



DISCOVER
Puerto Rico

**Sales & Revenue
Advisory Committee
& PRCC Citywide
Partners Meeting**

DECEMBER 10, 2024

Agenda

- 01 PRCC CITYWIDE PARTNERS MEETING
- 02 CALL TO ORDER & INTRODUCTION
- 03 SALES OVERVIEW
- 04 CVENT PRESENTATION
- 05 GROUP SALES PERFORMANCE

06 **GROUP MARKETING UPDATE**

07 **LEISURE UPDATE**

08 **GROUP DISCUSSION**

09 **CLOSING REMARKS**

10 **RECEPTION**

WI-FI INFORMATION

Password: Sonesta2024



Call to Order & Introductions

ED CAREY
CHIEF SALES OFFICER

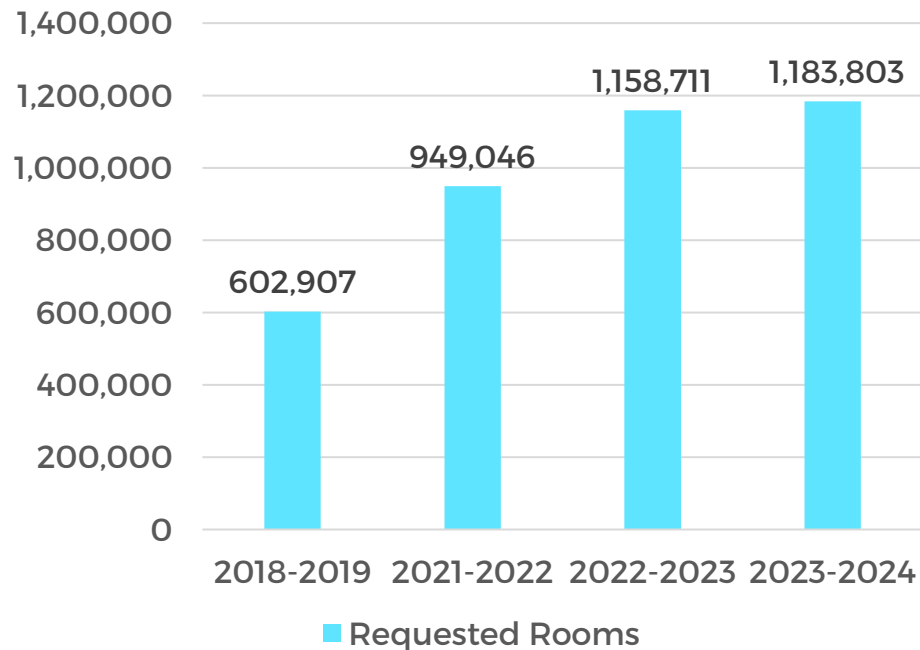
Sales Overview

ED CAREY
CHIEF SALES OFFICER

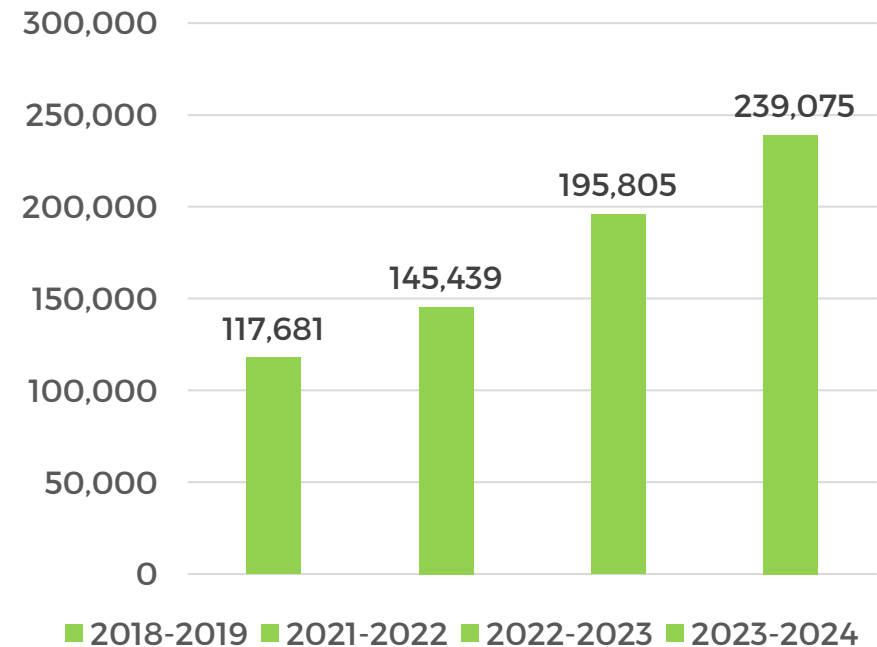
REQUESTED AND BOOKED ROOM NIGHTS

BY FISCAL YEAR, JULY - JUNE

Requested Rooms



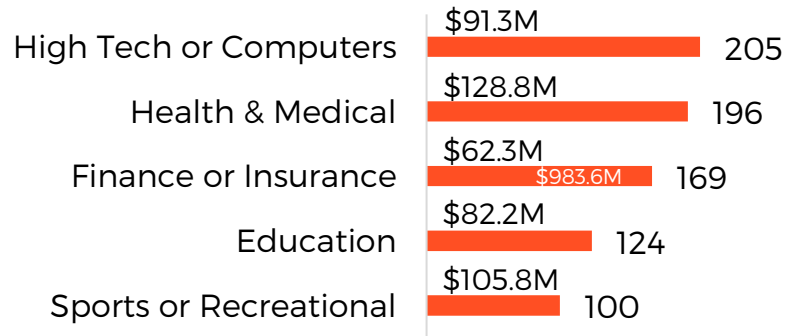
Booked Rooms



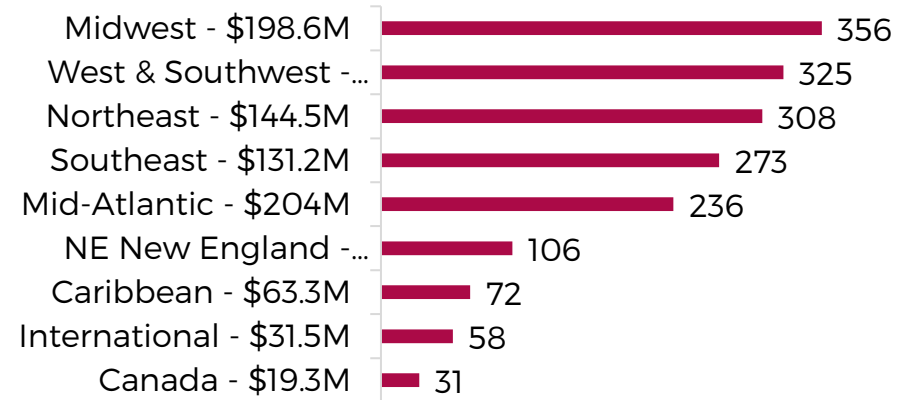
LEAD GENERATION FOR FY 2023-2024

FISCAL YEAR 23-24 WITH ECONOMIC IMPACT

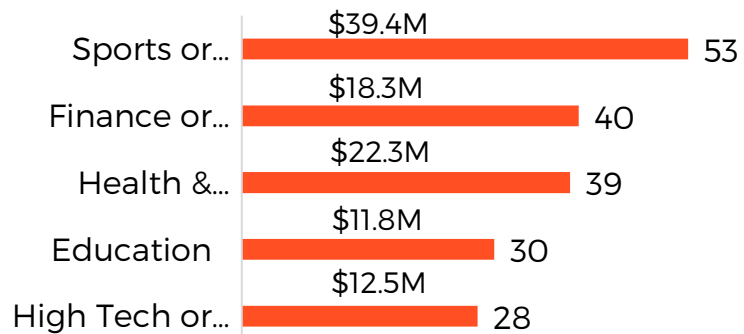
Of Leads by Market Segment



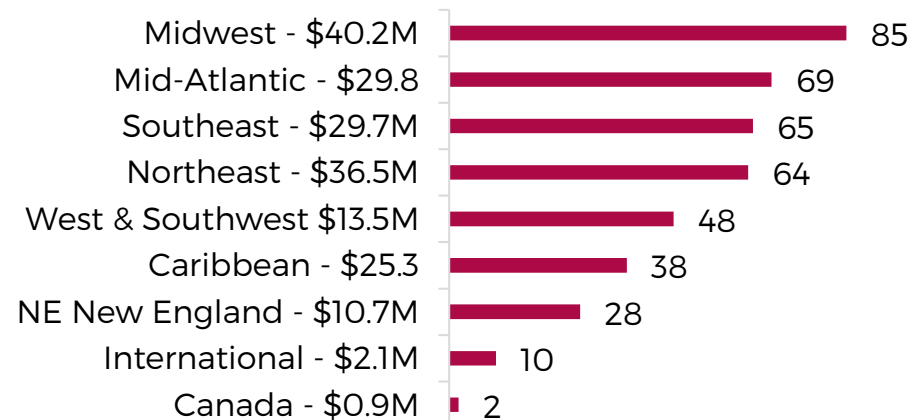
Of Leads by Region



Of LEADS BOOKED BY SEGMENT



Of Leads BOOKED by Region



2024 EVENTS



ConferenceDirect's D24
May 2024



TBEX North America
July 2024



ASAE CEO Conclave
September 2024



Smart Meetings
Leadership Experience
September 2024



AMEX Inter[action]
September 2024



Events Industry Council
September 2024

PRODUCTION FISCAL YTD PACE COMPARISON

JULY - NOVEMBER, FISCAL YEAR 2024-2025

568

Event Leads

▼ -19.4% YOY

381,061

Room Night Leads

▼ -17.9% YOY

136

Events Booked

▲ +6.3% YOY

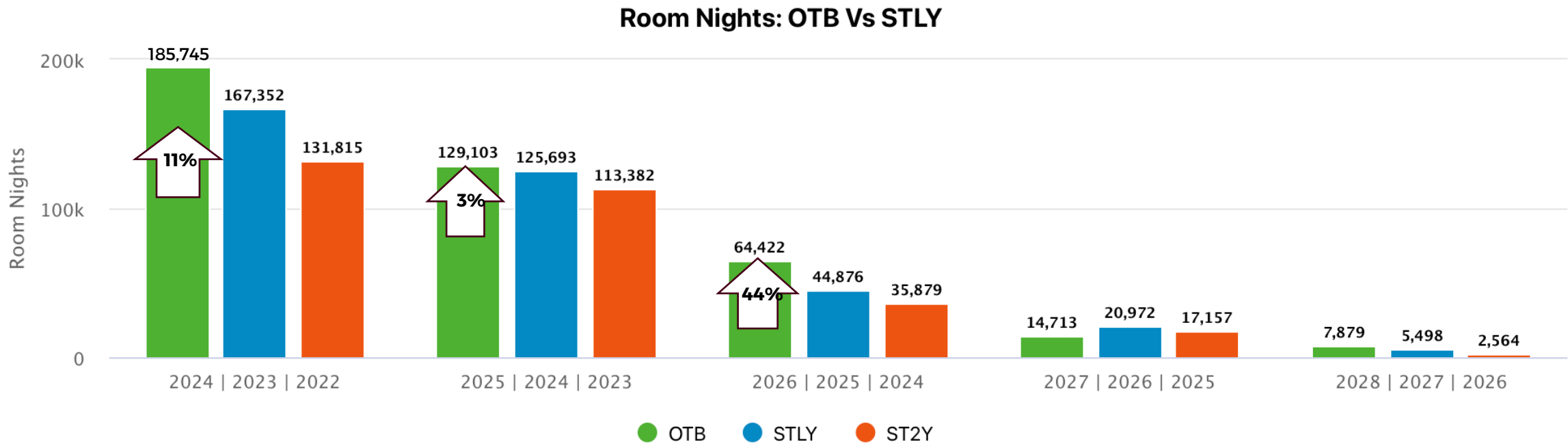
65,987

Rooms Booked

▼ -6.3% YOY

ON THE BOOKS PACE COMPARISON

AS OF DECEMBER 2, 2024 VS. STLY



CVENT PERFORMANCE REPORT

Q3 JANUARY - SEPTEMBER 2024

1,604 ↑17.42% Unique RFPs	843,485 ↑5.69% Unique Room Nights	\$313,837,211 ↑14.04% Unique RFP Value	31.1% ↓11.82% Turned Down Rate
59.7% ↓2.23% Bid Rate	97.6% ↓0.72% Response Rate	84.1% ↓4.98% Response Rate in Time	25 h 25 m <small>22 h 25 m</small> Average Response time
267 ↑7.23% Awarded RFPs	53.1% ↓16.04% % Turned Down when Planner Flexible	576 ↑36.49% Unique Planner Orgs	64,235 ↓5.99% Awarded Room Nights
266 ↑61.21% New Planner Orgs	\$25,558,602 ↑1.38% Awarded RFP Value	24 Diamond Customers	



OPTIMIZING ACCOUNT MANAGEMENT

FOR SUSTAINABLE GROWTH AND GENERATIONAL SHIFTS: ADAPTING TO EVOLVING DEMANDS

- Adapting to shifting demand levels : Recognizing and responding to the evolving dynamics of the MICE marketplace.
- Engaging the Next Generation of Planers:
 - Embracing diverse communication methods tailored to Generation Z, including digital platforms and visual storytelling.
 - Continuing to highlight Puerto Rico's cultural, sustainable and experiential value propositions to resonate with more socially conscious planners.
- Focusing on High-value Accounts
