CUSTOMER SUCCESS STORY:

Villa Kennedy, a Rocco Forte Hotel Frankfurt

Villa kennedy, a Rocco Forte Hotel in Frankfurt needed an interactive and attractive way to advertise its product portfolio to potential customers both locally and globally. The venue was looking to increase conversions, provide tailor-made solutions, and build loyal clientele.

> " *Cvent and Villa Kennedy share the same 5-star-superior approach, which is very helpful and beneficial. With Cvent we reach potential clients we normally don't/ heavily reach. Furthermore, we're now able to upload a variety of imagery which makes it easier to promote our product.* "

— **Georg Plesser**
General Manager,
Villa Kennedy, a Rocco
Forte Hotel

Villa Kennedy is a historic villa set in the exclusive neighbourhood of Sachsenhausen, nestled just off the Main River and close to both the commercial district and Frankfurt International Airport. This award-winning luxurious hotel comprises 163 spacious bedrooms and suites that provide maximum comfort and ease to visitors. Apart from providing the ultimate in comfort, cuisine, and leisure, Villa Kennedy also offers the perfect venue to host conferences, meetings, or events for up to 300 people. From a grand gala to an intimate business meeting, Villa Kennedy hosts every occasion with great style.

Over the years, the team has successfully planned, coordinated, and performed an array of projects, including numerous conferences, executive meetings, roadshows, fashion shows, dinners, incentive events, weddings, as well as car and product launches. Villa Kennedy is positioned as the finest in Frankfurt, perfectly located for business or leisure guests due to its closeness to both the airport and the business district.

Major Challenges:
- Tap international markets
- Create an interactive group business strategy
- Competitive rates

Inspiring Strategic Marketing

In its bid to become the "the only choice" for guests seeking a luxurious city resort, the venue sought an innovative and attractive way to promote its unique features and services. But with a less interactive group business strategy, the team was struggling to present its product portfolio to entice potential consumers and build a loyal clientele. They relied heavily on advertisements placed in MICE magazines, but that restricted their brand awareness in the global markets they also wanted to reach.

Solid as a Rock

" *We do very much value the support received by Cvent. There's always a contact person in reach we receive very quick feedback.* "

— Georg Plesser

General Manager,
Villa Kennedy, a Rocco
Forte Hotel

Villa Kennedy joined hands with Cvent in 2013 to help increase its conversions from old and new clients. To showcase the hotel's luxurious ambience and facilities, the team started using Cvent's advertising platform to achieve better visibility and build awareness in the international market. By uploading a variety of images on the platform, Villa Kennedy can now easily promote its products and expand its reach to the international market. The team can now attract clients even better by customising the client's offer and providing a tailor-made solutions for their needs. With an over 50% increase in total number of RFPs received, the venue has outpaced the Frankfurt market by 14%. Their new marketing strategy also helped them attract a client that held several events in a row over half a year.

Cvent's international awareness and its established customer relations have allowed the team to increase its total number of room nights by 51%, outperforming the local market by 19%. Villa Kennedy has surely become the go-to place in Frankfurt, with an imposing stature that unites luxury and personal and attentive service.

Products Used: Cvent Supplier Network   Cvent Reporting   2-star Diamond Listing

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