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Case Study

Wicomico County Tourism

Wicomico County Tourism has one goal: to bring events to the County that will generate revenue for local business owners and hotels. The organization relies entirely on funding from the County's hotel room tax. Wicomico County Tourism's success is measured by the number of hotel room nights that are booked and the overall economic impact generated as a result of their efforts to attract visitors.



SITUATION

Prior to licensing Meetingmax's room block management software, Wicomico County Tourism was informally tracking events through pen, paper, and post-event surveys. Given the CVB's funding model, it identified a need to improve tracking of hotel reservations. The organization was looking for a tool which would efficiently demonstrate room night pickup for their events, while reducing staff time allocated to managing the process.

SOLUTION

One event they prioritized was a national girl's fast-pitch softball tournament which brings over 20,000 visitors to the County including 400 teams comprised of over 6,000 athletes. Hosting an event of this size meant the CVB needed an effective tool to manage the teams and their hotel rooms. It accomplished this through Meetingmax's advanced sub-block management functionality, including:

- **Sub-block Setup:** within Meetingmax, clients can create as many sub-blocks as required to support their events. For this tournament the Wicomico CVB managed 222 sub-blocks. Once setup, teams could easily manage their sub-block online through a link generated by Meetingmax. This customized link was quickly distributed to all team members via email, where each family input their personal information. This allowed for team members to easily access the block with individual payment information rather than one card having to reserve the entire block.
- **Sub-block Deadlines:** to ensure that hotel inventory was not tied up, the Wicomico CVB granted teams 14 days to access their sub-block and add team member information; any unsecured inventory was released back to the main block.
- **Proactive Communication:** this small step was instrumental in helping the Wicomico CVB manage room inventory. Information advising guests how to reserve sub-blocks was posted on the event website and sent via email from the CVB immediately following registration. Following this, the CVB contacted each team to see if they would like to take advantage of the complimentary service.

RESULTS

Coming from a system of pen and paper the bureau is thrilled to be able to accurately demonstrate increases in room night pickup and they appreciate the ability for both themselves, and their hotels, to be able to view room pickup in real-time. The success of this event has helped to propel their reputation with other event organizers. Each year their capture rate continues to increase, and the bureau expects it to keep rising.