



CUSTOMER SUCCESS STORY



# Renaissance Reno Downtown Hotel & Spa

Inviting event planners to a new Reno experience in a community-focused hotel



# Introduction

People think they know what to expect when visiting Nevada. Most immediately picture deserts and casinos. But Reno shows planners and attendees there is much more to the state, including mountains, alpine lakes, trendy restaurants, and luxurious accommodations. Planners who choose Reno can find a little of everything, including the famous attractions that make the bigger cities sparkle.

Even within this niche ecosystem, specialized hotels thrive. The [Renaissance Reno Downtown Hotel & Spa](#) is one of only two non-gaming, non-smoking full-service hotels in the city. It was rebranded in 2017 as a Marriott property and updated its reputation to claim a unique spot in the city's hospitality landscape. What used to be the hotel's gaming floor was turned into a bocce outdoor lawn with two courts, seating areas, and firepits. This change allows visitors to network, relax, and enjoy the local amenities.

The Renaissance Reno Downtown is a smaller hotel with only 214 guest rooms and 13,000 square feet of meeting space. That doesn't mean it doesn't take meetings and events seriously. The sales and marketing team uses the technology available to build relationships with event planners searching for their unique offerings. "Casinos set up their properties specifically so you will roam around the hotel

and the gaming floor and check out attractions within the building. Whereas our hotel very much wants you to get out and explore. We get RFPs where they want to be somewhere downtown. That's our perfect client," said Danielle Kading, assistant director of sales and catering. The hotel relies on Cvent advertising and prospecting tools to connect with planners who fit this profile.

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RENAISSANCE®  
RENO DOWNTOWN HOTEL & SPA

11%

increase in RFPs received

8%

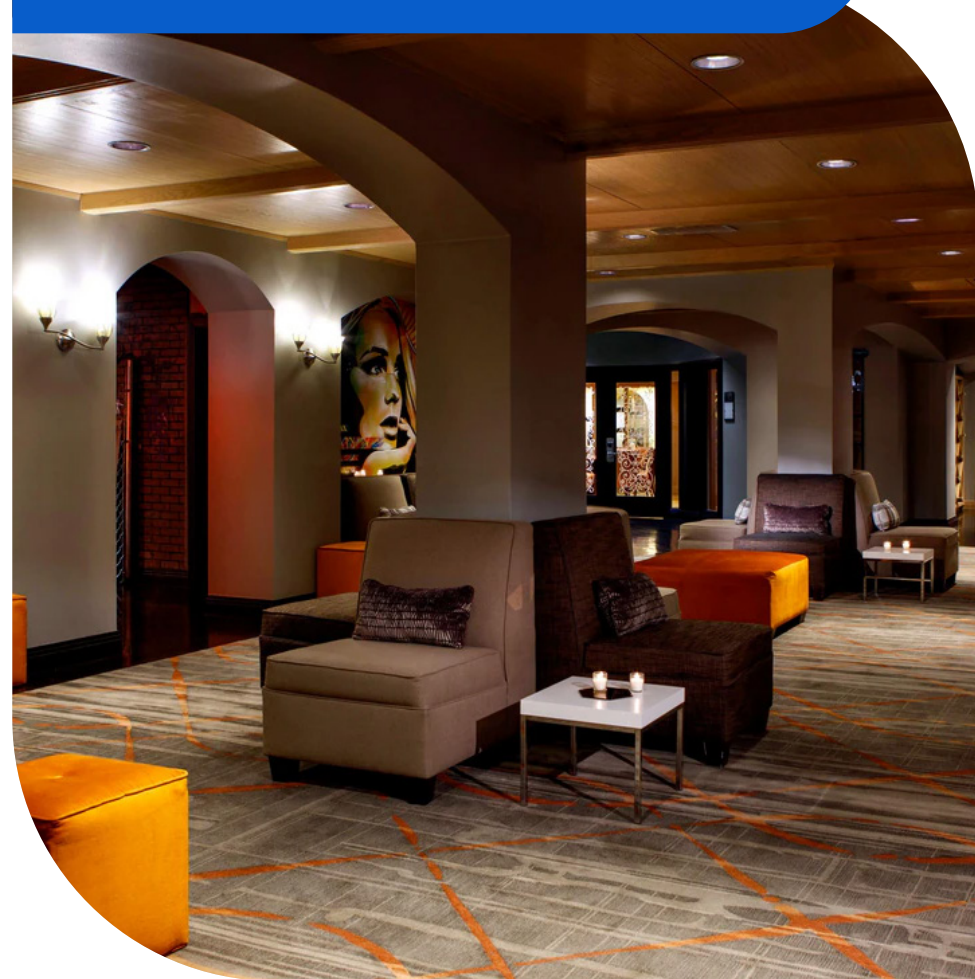
increase in received  
RFP value



“ Planner Navigator is awesome and getting more awesome all the time with new features that have come out. It’s a great way to find planners who have sourced other hotels in the area that haven’t sourced your hotel. ”

Danielle Kading  
Assistant Director of Sales and Catering

The Renaissance Reno Downtown Hotel & Spa has 13,000 square feet of flexible event space. Their sales team uses Planner Navigator to build connections with event professionals who value unique spaces and the ability to take their group outside the traditional ballroom and enjoy the local community as part of their event schedule.