 - Targeting corporations and third-party planners with prior bookings or alignment with Puerto Rico's offerings.
 - Evaluating and grading accounts based on potential to drive future business, incorporating generational preferences for engagement and sustainability.
- Targeted outreach
 - Prioritizing accounts with high potential for repeat and new event opportunities.
 - Allocating resources to maximize impact within this new generational landscape.
- Leveraging Technology with tools like Cvent's Planner Navigator
 - Using tools like Cvent's Planner Navigator and PCMA's Destinator to gain AI-driven insights.
 - Implementing tech-savvy, efficient outreach strategies that align with Generation Z's digital-first habits.

CVENT Presentation

KRISTEN ALTMAN
ACCOUNT MANAGER, DESTINATION MARKETING

cvent®

December 2024

DISCOVER
Puerto Rico





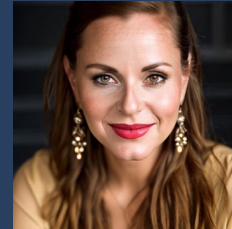
Your Cvent Account Team



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Nicole Domanti

Account Manager, Hospitality Cloud

Email: Ndomanti@cvent.com

Today's Agenda



Cvent Trends + Planner Insights



Market Performance



Best Practices



Cvent Opportunities



Q+A



The image features a background of a business meeting with several people in professional attire. A large, dark blue, semi-transparent rectangular box is centered over the image. Inside this box, the text "Event Trends" is written in a white, sans-serif font. To the left of the box, there are two small, colorful diamond shapes: a green one on top and a red one below it. The overall aesthetic is modern and professional, with a blue color palette.

Event Trends



The Cvent platform connects planners with hoteliers

126K

Active Planner Users
of the Cvent Supplier
Network
(2023)

96K

Active Planner Users
of Cvent Event Diagramming
(2023)



1,900+

Travel Programs Sourced
(2023)

4,500

RFPs sent Per Day
(2023)



Cvent Sourcing Growth

APPROACHING 2019 REVENUE

~\$18B





Sourcing is not always straightforward and can be overwhelming for planners

309K+

Venues listed on the Cvent Supplier Network®

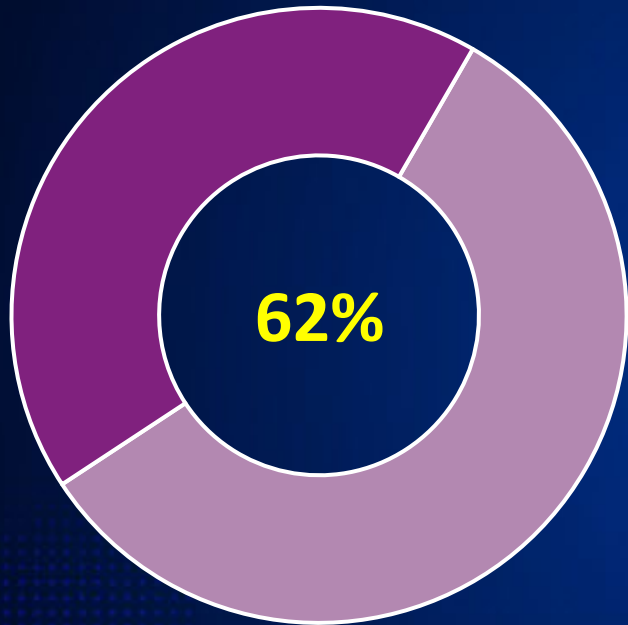
17,000

NEW planners sent an RFP for the first time in 2023

- Thousands of new planners have entered the industry and have little to no experience sourcing, and have minimal relationships with properties
- Planners have limited time, the faster they can qualify venues, the faster they can distribute their RFP
- The marketplace is crowded which makes it difficult for planners to find the right venue and for suppliers to stand out



New Planner Organizations Sourcing Cvent Supplier Network



Planner Orgs Sourced for the 1st time in 2024

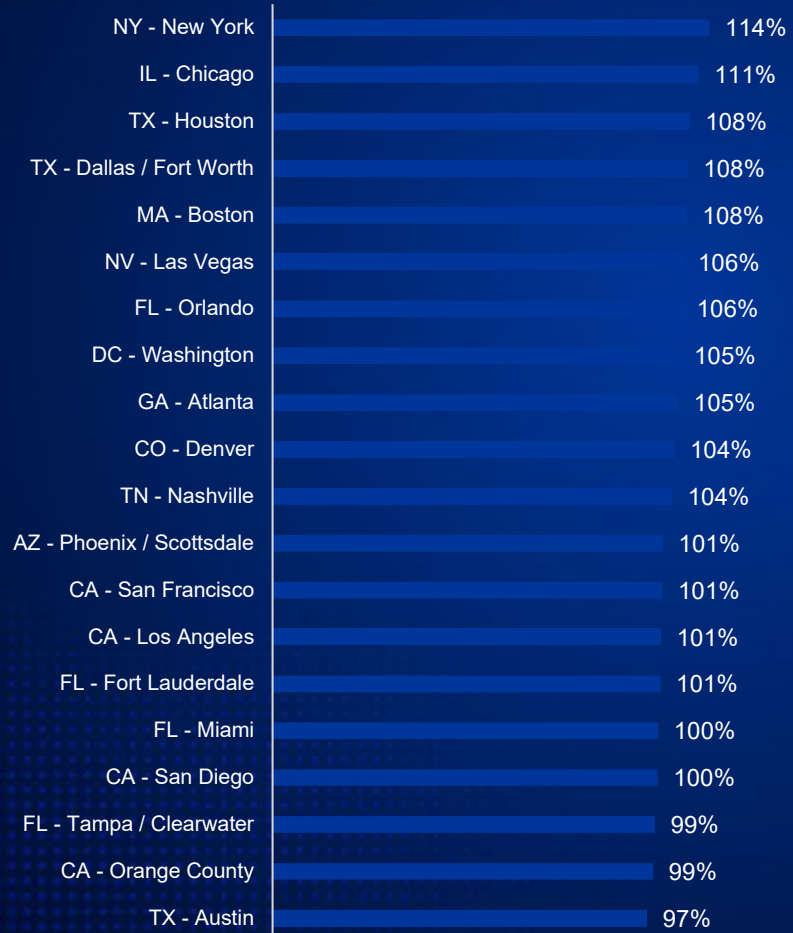
RFP Response Times have Improved by 14%

Avg Peak Room Nights:	86
Avg. Attendees:	169
Avg. Booking Window:	173 Days
Avg. Room Nights:	208
Avg. RFP Value:	\$78K

