



mmx meetingmax

Case Study

Visit Detroit

The Detroit Metro Convention & Visitors Bureau (DMCVB) is the only organization that promotes metro Detroit regionally, nationally, and internationally as a convention, business meeting and tourism destination.

The mission of the DMCVB is to market and sell the Detroit metropolitan region to business and leisure visitors in order to maximize economic impact.



visitdetroit.com

SITUATION

Years back, the Detroit Metro CVB made the executive decision to get out of housing and let third parties handle it. With a variable marketplace they couldn't accurately forecast the annual number of city-wide events and they were incurring escalating costs due to the challenge of meeting the minimum requirements of housing software on the market. Shortly thereafter, the DMCVB recognized that they needed to get back in the housing game; multiple organizations were requesting a housing solution and they were unable to compete on new business. After trying several housing solutions Detroit needed an answer.

SOLUTION

The DMCVB needed a cost-effective and customizable solution; they soon partnered with Meetingmax. Meetingmax's pricing model, **with room nights that don't expire**, was the right fit for their variable market; in one year they could manage housing for twelve events, the next year it might be only three. John Francis, Manager of Sports & Destination Support at the DMCVB says *"We have state-of-the-art housing software that is available when needed making it a cost-effective way to be prepared to house groups by simply paying our annual subscription. We don't have to book a certain number of rooms or house a certain number of conventions or events; it's the same fee regardless."* Meetingmax's pricing model lets the DMCVB build the cost into their annual budget, while allowing them to remain competitive. The added flexibility of the housing software makes managing events easy and efficient for the bureau.

RESULTS

"By having a housing solution, we are able to bid on certain groups that otherwise we would have to pass on. This saves our sales team time by knowing they have a housing solution when evaluating the group and its fit for Detroit", continues Francis. Having reliable housing software allowed the DMCVB to win bids on new business. Two SMERF events that they managed housing for, The National Baptist Congress of Christian Education and Communication Workers of America, **brought in over 18,000 room nights to local hotels and boosted the local economy by \$31,827,320!** Destinations that provide value-added services like event housing are simply more competitive in the marketplace.

Meetingmax offers a sophisticated, yet simplified room block management system tailored to the event industry. Meetingmax's software is used by travel organizations in dozens of North American destinations and by organizers of high-profile events including SXSW, TED Conferences, Cisco Live, and Oracle OpenWorld