



# meetingmax

## Case Study

### Success Story

#### Fargo, ND

The Fargo-Moorhead Convention and Visitors Bureau (FMCVB) works to position its distinct community as a desirable destination and gateway to the region and nation, resulting in a superior Quality of Life for its residents.

They work collaboratively to develop and promote a shared community vision to enhance the attractiveness of the region for visitors and residents alike.

Get here already and experience North of Normal!



### SITUATION

The Fargo-Moorhead CVB was presented with a challenge. Local hotel partners were dissatisfied with the high fees charged by third-party housing bureaus. Similarly, local associations were unhappy with the (lack of) service provided by the same third-party planners. One local association that operated a series of hockey events approached the FMCVB to explore alternative accommodation management solutions.

After much discussion, it was apparent that there was a gap in service from third-party planners that had left both the association and local hoteliers dissatisfied. The FMCVB exists to serve its partners and wanted to support the association and local hoteliers. A need for a new solution was apparent and the bureau had the ability to fulfill that need by managing the accommodations in-house through Meetingmax's room block management software.

### SOLUTION

As the FMCVB transitioned to take on the first event, they made some instrumental internal changes:

- Dedicated a position to Housing Management**  
 To properly service the events, the bureau hired a full-time housing support person to manage the event room blocks.
- Added Meetingmax's Unconvention into their annual budget**  
 The bureau saw value in attending the annual user conference to allow staff to gain a deeper understanding of system functionality and build relationships with other Meetingmax users.

Meetingmax offers a sophisticated, yet simplified room block management system tailored to the events 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.



## SOLUTION

- **Shared their new solution with qualified sports events**

After hearing the hockey associations concerns, the bureau wanted to ensure that other local organizations were satisfied with their events in Fargo-Moorhead. The CVB's sales team spoke with associations still working with third-party planners to inform them of their alternative housing service. The bureau focused on organizations that would enforce a stay-to-play policy that guarantees room night pickup, further benefiting hotel partners.

## RESULTS

The first year managing the youth hockey events in-house was a resounding success! In year one the bureau managed over 10,000 room nights. Local organizations and sports clubs that handed housing over to the CVB became cheerleaders for the service which led to further business:

- In year two the bureau managed 19,554 room nights over 20+ events
- In year three the bureau managed 20,544 room nights over 20+ events
- In year four the bureau managed 23,698 room nights over 30+ events
- In year five the bureau managed 25,039 room nights over 30+ events

During the COVID-19 pandemic of 2020, the FMCVB still saw success managing over 11,000 room nights. The following year, when many CVBs were still struggling to obtain events post-pandemic, events flourished in Fargo with the destination managing over 29,000 room nights.

The bureau is not slowing down anytime soon. They've transformed the organization into an event housing bureau, delighting both hotel partners and local associations. The bureau is proud to not only have increased pick up for its events but to have increased accountability to its stakeholders and the board.