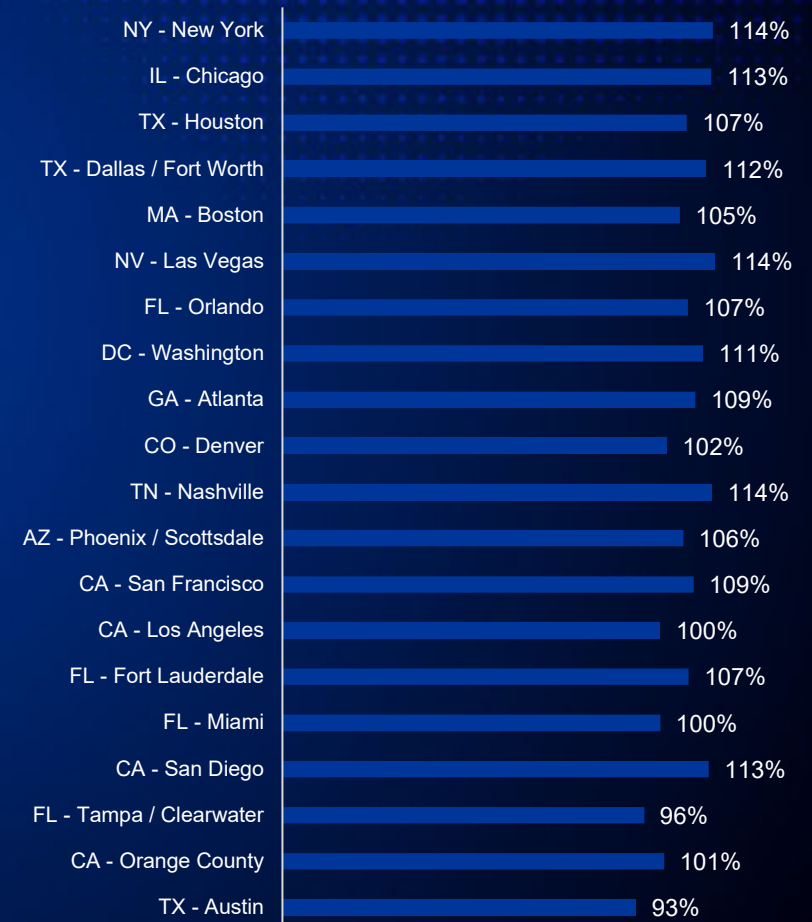
Profiling of RFPs by 1st Time Planners

Growth Statistics for Top 20 Markets – North America

RFPs Indexing vs PT



Room Nights Indexing vs PT



Puerto Rico

11,623 ↑24.62%

Total RFPs

1,991 ↑16.91%

Unique RFPs

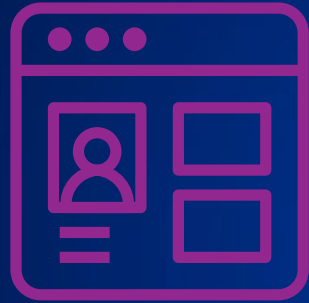
Timeframe: '11/1/2023'-'10/31/2024'

Source: CSN



Diamond Listing Visibility

Cvent Supplier Network



90%

of all **RFPs** come from **PAGES 1-3** of search results

SEARCH MATTERS

CSN – Diamond Listings

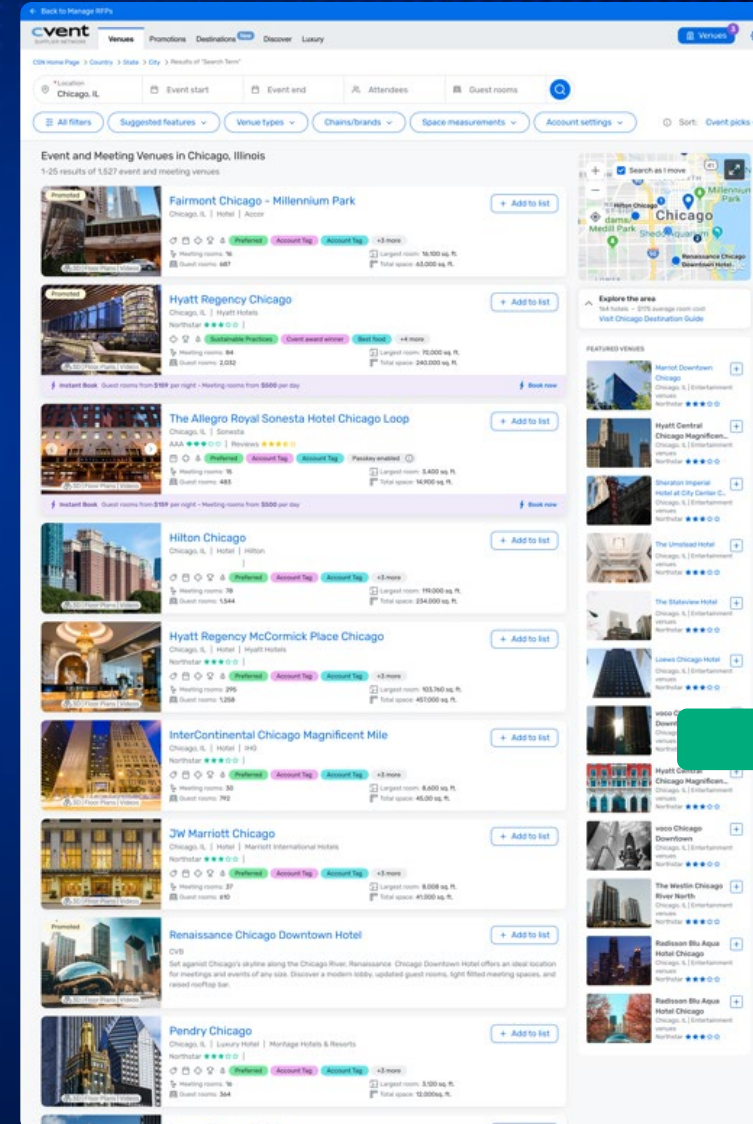
75% of all RFPs come from Page 1 of search results

4 DIAMOND ADS

4 Diamond Ads appear at the top of search results, which is immune to filters and rotate randomly among other 4 Diamond Ads.

3 Diamond Ads appear to the right of search results, unless the map is expanded, and rotate randomly among other 3 Diamond Ads.

