means that venues like InterContinental Vienna need to stand out and make a lasting impression to be selected. In addition, finding and engaging new customers requires significant time and personalised outreach. This is all the more important with the influx of new event planners entering the industry. “How do we find new customers or potential customers? On the one hand, it is travelling, doing trade shows, participating in forums, and organising sales calls.” For Loeffgen and his team, the hotel’s marketing needed to be smarter and more targeted to attract higher-quality leads and convert more RFPs.

Efficiency is also key. With limited staff, time, and resources, InterContinental Vienna needs to be agile. Before using Cvent technology, however, agility wasn’t always possible. The hotel struggled with planners submitting RFPs that were not well-qualified. “If we get requests for 500 rooms and they need a plenum for 1,000 people, that’s, unfortunately, a direct turndown, which is also a shame for the planner because he didn’t check

our capacities.” Detail-oriented event professionals would include many custom questions, even for small events. Forty-two percent of the nearly 400 RFPs the hotels receive yearly through the Cvent Supplier Network are for peak room nights of 50 or fewer. “Some leads have 100 questions, even for a small request with 50 rooms,” said Loeffgen.

The goal is not just to receive more RFPs, however. Loeffgen and his team needed to communicate clearly to planners when sourcing and stand out from the crowd with their proposals to win the business. Making their profile informative and their proposals visually compelling and competitive was critical.

SOLUTIONS



Cvent technology increases venue visibility and lead generation, improves the sourcing process for planners, and designs a more efficient booking process for group room blocks.

InterContinental Vienna invested in Cvent technology to save time, win more MICE business, and manage it more effectively.

CSN Advertising Solutions

CSN Advertising Solutions has helped InterContinental Vienna stand out in a competitive market, and they use this in conjunction with Cvent data. By actively tracking their competition, they adjust their strategy to compete against cities and venues where they frequently lose business. It's also important for the hotel to ensure their listing is always optimised and updated by including the latest photography, floor plans, promos, and descriptions. This results in better quality leads because planners understand how the venue fits their needs. "We have a Four Diamond listing. The more detailed the listing is, the easier it is for planners to find everything they need. Do we have the latest photos? Are our awards all displayed? Are our promotions up to date?" These are all factors Loefgen regularly assesses regarding their profile and additional advertising like suggested and competitive market ads.

Cvent Passkey

Cvent Passkey simplifies room block management, reducing manual work and errors. Features such as smart alerts and customisable templates help with communication bottlenecks. "Passkey is an absolute win-win. It saves time because we can upload a list of 300 guests into the PMS system in minutes instead of manually entering everything." The tool also connects through a two-way secure connection to the hotel's existing tech stack, creating a secure experience for planners. "Cvent Passkey is absolutely DGSVO compliant. The data goes directly into the PMS and is completely encrypted."

Planner Navigator

Planner Navigator helps Loefgen and his team understand planner behaviour and target planners requesting venues in Vienna. The tool gives them data about planners sourcing locations and venues like theirs but did not include InterContinental Vienna in their RFP.

SOLUTIONS



Cvent technology increases venue visibility and lead generation, improves the sourcing process for planners, and designs a more efficient booking process for group room blocks.

It allows the sales team to proactively reach out and discuss the possibility of bringing the event to their location. “Planner Navigator helps us make cold acquisition less cold. We know they’re already asking in Vienna, so we reach out and ask, ‘Why not us?’ We can still respond to the lead.”

Smart Custom Proposals

The hotel uses [Smart Custom Proposals](#) to improve the presentation of proposals, making them more compelling and competitive. The team quickly creates custom templates in the drag-and-drop system. “We improve our profit, ADR, and RevPAR via Cvent technology. We have Smart Custom Proposals, which means [our proposals] look better. The customer can also imagine it in a completely different way.” The comprehensive information Loefgen and the team can include makes it easier for event planners to make educated decisions they feel confident about.



RESULTS



Stronger MICE performance, increased efficiency, and higher revenue and upsell opportunities mean more success for a luxury property.

Cvent technology helped Loefgen and his team improve the hotel's visibility online and generate more leads. For example, [RFP Showcase](#) helped introduce them to additional business they would have otherwise missed. In 2024, they bid on RFPs for nearly 8,000 room nights worth €2.7M. Meanwhile, more than 15,000 sourcing planners have been exposed to their Suggested Ads content. Their competitive market ads had more than 20,000 impressions, enticing planners looking at other cities and properties to the luxury offers of the InterContinental Vienna: "We are always at the top with our Four Diamond package, plus additional banners and marketing ads. That brings in a lot of business—sometimes 60 to 70% of our MICE bookings."

According to Loefgen, the hotel is consistently ranked among the top two hotels in Vienna on the Cvent Supplier Network, improving its competitive position. Loefgen and his team's hard work helped them achieve a response time of under five hours, gaining Cvent's Top Responder badge on their profile. This boosts credibility with planners.

Meanwhile, tools like Cvent Passkey help the hotel generate additional revenue. "Through Passkey, you have the opportunity to easily run upsells. You can make additional sales, whether a VIP treatment, airport transfer, or pre- and post-nights. So, of course, we're generating more revenue on top."

Finally, it's not only the technology that helps, according to Loefgen; it's the support from the Cvent team. "What exceeded our expectations is that [our account manager] does the research. When we have our reviews, he has the numbers ready. He also knows what to do. 'Watch out, this contract expires. Maybe we should look at this city.'" The hotel is ready to impress event professionals and win more MICE business, whether they are competing with local hotels or with other major metropolitan areas in Europe.

RESULTS



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Building a reputation

3,800+

Reservations through Passkey in 2024

10,700+

Room nights through Passkey in 2024

700+

Floor plan views in 2024

53%

2024 bid rate

Cvent products the InterContinental Vienna uses:

CSN Advertising

Cvent Passkey

Planner Navigator

Smart Custom Proposals

Interactive Floor Plans

RFP Showcase





Cvent is a global-leading meetings, events, travel, and hospitality technology provider.

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

Learn more at www.cvent.com or contact us at 866.318.4358

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