

cvent

CUSTOMER SUCCESS STORY

Fairmont Singapore

Using technology to generate
new opportunities and grow in
the APAC market





Introduction

Meetings and events are more important than ever. APAC markets are not only recovering, they are seeing year over year growth like never before. To make an impression on time-strapped planners and be seen as the leader in hospitality market, Fairmont Singapore needs more than a large ballroom.

Fairmont Singapore was recently crowned as the #1 meetings and events hotel in the Asia-Pacific region, by Cvent in their much-anticipated annual Top Meeting Hotels List for Asia Pacific 2023. With its central and well-connected location in Singapore, the hotel helps event professionals cultivate unique event experiences for their attendees. The hotel offers an upscale experience keeping pace with the ever-expanding event expectations of the MICE industry.

The MICE team at Fairmont Singapore is always on the toes taking minimal time to respond providing the customers' needs with an eagle-eyed approach. They offer luxury, unparalleled service, and expertise for every event. Apart from these facilities, the hotel is a loud advocate for sustainability and even ensures it's maintained during their events and day-to-day services. However, building a global presence while diversifying their events turned out to be quite a challenge for the hotel.



CHALLENGES



APAC's top MICE hotel needs a powerful tool to leverage planner data

The last couple of years have been a wave of change. Changes in the planner demographics, staff shortages, and so on have emerged as new-world challenges in the MICE market. With event planners demanding a more diversified approach towards the events, the unsaid challenge was to keep offering a unique experience to the attendees to ensure maximum engagement. Keeping track of the analytical data also plays a pivotal role in assessing the success of an organisation.

Facing these same challenges, Fairmont Singapore was also planning on strengthening its roots in the Asian market. There is a whole new generation of planners who are bringing new ideas to the table with an understanding of how venues can support an event experience. The pandemic brought about a venue reawakening with a major shift in event experience.

The hotel was straining to track shifts in demand and leverage planner data to the fullest which was hampering them in coming up with a concrete strategy to keep pace with their competitive set. The lack of analytical data that would aid them in staying up-to-date with the industry trends and reaching out to new planners was a challenge they needed to overcome.





Measuring success with Cvent's Business Intelligence solutions

Fairmont Singapore credits Cvent's Business Intelligence and marketing tools as a key factor in their success. The hotel uses a suite of Cvent technology to build a global presence and generate significant leads. With the accessible data, the hotel tracks shifts in demand, analyses any kind of surge to better understand their manpower needs, and leverages planner data to generate opportunities, particularly in Asia, where they aim to grow their presence.

Cvent Business Intelligence tools have proven to be a significant asset to Fairmont Singapore. *"Not only can we measure our success, analysing past and forward-looking data as well as year-on-year trends, but we're also able to view this in comparison with our competitive set."*, says Theo Ocks, Commercial General Manager, Fairmont Singapore and Swissôtel The Stamford. Being able to compare their data not only allows them a competitive advantage but also allows them to identify areas for improvement, sharpen themselves, and better their business.





Measuring success with Business Intelligence analytical data

With higher planner adoption of Cvent in Singapore, the hotel has witnessed a noteworthy increase in local planner sourcing as well through the Cvent platform. In comparison to previous years, this has meant a real diversification in the types of events they have facilitated. The hotel leverages **Cvent Event Diagramming** for its events, complex or unique. This year so far, the hotel has leveraged the tool to create 1,100 events including 2,559 3D event diagrams to help planners design their events. **The hotel already has 283 future events planned for which they intend to leverage the Cvent Event Diagramming tool.**



979

Total Events Created

2,358

Total Diagrams Created

6,097

Total export Clicks

RESULTS



Winning RFPs and driving conversions with Cvent technology

Cvent tools such as Cvent Business Intelligence and marketing solutions have helped Fairmont Singapore drive stronger leads and better conversions. **The hotel has experienced a 215% rise in its RFPs, receiving 321 RFPs this year so far.** The Cvent platform helps keep the hotel at the forefront of the minds of local as well as international planners. *“The visibility that Cvent affords us has helped firmly position us as a choice venue.”*, adds Theo Ocks, Commercial General Manager, Fairmont Singapore and Swissôtel The Stamford.

Fairmont Singapore is proud to be the #1 hotel in the Asia-Pacific region and believes that the recent recognition from Cvent is bringing additional attention to the venue and its team. The hotel claims that its ongoing partnership with Cvent will continue to be an integral part of its MICE strategy in the future. .



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

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

Learn more at www.cvent.com or contact us at 8008526956

Learn more



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