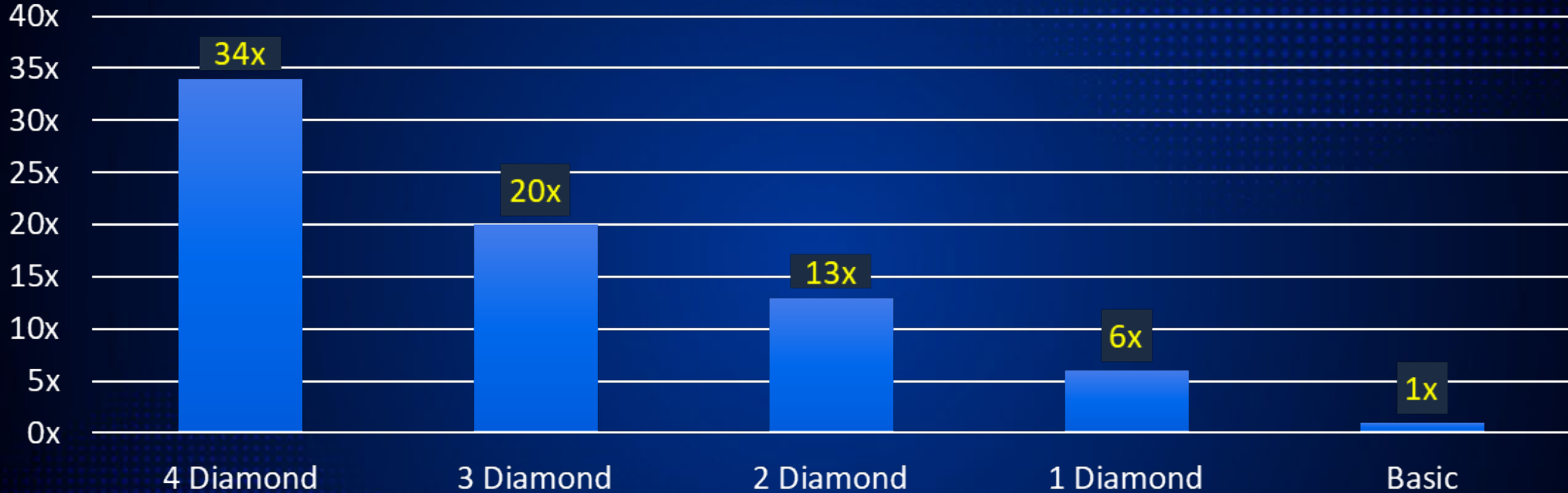
NATURAL SEARCH RESULTS



CSN Search Matters

More RFPs for Higher Diamond Listings

25
DIAMOND SUBSCRIBERS IN
PUERTO RICO



4 Diamonds
763 ↑ 16.2%

3 Diamonds
486 ↑ 6.7%

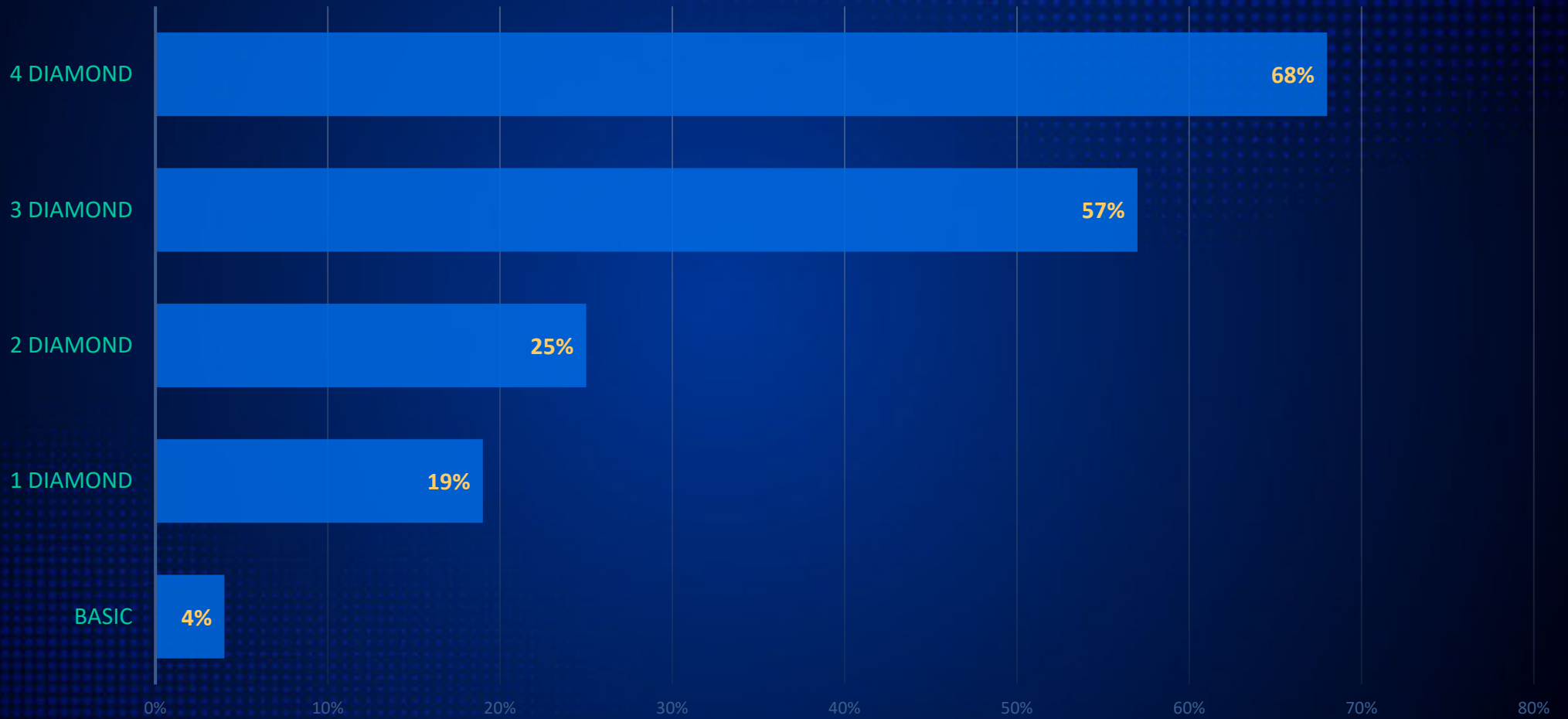
2 Diamonds
212 ↑ 12.3%

1 Diamonds
116 ↑ 75.7%

Basics
23 ↑ 11.2%



Likelihood of Page 1 Placement on CSN



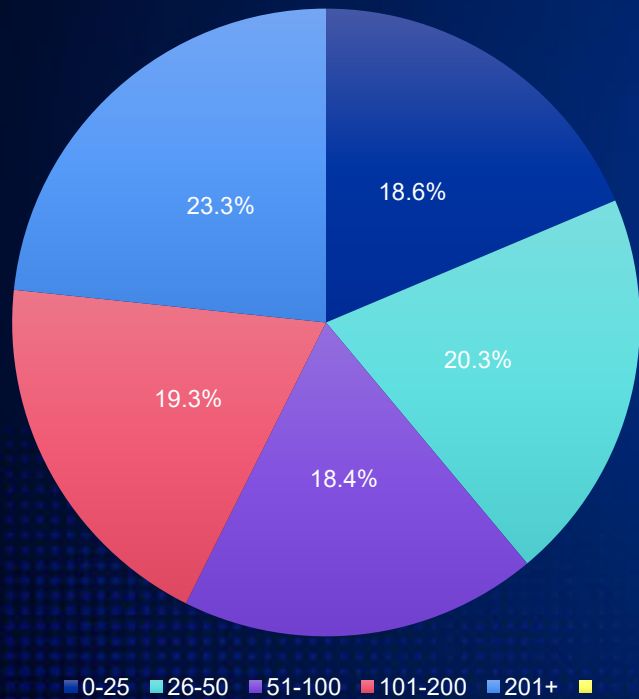


Puerto Rico (CSN) RFP Trends

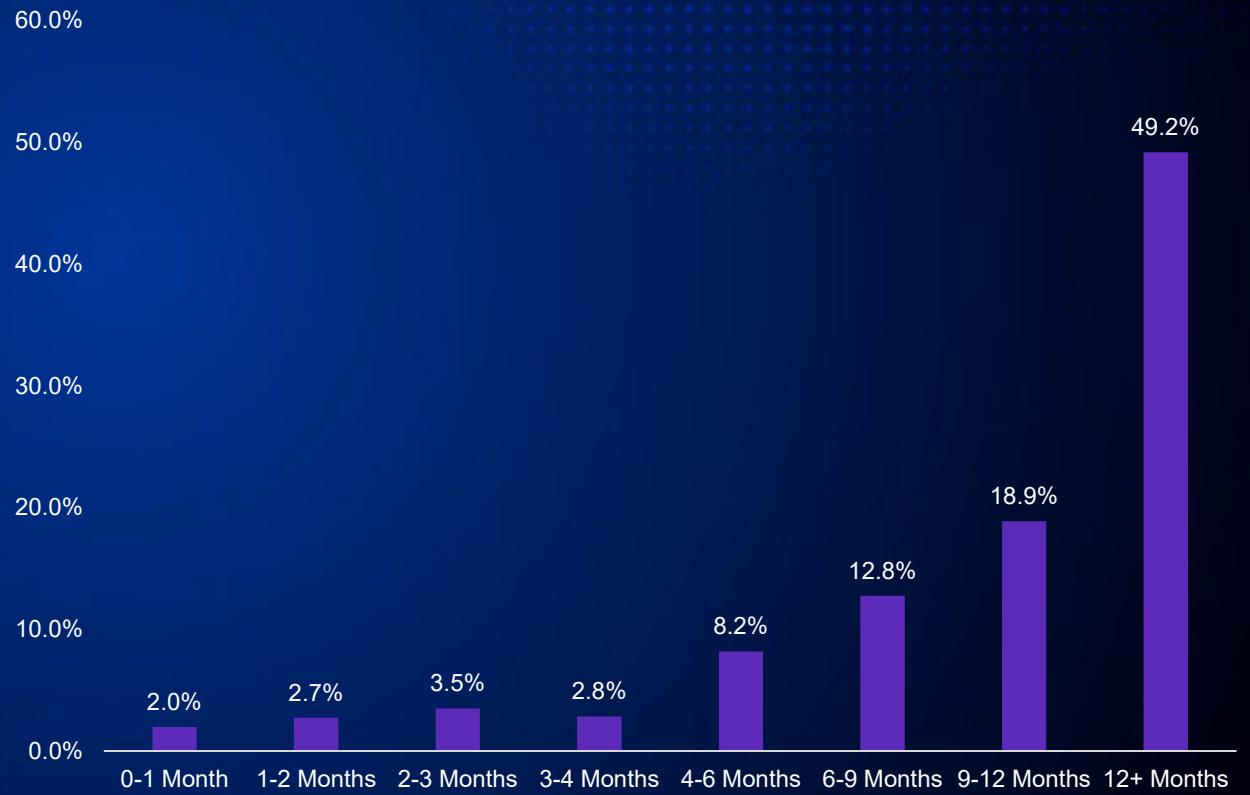


RFP Distribution by Room Night + Market Segment

Peak Room Nights Distribution



Booking Window Distribution

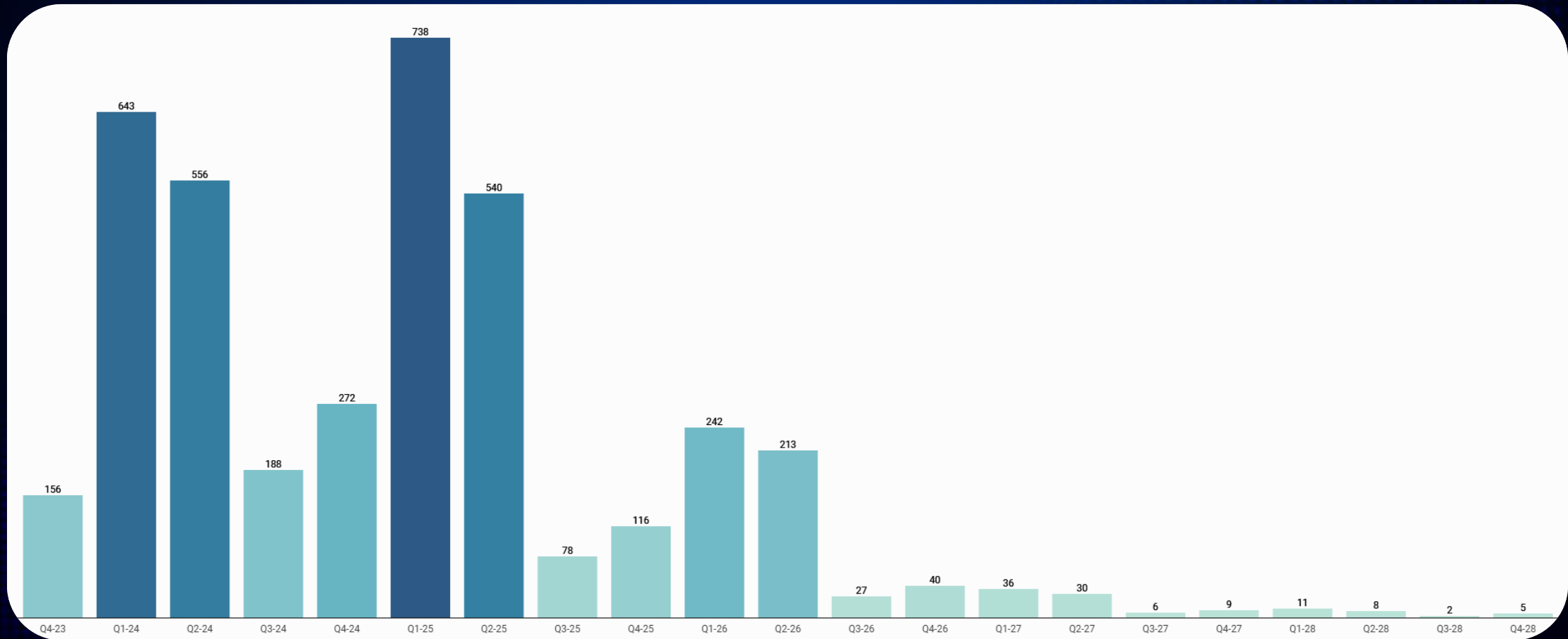


Timeframe: '11/1/2023'-'10/31/2024'
Source: CSN



Future Events

PUERTO RICO



Source: Cvent Supplier Network, Nov 23 – Oct 24



Reaching New Planners

Puerto Rico vs 2023

% of New Planner Organizations Sourcing

51%

% of Repeat Planner Organizations Sourcing

50%

336

New Planner Orgs Sourcing Puerto Rico

662

Total Planner Orgs Sourcing Puerto Rico

38%

% of the New Individual Planners in Repeat Organizations

62%

How are you prospecting or locating NEW planners that fit your need dates?

