



Located next to Darling Harbour in Sydney's Central Business District, Hyatt Regency Sydney is the largest hotel in the city, offering 892 guestrooms, unique dining experiences and flexible meeting and event spaces. The hotel features 3,700 square metres of convention space, including two fantastic ballrooms overlooking the Darling Harbour, and 21 individual meeting rooms which can accommodate any large or small event.

“Hyatt has been a proud partner of Cvent for a long time. We’ve always seen great success using Cvent, so when we were opening Hyatt Regency Sydney, Cvent was really a perfect partner for us. We could leverage their platform in spreading the word about opening of the hotel very quickly and effectively.”

–Malcolm Zancanaro, General Manager, Hyatt Regency Sydney

Challenge

Launching a brand-new property in the area where competition is extremely high doesn't come by easy. The team at Hyatt Regency Sydney wanted to spread out the launch news across the globe, so they could grab the attention of international event planners. They wanted to promote their newly re-branded property most quickly and effectively—and so they partnered with Cvent!

Solution

Using Cvent's marketing solutions, Hyatt Regency Sydney acquired instant visibility in front of event planners and corporate travel buyers searching for event venues and accommodation in Sydney. The hotel was able to find the right buyers and successfully meet its business goals. In fact, the very next year after its successful launch, the hotel won the number one spot on Cvent's 2018 and 2019 lists of top meeting hotels in Asia Pacific.

Product Used

Diamond Marketing Package