

## CUSTOMER SUCCESS STORY:

*Taj Hotels Palaces Resorts Safaris*

The MICE segment of **Taj Hotels Palaces Resorts Safaris** forms about 20-25% of the overall top line of the business. To push the number even further, the team wanted to increase their brand awareness among event planners across the world.

*“ It’s been a wonderful partnership with Cvent, built over a period of six to seven years. We’ve developed a lot of solutions, we’ve learnt and implemented based on the advice given by Cvent, and we’ve seen great results.”*

– **Suku Verghese**

Associate Vice President  
of Sales - India, Taj Hotels  
Palaces Resorts Safaris

With over 100 hotels in 62 destinations, Taj Hotels Palaces Resorts Safaris is proud to be one of the largest and finest collection of hotels in Asia. Part of the Taj umbrella (which also includes brands **Vivanta by Taj** and **The Gateway Hotels and Resorts**), the hotels are renowned for delivering a unique flavour of hospitality that offers world-class experience while remaining deeply rooted in its local heritage.

#### Major Challenges:

- Building awareness among new planners
- Reaching out to the right MICE audience

## The Brand Eclipse

As an active player in the MICE segment, Taj Hotels Palaces Resorts Safaris could sense the evolving market dynamics with the change in expectations of its customers. While planners sought out unique, memorable venues for their growing number of events, the Taj team recognised a need to solidify brand awareness among the more novel set of event planners. “There’s always that new planner, a new event manager, or a new wedding planner, who crops up somewhere every day. I want to make sure that we are in front of him as well. So, if you ask me the single biggest challenge – it is to keep reaching out to the new set of meeting consumers,” says **Suku Verghese, AVP of India Sales, Taj Hotels Palaces Resorts Safaris**.

Taj also sensed a shift in planners’ venue sourcing behaviour and realised that they were now booking smaller groups, meeting for shorter periods, and looking for venues not far from their base cities. To increase its visibility among new corporate meeting planners, the hotel group wanted a marketing solution that would differentiate it from the rest of the pack and boost its presence in niche markets. After weighing several options, Taj saw the value of investing in Cvent.

**35 times**  
ROI

**14%**  
Increase in Unique RFPs

**55%**  
Conversion rate\*

\*Awarded RFPs divided by the number of bids submitted | 2016 Stats

**“** *The Cvent platform is a superbly designed tool for any hotelier. There are two elements that I like the most about the platform. One, there is a whole suite of products that you can choose from. The second is analytics - the amount of data that is available and the way we can slice and dice that data to understand what's going well, what has to be improved and move ahead.*

**”**

**– Suku Verghese**

Associate Vice President  
of Sales - India, Taj Hotels  
Palaces Resorts Safaris

## The Fruitful Partnership

Cvent's Marketing Solutions have helped Taj Hotels Palaces Resorts Safaris maximise their brand's presence and reach a wider MICE audience across the world. "Cvent has been an excellent partner. Over the last six to seven years, they've helped us in reaching out to a much wider audience, at the right place, in a very targeted manner. And that's been the biggest solution that I've seen in the MICE space for us," adds Verghese.

Taj has been able to leverage its varied set of properties and experienced a 25% increase in total RFPs and a 16% growth in total room nights.

## Anticipating a Prosperous Future

With Cvent's tailor-made marketing solutions, Taj Hotels Palaces Resorts Safaris experienced a 35% year-over-year increase in ROI, and the hotel group expects the number to grow even more in the near future.

Taj strongly feels that its long-term partnership with Cvent has played a key role in their success and intends to incorporate Cvent in their future marketing strategies. "I truly believe it's been a wonderful journey with Cvent. It's a benchmark, in terms of how organisations should be working with clients," stated Verghese.

**Products Used:**

[Group Marketing Solutions](#)