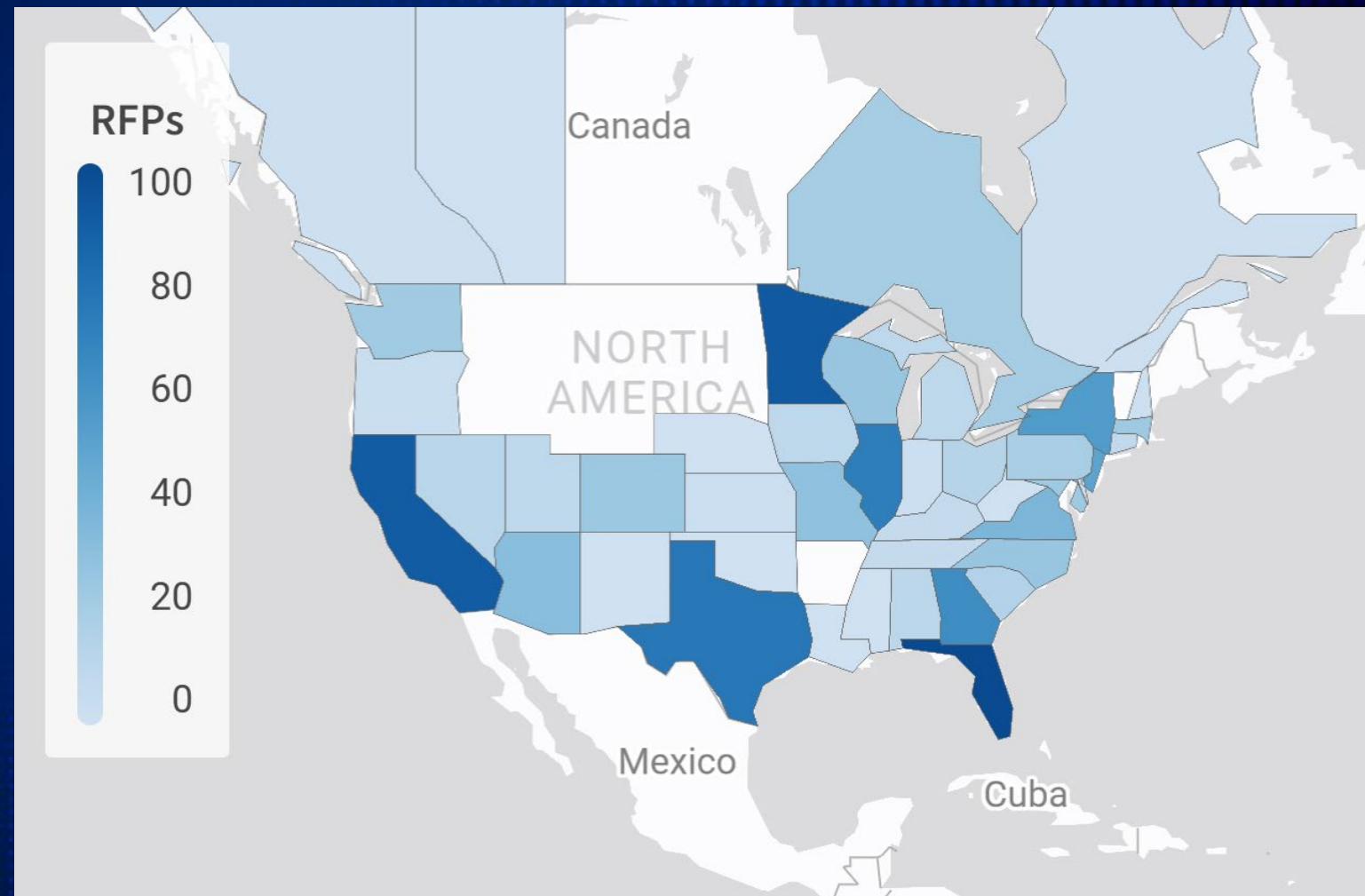


Where are Planner Sourcing From?

PUERTO RICO

Additional 2024 Puerto Rico Planner Locations:

- India
- Mexico
- Colombia
- Belgium
- Ireland
- Netherlands
- Switzerland



Planner Sub-Region Breakdown: Key Trends

Planner Country/Region	% RFPs	RFPs	Room Nights	RFP Value
USA	95.42%	875	579,705	\$210,294,940
Southeast US	29.55%	271	149,100	\$55,682,462
Midwest US	25.95%	238	141,779	\$52,824,952
Western US	15.27%	140	127,986	\$44,603,792
Northeast US	15.16%	139	98,864	\$34,763,103
Southwest US	9.49%	87	61,976	\$22,420,631
Canada	3.27%	30	18,122	\$6,675,222
Western Europe	0.55%	5	3,696	\$974,980
Caribbean & Bermuda	0.22%	2	360	\$244,620
South America	0.11%	1	2	\$3,330
Mexico	0.11%	1	3,105	\$1,232,460
Asia	0.11%	1	30	\$18,240

Timeframe: '11/1/2023'-'10/31/2024'

Source: CSN



RFP Industry Trends: Puerto Rico

Industry	% Share
Travel, Recreation & Leisure	13%
Business Organizations	11%
Healthcare, Pharmaceuticals & Biotech	9%
Hospitality & Restaurants	8%
Financial Services	6%
Business Services	5%
Others	48%

*Others includes Media & Entertainment, Manufacturing, Social Organizations, Computers & Electronics etc.

Timeframe: '10/1/2023'-'9/30/2024'

Source: CSN

The image features a background of a business meeting with several people in professional attire. A large, dark blue, semi-transparent rectangular box is centered over the image. Inside this box, the words "MARKET PERFORMANCE" are written in a bold, white, sans-serif font. To the left of the box, there are two small, colorful diamond-shaped icons: one with a red-to-white gradient and another with a blue-to-white gradient. The overall aesthetic is professional and modern, with a blue color palette.

MARKET PERFORMANCE



Digital Opportunities Objectives



Capturing more
RFPs coming into
your MMA



Capturing incremental
business when
planners aren't
sourcing into your
market



Operate more
efficiently and provide
better experiences to
your buyers



Discover Puerto Rico

CURRENT MARKETING EFFORTS

Elevated Diamond Listing
Diamond Plus Ad Placement



**CAPTURING MORE RFPS
COMING INTO PUERTO RICO**

Competitive Market Ads
Email Newsletter - Featured Articles
Destination Guide Banner Ads
Google Display Ad + Video Re-Targeting
Manage RFP Dashboard Ads
Blog Headliners
Search Screen Ads



**GENERATING AWARENESS
AND SHIFTING SHARE INTO
PUERTO RICO**

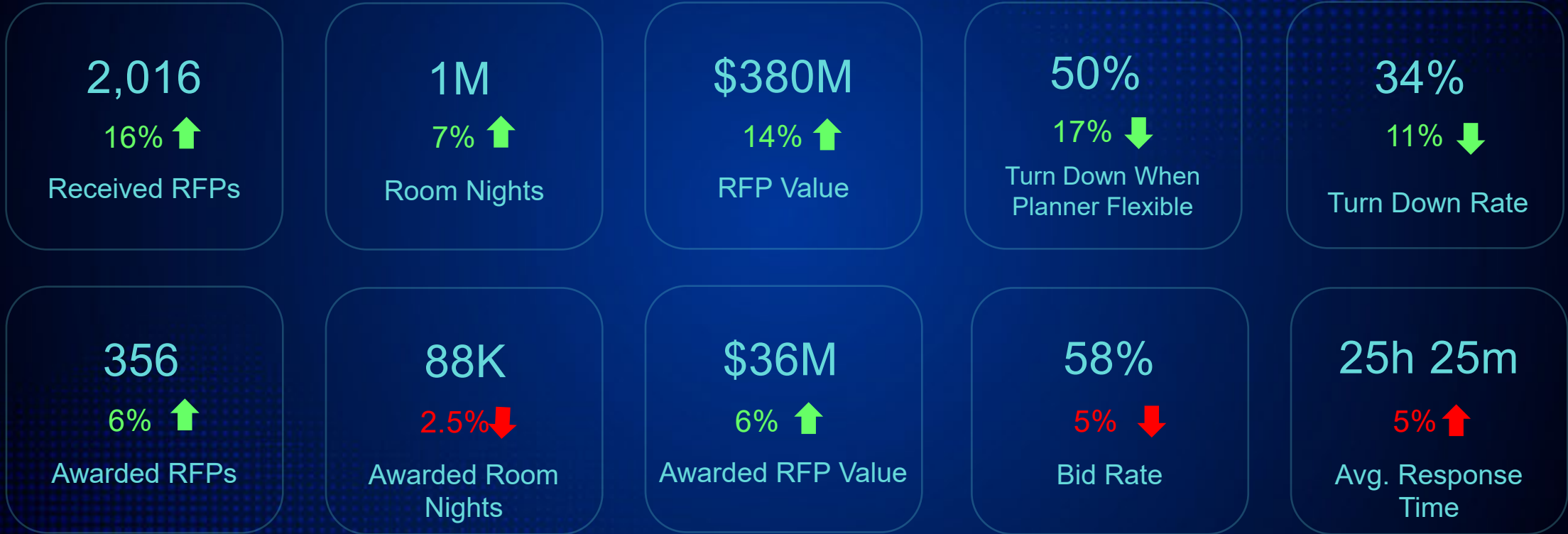
Planner Navigator
DMO Business Intelligence



**Productivity Tools: Save Time +
Increase Value of Leads**



Puerto Rico – CSN Territory Performance





Market Recovery vs 2019 + 2023

Keeping the Pace

RFPs

Room Nights

Recovery Against Jan-Sep'19 →

+58%

+79%

RFPs

Room Nights

Recovery Against Jan-Oct'23 →

+17%

+5%



COMPETITOR ANALYSIS



Top Competing Markets

PUERTO RICO

Metro Area	Awarded RFPs	Awarded Room Nights	Awarded RFP Value
Caribbean	135	37,769	\$26,267,709
Cancun / Yucatan Peninsula	45	13,740	\$7,982,133
FL - Orlando	27	51,517	\$15,888,692
Cabo San Lucas / Baja California	23	7,712	\$5,167,925
Costa Rica	21	5,454	\$3,143,639
Puerto Vallarta / Western Mexico	18	6,742	\$3,730,051
CA - San Diego	16	8,516	\$3,419,768
FL - Miami	15	6,779	\$2,783,816
TX - San Antonio	13	8,128	\$2,856,151
AZ - Phoenix / Scottsdale	13	7,616	\$3,387,772



