



# mmx meetingmax

## Case Study

### Success Story



*The Bloomington CVB has consistently grown their annual room night revenue by following these housing procedures.*

### SITUATION

When the Bloomington, Minnesota Convention and Visitors Bureau licensed the Meetingmax room block management software they initially decided to run the majority of their group business through the system. They managed over twelve events in their first year alone. They soon saw an opportunity to normalize fees, keep business local, and re-invest into marketing and sports grant programs.

### SOLUTION

By streamlining their housing procedures, the Bloomington CVB has grown their housing business substantially. They focus on:

- **Targeting the Right Groups:**  
Bloomington determined that their ideal target market was sport groups and focused their attention on this. They created a list of characteristics found in their ideal client and use this list regularly to help determine if housing is the right fit for a new piece of business.
- **Building Relationships:**  
For Bloomington, trust is paramount between them and their hotels and planners. They listen to their stakeholders and set realistic expectations for both parties. The bureau frequently meets on site with participating event hotels, reviewing new software features with them, and ensuring they are fluent in the Hotel Control Panel.
- **Inventory Management:**
  - **Sub-blocks:** Meetingmax sub-blocks are used for all events that have team or group bookings. Bloomington has found that it's easier for planners to track sub-block inventory, and customized links help to personalize the experience for teams.
  - **Shoulder nights:** As a destination, Bloomington wants to promote extended stays; having three days pre and post event has been important in their success. They've found that planners often overlook shoulder dates and it's an important component to include. Meetingmax makes it easy to include and manage this additional inventory inside the application.



## BLOOMINGTON CONVENTION & VISITORS BUREAU

The Bloomington Convention & Visitors Bureau (CVB) is the marketing arm for Bloomington, Minnesota, and aggressively market the city, area attractions, and the surrounding communities to visitors around the world.

Home of Mall of America, Bloomington is located adjacent to Minneapolis and St. Paul just minutes from the International Airport, and is a premier destination for meetings, conventions and tourism.

[www.bloomingtonmn.org](http://www.bloomingtonmn.org)



## SOLUTION *(continued)*

### ○ Inventory Management *(continued)*:

- **Inventory alerts:**  
Meetingmax system alerts, such as 14-day reservation alerts and 1-day change request alerts, have helped the bureau manage inventory more effectively. The bureau and event hotels are notified when reservations and change requests are past due and can quickly address this. Throughout the event, the bureau informs the tournament director of the current room pick-up status and they work together to engage in creative strategies to increase reservations.

### ○ Restructuring Reconciliation:

Due to struggles with timely pick-up reports from hotels, resulting in delayed billing, Bloomington decided to create a new job function for reconciliation. This has greatly improved the post event data capturing process for their team.

## RESULTS

Over the first 5 years since the time of adopting Meetingmax's software solution, the destination saw a dramatic increase in the number of room nights booked through their Meetingmax system. Further, the team at the Bloomington CVB applied the best practices above to create a winning model for their destination. They saw phenomenal growth in the number of room nights processed through the Meetingmax system during this time and have since managed to maintain a steady number of room nights since year 1:

- Year 1 – 4,008 room nights
- Year 2 – 4,958 room nights
- Year 3 – 7,742 room nights
- Year 4 – 10,835 room nights
- Year 5 – 22,251 room nights