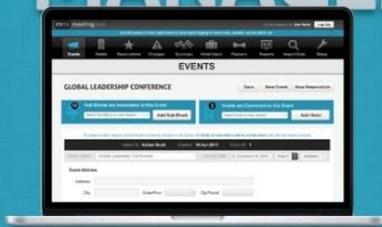


A simple, yet powerful means to manage conference and event room bookings

EVENT MANAGEMENT



mmx meetingmax



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the Meetingmax
housing System*

SITUATION

The Bloomington, Minnesota Convention and Visitors Bureau licensed the Meetingmax housing software in 2011. Initially the bureau decided to run the majority of their group business through Meetingmax, managing over twelve events in their first year. 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:

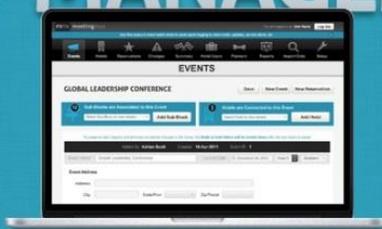
- **Targeting the Right Groups:** Bloomington determined that their ideal target market was sport groups and focused their attention on this. They created a list of characteristics found in their ideal client and use this list regularly to help determine if housing is the right fit for a new piece of business.
- **Building Relationships:** For Bloomington, trust is paramount between them and their hotels and planners. They listen to their stakeholders and set realist 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.

About Meetingmax

Meetingmax provides the travel industry with the most flexible online housing reservation system serviced with ridiculously remarkable support. Tailored to meet the needs of convention and visitors bureaus, event planners, and organizations, the system provides users with a simple, yet powerful means to manage conference and event room bookings. The company is based in Vancouver, BC and can be found online at www.meetingmax.cc

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BLOOMINGTON CONVENTION & VISITORS BUREAU

The Bloomington Convention and 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.



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

Since 2011 the destination has seen a 515% increase in the number of room nights booked through their Meetingmax system. Over the past five years the team at the Bloomington CVB has applied the best practices above to create a winning model for their destination. They have seen phenomenal growth in the number of room nights processed through the Meetingmax system:

- 2011 – 3,900 room nights
- 2012 – 4,992 room nights (28% increase over 2011)
- 2013 – 8,044 room nights (61% increase over 2012)
- 2014 – 11,000 room nights (36% increase over 2013)
- 2015 – 21,000+ room nights to date; the bureau is on track to manage 24,000 room nights (118% increase over 2014)

They expect room nights to continue to increase exponentially as they work diligently on these processes.

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