Top Competing Markets

PUERTO RICO

Unique City and Metro Area	Metro Area	Awarded RFPs	Awarded Room Nights	Awarded RFP Value
nassaucaribbean	Caribbean	17	7,360	\$3,632,536
guanacastecosta rica	Costa Rica	17	4,884	\$2,823,599
orlandofl - orlando	FL - Orlando	16	36,691	\$11,336,192
punta canacaribbean	Caribbean	15	3,887	\$2,220,702
grand caymancaribbean	Caribbean	13	3,407	\$2,325,931
playa del carmencancun / yucatan pe	Cancun / Yucatan Peninsula	13	5,110	\$3,185,389
san antoniotx - san antonio	TX - San Antonio	13	8,128	\$2,856,151
st. thomascaribbean	Caribbean	10	2,716	\$2,036,953
cancuncancun / yucatan peninsula	Cancun / Yucatan Peninsula	9	3,224	\$1,714,882
austintx - austin	TX - Austin	9	4,975	\$1,679,203



Competitive Data vs. San Juan

Response Times – Conversion – Planner Orgs

City	Unique RFPs	Unique RFP Value	Average Response Time	Conversion Rate	Unique Orgs	New Orgs
San Juan	1,699	\$331,715,901	23 h 25m	5.2%	563	287
Playa Del Carmen	1,706	\$296,292,487	23 h 25m	3.9%	471	196
Cancun	1,592	\$311,470,103	28 h 26m	3.3%	452	196
Nassau	1,358	\$319,747,929	21 h 26m	4.9%	452	184
Rio Grande	1,308	\$213,762,170	16 h 26m	5.2%	464	218
Punta Cana	1,144	\$222,825,853	16 h 23m	3.5%	351	155
Grand Cayman	1,077	\$162,406,008	16 h 26m	6.7%	336	118
St. Thomas	812	\$127,385,890	17 h 24m	6.7%	280	111

Timeframe: '11/1/2023'-'10/31/2024'

Source: CSN

Benchmark vs. Custom Competitive Set

Puerto Rico vs. Top Competitive Cities

	RFP Growth	Room Nights Growth	Awarded RFP Growth	Awarded Room Nights Growth	Average Reponse Time	Bid Rate	Response Rate
san juan, puerto rico	9.93%	3.89%	4.74%	-9.21%	-19.22%	2.78%	1.36%
playa del carmen	-0.31%	-9.02%	-13.53%	-19.94%	-16.29%	8.24%	0.63%
guanacaste, costa rica	2.67%	15.70%	4.62%	-6.43%	-24.26%	-0.22%	-1.31%
cancun	1.19%	-3.44%	0.55%	12.42%	-19.67%	9.06%	0.42%
st. thomas	-3.23%	-8.45%	28.26%	53.32%	2.46%	9.26%	-1.39%
punta cana	-6.06%	-12.66%	-10.17%	-3.51%	-19.04%	6.90%	0.50%
san jose del cabo	-8.31%	-9.33%	-15.45%	-28.72%	-13.36%	3.61%	0.44%
grand cayman	-3.46%	-11.18%	10.59%	-0.34%	21.85%	-6.53%	-0.08%
nassau	-12.26%	-15.69%	-5.34%	3.58%	-0.88%	7.49%	0.41%
cap cana	-0.61%	-12.92%	38.24%	92.21%	-5.88%	-9.88%	-1.59%
oranjestad	-4.16%	-16.10%	16.67%	21.63%	-45.56%	12.41%	5.48%
aruba	-3.95%	-13.51%	-38.46%	-52.41%	3.24%	-13.11%	-0.56%

	RFP Growth	Room Nights Growth	Awarded RFP Growth	Awarded Room Nights Growth	Average Reponse Time	Bid Rate	Response Rate
Puerto Rico	8.96%	1.63%	2.85%	2.89%	-9.15%	-0.32%	1.22%
TN - Nashville	1.82%	9.31%	2.01%	0.14%	-14.65%	10.24%	-0.28%
FL - Orlando	2.23%	10.37%	-0.04%	9.53%	-4.87%	15.36%	0.27%
GA - Atlanta	7.32%	13.23%	1.13%	-4.13%	0.70%	4.07%	0.54%
FL - Fort Lauderdale	-0.42%	4.40%	-6.52%	10.33%	-11.60%	6.23%	-0.33%



Cvent Comp Set Report

Puerto Rico's Rank vs. Top Competitive Cities

Puerto Rico Response Rate
by Planner Deadline

84.2% 5% ↓

Puerto Rico Bid Rate

58% 5% ↓

Destination	Nov'23-Oct'24	Rank
Total RFPs Received	7,704	2/10
Total Room Nights Received	3,699,025	2/10
Awarded RFPs	217	1/10
Awarded Room Nights	42,053	3/10
Response Rate	98.5%	3/10
Response Rate by Planner Deadline	84.9%	8/10
Conversion Rate	5.2%	7/10
Bid Rate	56.9%	9/10
Turned Down Rate	31.0%	2/10
Avg. Response Time	23 h 25m	7/10

Timeframe: '11/1/2023'-'10/31/2024'

Source: CSN

The image features a background of a business meeting with several people in professional attire. A large, dark blue, semi-transparent rectangular box is centered over the image. Inside this box, the text "Best Practices" is written in a white, sans-serif font. To the left of the box, there are two decorative diamond-shaped icons: a larger one with a blue-to-teal gradient and a smaller one with a red-to-pink gradient. The overall aesthetic is professional and modern, with a blue color palette.

Best Practices



Raising the Bar in 2025

How can hotels impact success?



