



mmx meetingmax

Case Study

Success Story Visit Plano

The mission of Visit Plano is to enhance the economic fabric, tax base and employment opportunities in Plano, TX through destination marketing, facility marketing and support programs.



SITUATION

Team registration for the Elite Softball Showcase Tournament in Plano, Texas was declining. Visit Plano wanted to increase hotel occupancy within city limits and prove relevancy to the tournament director. With a loss of 107 registered teams and therefore a decrease in room nights, it was no easy feat.

SOLUTION

Visit Plano's solution was to increase the average number of room nights occupied per team. Even with less teams registered; they saw an opportunity to increase the number of hotel room nights booked. The CVB was able to accomplish this through:

- **Building a Strong Relationship with the Tournament Director:**
Visit Plano developed a strong relationship with the tournament director allowing them to work together to fill hotel rooms. Once a team pays their entry fees, the tournament director emails the team manager to contact Visit Plano to reserve a hotel room block. Visit Plano is copied on all of these emails so that they can follow up directly if no action is taken by the team manager. In addition, the tournament director provides Visit Plano a full registration list so that they can contact teams who have registered but not yet booked hotel rooms.
- **Robust Communication and Sub-Block Management:**
When a team manager expresses interest in a room block, Visit Plano emails the guest a link to Meetingmax Housing where they can review all approved hotels. Team managers are asked to select their preferred hotel and a back-up hotel in case the preferred hotel is sold out. Based on availability, Visit Plano then creates a sub-block inside the Meetingmax application with the team's details. Team managers are emailed their sub-block details, including how to access the rooms and make any necessary change requests online. Teams have until one month prior to the event start date to fill the rooms in their sub-block. Visit Plano sends a reminder email prior to the one-month mark reminding the team to fill their block. Once the cut-off date passes, any un-occupied rooms are released back into the main block for the event.



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PLANO, TEXAS CONVENTION & VISITORS BUREAU

Visit Plano was founded in 1988 and is the destination marketing entity for the City of Plano, Texas. They are funded annually by local Hotel & Motel taxes.

Through Visit Plano's marketing and sales, they can attract groups and leisure travelers to Plano. In doing so, they are able to expand the economic base of the city, while at the same time showing their guests the many things Plano has to offer.

www.visitplano.com



SOLUTION (continued)

o Strategic Cut-off Dates:

To simplify sub-block management, Visit Plano contracts the same cut-off date with all of their participating hotels; two weeks prior to the event start date. Due to their strong relationship with the tournament director, Visit Plano has been able to include this clause in all hotel contracts. Working backwards, the CVB then sets all sub-block cut-off dates for one month prior to the event start date. This allows a two-week window to book any remaining rooms that were not fulfilled within the sub-blocks. In Meetingmax, it's simple to set specific cut-off dates for hotels and to close room inventory for sub-blocks.

RESULTS

By applying these best practices, Visit Plano saw the number of room nights increase substantially since joining Meetingmax. They were able to close out their 9th year with a record-breaking number. By year 9 they had doubled the amount of room nights processed compared to their initial year with Meetingmax.

Yearly Total of ALL Tournaments Room Nights