## CHALLENGE



As one of the only non-gaming, non-smoking hotels in Reno, Nevada, they required a way to engage event planners who were searching for a unique experience

With 214 guest rooms, The Renaissance Reno Downtown Hotel & Spa is intimate. 68% of its received RFPs are for groups of less than 100 attendees. Their comfortable size and being non-smoking and non-gaming in Nevada give them a unique profile and sets them apart from other local properties. “There are a lot of groups all over the world that cannot book gaming properties or properties with smoking, for example, those that are promoting a healthy lifestyle,” said Kading. “That becomes a challenge, especially in this area where most properties are gaming.”

The sales team prioritizes communicating that Reno has many options, not all of which revolve around gaming. Reno is just miles from Lake Tahoe, and within walking distance of the Renaissance Reno, guests will find restaurants, clubs, distilleries, museums, outdoor activities, and the 600,000-square-foot Reno-Sparks Convention Center. The Renaissance Reno Downtown offers a unique experience for the destination, focusing on comfort inside and the opportunity to explore just outside the door.

Kading’s challenge was connecting with event professionals searching for this type of environment. “We are targeting those

looking for a downtown experience where they are doing dine-around events or looking to do an activity off-site as a group. There are a lot of options right here for their various program needs. We meet that niche for them.” Knowing their ideal customer, they needed an efficient method for finding and building relationships with qualified event planners.



## SOLUTION



# CSN Advertising and Planner Navigator enabled the hotel to connect with the right planners and build profitable relationships

“**Planner Navigator** is a great way to find planners who have sourced other hotels in the area that you may have missed or who haven’t sourced your hotel but may have an RFP that fits the hotel,” said Kading. This technology allows the team to proactively find new event planners and qualify them based on the events they typically source. More than 17,000 planners sent an RFP for the first time through the **Cvent Supplier Network** in 2023, and Planner Navigator enables hotels to access some of those new planners who source venues like theirs.

Planner Navigator also highlights “planners you know” who have sourced your property in the past but have other events they aren’t currently considering you for. You can base your outreach on an existing relationship and streamline your prospecting efforts. “For the planners that have booked or sourced here before, they may have an RFP out there that, for some reason, they didn’t source us on. I can find those RFPs and reach out to them and see if they are interested in our hotel. Just to have another conversation is nice,” said Kading.

The hotel also uses **Diamond Advertising and Suggested Ads** to

attract new business. “We advertise that we are the only Marriott branded, non-gaming, non-smoking full-service hotel in the region,” said Kading. “We express in our ads that the hotel is a perfect central location where you can either walk to attractions and dining or they are just a quick shuttle ride away. There are lots of options right here.”





## RESULTS



# Engaging groups looking for a unique space where they can meet comfortably and experience the destination with robust outreach efforts

"I've reached out to several planners in Planner Navigator that have since sourced us on business," said Kading. "Knowing their clientele and seeing their market segments and where they typically source helps get to know the planners. I can communicate with them more fluidly to see if there's something they might be able to source currently with us or so they'll think about us in the future."

In 2024, more than 45,000 CSN visitors saw the Renaissance Reno Downtown's Suggested Ads. Even with an 11% annual increase in the RFPs received, the team maintains a 100% response rate and an average response time of less than nine hours. Their 80% bid rate gives event planners more options for holding their events at the venue. In 2024, it resulted in a 44% increase in their awarded RFP value.

The ease of building relationships and responding to inquiries through the Cvent systems means that Kading can meet the needs of planners, whether they know exactly why they want to go to Reno or had never considered it until the Renaissance Reno Downtown team reached out through Planner Navigator. In 2024,



the number of new organizations submitting RFPs to the hotel increased by 50%, partly thanks to their proactive outreach to the 126K+ active planners sourcing on the CSN. "Cvent is top quality when it comes to planner databases and planner programs to source."

## RESULTS



Engaging groups looking for a unique space where they can meet comfortably and experience the destination with robust outreach efforts

Building new relationships

38%

Annual increase in RFPs received through Suggested Ads

94%

Of RFPs from Suggested Ads are new planners to the property

76%

Of total RFPs are from new planners to the property

14.3%

Conversion rate

Cvent products Renaissance Reno Downtown Hotel & Spa uses:

[CSN Advertising](#)

[Planner Navigator](#)





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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.

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