Best In Class Profile



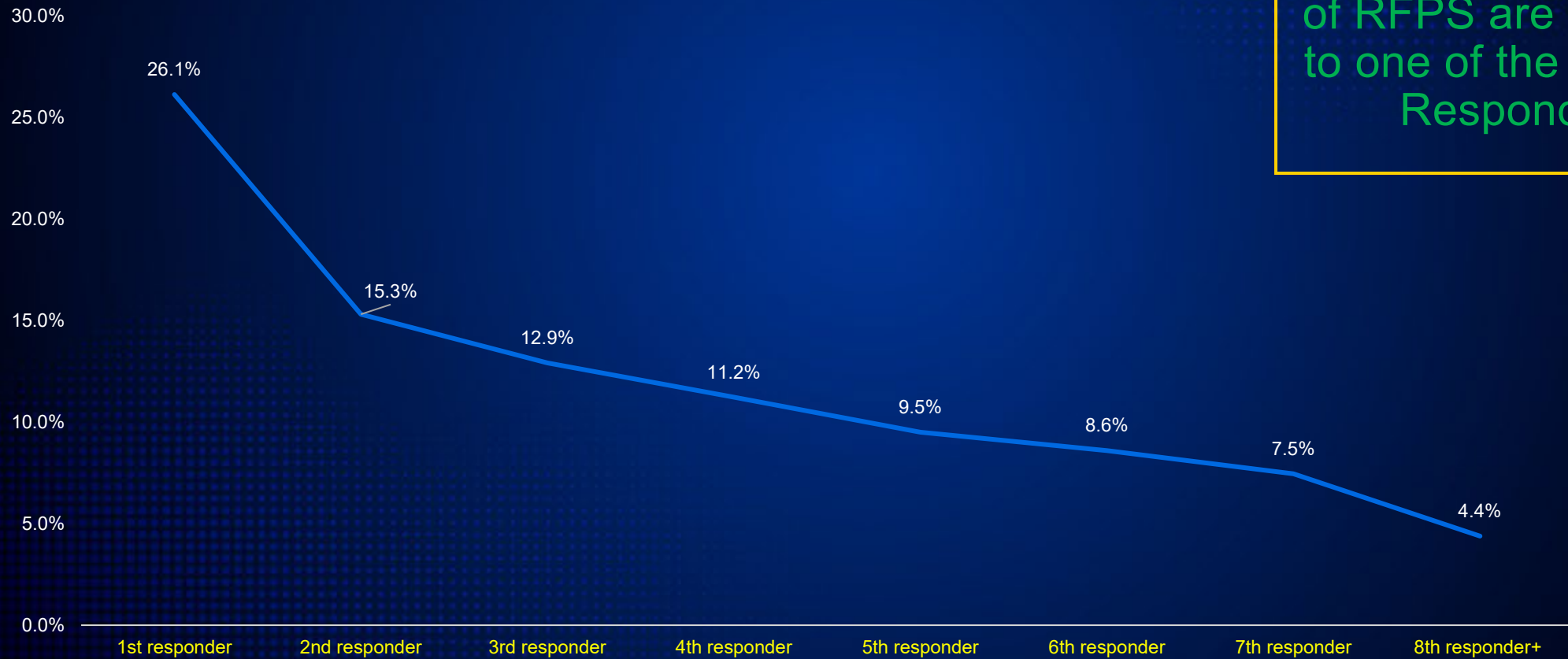
Best In Class Response



Prioritize & Respond as Quick as Possible

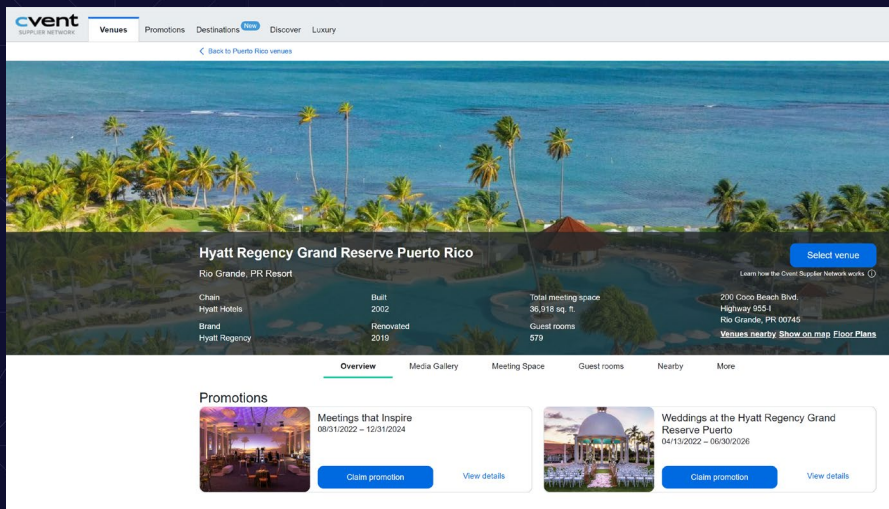
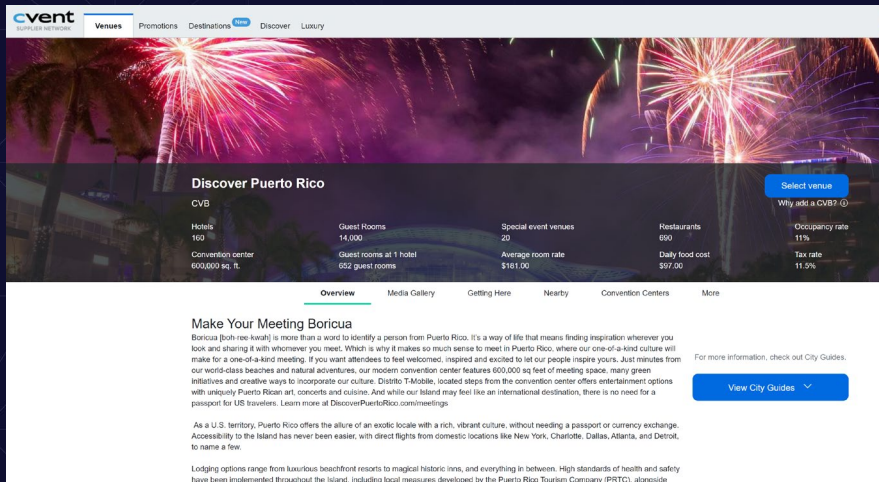
Higher the response rank higher the conversion rate

Conversion Rate by Response Rank



54%
of RFPS are awarded
to one of the **FIRST 3**
Responders

The Value of Profile Completeness



45% of venues on Cvent have a profile completeness score of 90% or greater

These venues receive 78% of the total RFP volume and 82% of all RFPs awarded

Venue Administrator	What's this?	Email Address
Alexa Deucher		Adeucher@cvent.com
Caitlin Perna		cperna@cvent.com
Jayne Sobeck		jsobeck@cvent.com
John Smith		jsmith@hotel.com

Venue Profile	What's this?	Proposal Defaults	What's this?
Percentage Completed:	100%	Percentage Completed:	70%
Add a document to be accessible to planners	+ 10%	Add additional fee information	+ 10%
Include a URL to link to Twitter or Facebook	+ 5%	Add itemized costs	+ 5%
Add virtual tour ?	+ 5%	Add documents to attach to proposals	+ 5%
Add image descriptions	+ 2%	Add sleeping room additional information	+ 10%

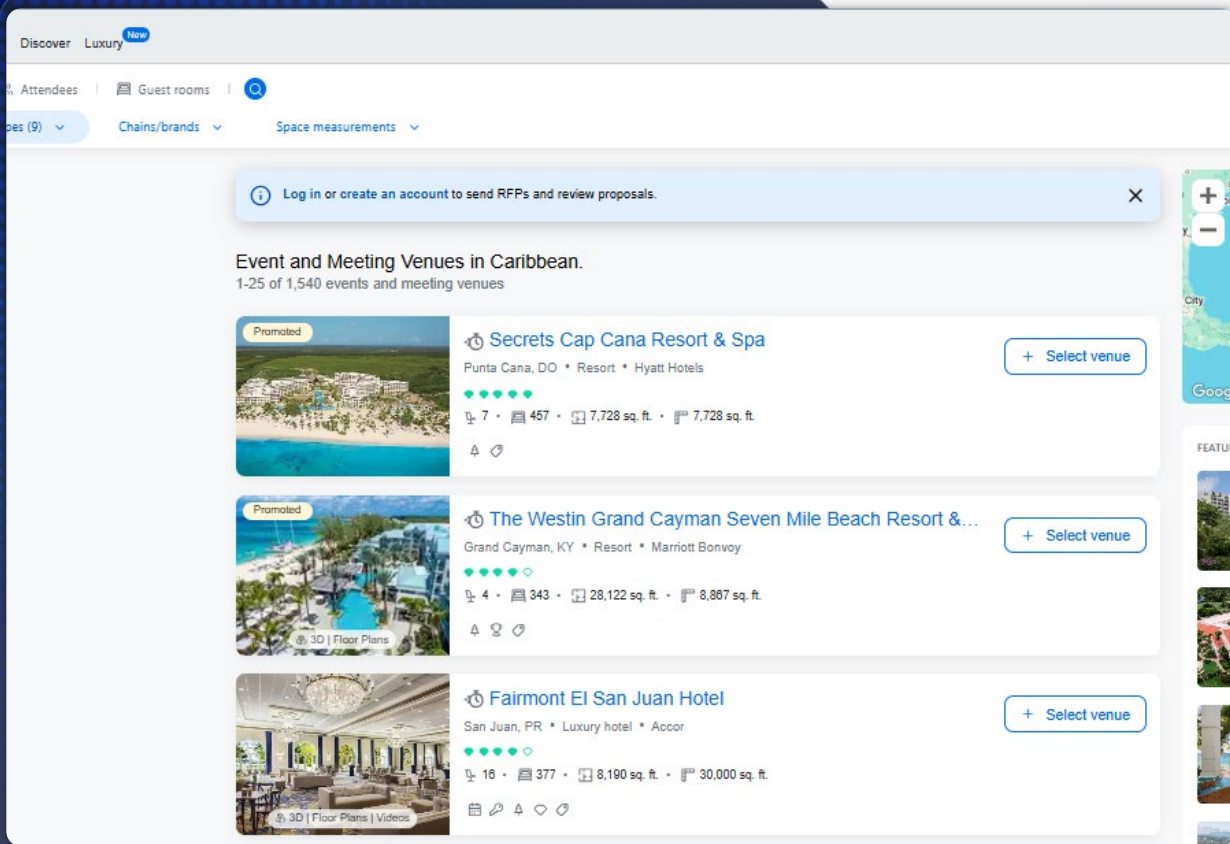
Manage RFP Users	Lead Catchers	RFP Response	Response Rate Graph						
<table border="1"> <thead> <tr> <th>Name</th> <th>Email Address</th> </tr> </thead> <tbody> <tr> <td>Caitlin Perna</td> <td>cperna@cvent.com</td> </tr> <tr> <td>Stephanie LaClair</td> <td>slaclair@cvent.com</td> </tr> </tbody> </table>	Name	Email Address	Caitlin Perna	cperna@cvent.com	Stephanie LaClair	slaclair@cvent.com	<p>To update lead catchers, go to Lead Catchers or contact your venue administrator for assistance.</p>	<p>Awaiting Proposal: 67%</p> <p>Turned Down: 33%</p>	<p>This pie graph displays the status of RFPs received this month.</p>
Name	Email Address								
Caitlin Perna	cperna@cvent.com								
Stephanie LaClair	slaclair@cvent.com								

Check out YOUR profile!

Take a Live Look at the Puerto Rico Search Results

Take a Live Look at the Caribbean Search Results



- Did your team upload the right images?
- Is your hotel description accurate?
- Does the ordering of your images match how you'd give a site tour?
- Are your needs dates showing/accurate?
- Do you have promotions you can showcase?
- Is your Meeting Space accurate?






How Complete is Your Profile

Venue Administrator	What's this?	Email Address
Alexa Deucher		Adeucher@cvent.com
Caitlin Perna		cperna@cvent.com
Jayne Sobeck		jsobeck@cvent.com
John Smith		jsmith@hotel.com


Venue Profile	What's this?	Proposal Defaults	What's this?
Percentage Completed:  100%		Percentage Completed:  70%	
Add a document to be accessible to planners + 10%		Add additional fee information + 10%	
Include a URL to link to Twitter or Facebook + 5%		Add itemized costs + 5%	
Add virtual tour ? + 5%		Add documents to attach to proposals + 5%	
Add image descriptions + 2%		Add sleeping room additional information + 10%	

Manage RFP Users		Lead Catchers
Name	Email Address	
Caitlin Perna	cperna@cvent.com	
Stephanie LaClair	slaclair@cvent.com	

To update lead catchers, go to [Lead Catchers](#) or contact your venue administrator for assistance.

RFP Response	Response Rate Graph
	
	Awaiting Proposal: 67%
	Turned Down: 33%

This pie graph displays the status of RFPs received this month.

Venue Profile	What's this?
Percentage Completed:  100%	
Add a document to be accessible to planners + 10%	
Include a URL to link to Twitter or Facebook + 5%	
Add virtual tour ? + 5%	
Add image descriptions + 2%	



Where Can My Team Make Profile Edits?

The screenshot shows the cvent RFPs interface for a venue administrator. The main content area is divided into several sections:

- Venue Administrator:** A table listing administrators with their names and email addresses.

Venue Administrator	What's this?	Email Address
Alexandra Smiley		ASmiley@cvent.com
Stacey Sacco		SSacco@cvent.com
- Venue Profile:** A progress bar showing 100% completion. Below it are links to add listing text (+10%), virtual tour (+5%), and image descriptions (+20%).
- Proposal Defaults:** A progress bar showing 100% completion. Below it are links to add itemized costs (+5%), applicable taxes (+5%), and package pricing items (+5%).
- Manage RFP Users:** A table with columns for Name and Email Address. A message states: "You do not have any lead catchers. To update lead catchers, go to **Lead Catchers** or contact your venue administrator for assistance."
- RFP Response:** A pie chart showing the status of RFPs received this month.

Status	Percentage
Awaiting Proposal	52%
Submitted Proposal	4%
Awarded	11%
Turned Down	30%
No Response	4%

- Section Links
- Overview
 - Venue Details
 - Meeting Rooms
 - Image Gallery
 - Videos
 - Local Attractions
 - Promotions
 - Lead Catchers
 - Documents
 - RFP Routing
 - Escalation Rules
 - Related RFPs
 - Related RFIs
 - Proposal Defaults
 - Venue Administration
 - Localization

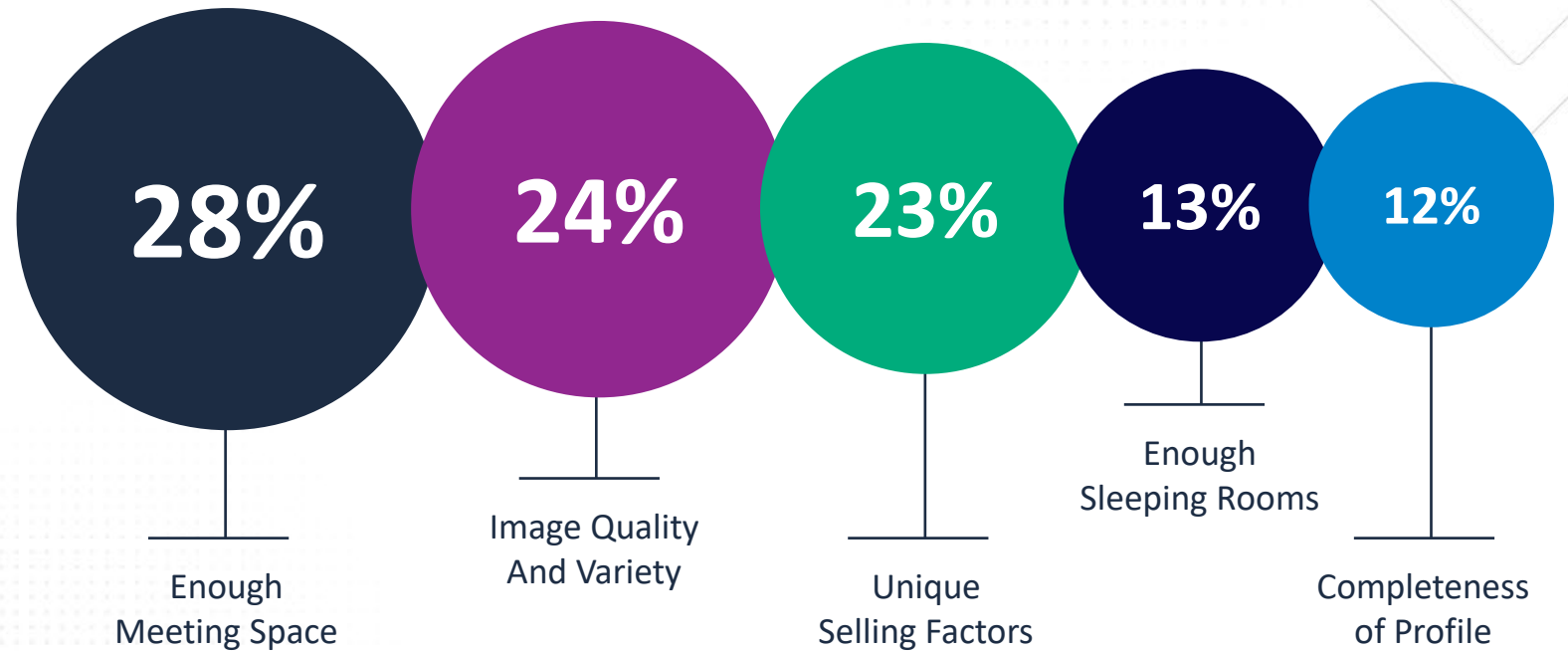
Profile Features

	Basic	1 Diamond	2 Diamond	3 Diamond	4 Diamond
Inventory	Unlimited	Unlimited	Unlimited	Limited	Limited
Search Ranking Enhancement		Least	More than 1-Diamond	More than 2-Diamond	Most
Image Gallery	0	10	15	30	50
Hero Image		✓	✓	✓	✓
Guest Room Image Gallery		✓	✓	✓	✓
Local Attractions		✓	✓	✓	✓
Profile Description		✓	✓	✓	✓
Floor Plans		✓	✓	✓	✓
Menus		✓	✓	✓	✓
Need Dates on Profile		✓	✓	✓	✓
Venue Seasonality		✓	✓	✓	✓
Links to Social Media		✓	✓	✓	✓
Additional Material (Document Library)		✓	✓	✓	✓
Images on Meeting Room Capacity Chart			✓	✓	✓
Meeting Room Drill-in Pages			✓	✓	✓
Promotions			✓	✓	✓
Getting Here			✓	✓	✓
Additional Display Ads on Search Results				✓	✓
Professional RFP Management License	Included	Included	Included	Included	Included
Number of Property Users	1	1	2	3	5

What Do Planners Look For In Your Profile?



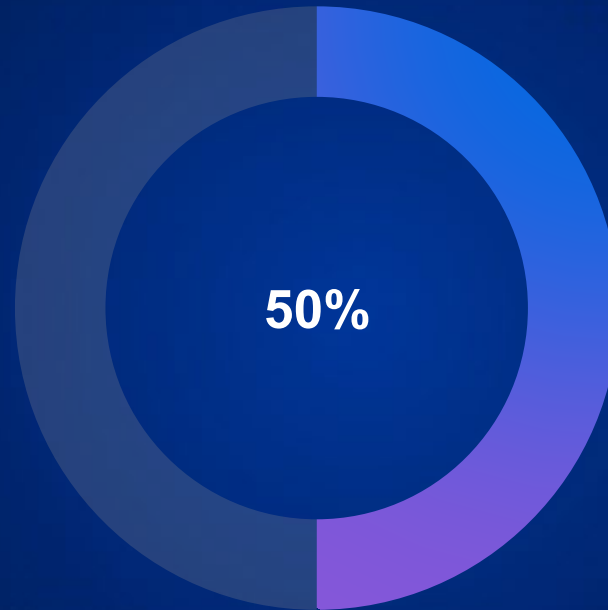
Maximize Exposure





Leveraging Flexibility Offered by Planners

Including Discover Puerto Rico



R12 % of Puerto Rico RFPs where the Planners were Flexible, but they were Turned Down

Value of Copying Discover Puerto Rico

Ensure the Planner and Event Retain in the Destination

1. In the initial email notification

Hi leeann black,

Cvent Sunny Town Convention Center has received an online request for proposal sent from Shruti Gupta through the Cvent Supplier Network.

This is an automatically generated email from the Cvent system informing you of the RFP. View the details of the request and your action options below.

Note: Cvent does not charge commission or transaction fees. Any commission associated with the RFP is at the request of the planner.

[Respond to the RFP](#)

Actions

- [View this RFP](#)
- [Assign the RFP](#)
- [Respond to the RFP](#)
- [View Your Profile](#)
- [Change Supplier Lead Catchers](#)
- [Change My Email Settings](#)

Need Help?

[Click here](#) to get more information, read frequently asked questions, and learn more about who we are and what we do.

[Get more information](#)

2. Beside the RFP name on the “Manage RFPs” tab

Overview Venues Services **Manage RFPs** Manage RFIs RFP Showcase Reports

Manage RFPs > New and Updated RFPs

Views

- New and Updated RFPs
- My RFPs
- Due in the Next Week
- Overdue
- Unassigned RFPs
- All RFPs
- RFPs from First Time Planners
- RFPs with Flexible Dates

RFP Name	RFP Code	Venue/Service	Assigned To
Colloquium Group Annual...		This proposal includes CVBs.	
University Conference 2016	JQNJ6T2JPNN	Cvent Compass Inn	Verma, Addy
Annual Training Seminar	X7NWZ4NSYGF	Cvent Compass Inn	
Alexa's Showcase Test	FRNRM5KDJSB	Cvent Compass Inn	
CVB Management Training 8	HUNFN6HNTSJ	Cvent Water Lilly Hotel (prev. Cvent Campus Inn)	

3. Within the RFP Details

Supplier Information

Supplier Name	Supplier Lead Catchers	NSO Contacts
Cvent Downtown Hotel	aremmer@cvent.com [Supplier] becky.brandon@shannon.com [Supplier] erabil@cvent.com [Supplier] kkozak@cvent.com [Supplier] lblack@cvent.com [Supplier] Change Supplier Lead Catchers	

CVB Information

CVB Name	CVB Contacts
Sunny Town Convention & Visitors Bureau	amarantette@cvent.com , scasey@cvent.com

Overview Venues Services **Manage RFPs** Manage RFIs RFP Showcase Reports

RFP: University Conference 2016 - Cvent Compass Inn

Manage RFPs > RFP Selection > RFP Details

Section Links

- RFP Details
- Message History
- Assignment Information
- Suppliers & Responses
- Proposal Details
- Proposal Administration

Submit Assign Turn Down Actions Close

General Information Contact Information Event Details Event Requirements Additional Questions

Venue/Service: Cvent Compass Inn

CVBs: Sunny Town Convention & Visitors Bureau

RFP Type: Meeting Space and Sleeping Rooms

Proposal Status: Awaiting Proposal [Not Submitted]

Supplier Certification

CSN

Key Takeaways



Understanding the Planner Perspective



Marketing to the Right Audience



Inbound Lead Management



Increasing Conversion Rates

Benefits



Certificate of completion



Badge for Cvent account, LinkedIn profile, email signature, business cards, and more

[Get Certified **HERE!**](#)

Stay up-to-date on the latest Planner and Group Trends



The latest Meetings Industry PULSE Survey, co-produced and sponsored by Cvent, finds that the only surge planners are concerned about is the high volume of meetings they expect to produce over the next six months, and how they will produce them.



Cvent is here to support you during good times, bad times – and the uncertain times. One way we can help is by sharing some of the stories, insights, and information we've gathered in the hope that it inspires your next steps.




cvent | COMMUNITY Knowledge Base | Training | [LOG IN](#)

[Home](#) [Education](#) [Communities](#) [Resources](#) [Events](#) [Participate](#)

Cvent Community


A place to learn, ask, and succeed.

Learn to use Cvent products, ask how to overcome challenges, and succeed in the evolving events landscape.




Get a personalized experience, stay connected with the latest from Cvent, and learn directly from other Cvent users.

Search the Knowledge Base [Search](#)

 **Learn**


Learn to use Cvent products with quick FAQ's, step-by-step how-to articles, and video tutorials.

[Knowledge Base](#)

 **Ask**

Ask and answer questions to quickly overcome product challenges, find useful tips and hacks, and stay in the know.

[Open Forum](#)

 **Succeed**

Succeed with in demand tech skills and industry knowledge to stay current in the evolving event landscape.

[Training](#)

CVENT COMMUNITY

A place to stay connected, get product education and stay up-to-date with the latest product updates.

<http://community.cvent.com>



The image features a background of a business meeting with several people in professional attire. A large, dark blue, semi-transparent rectangular box is centered over the image. Inside this box, the text "Event Opportunities" is written in a white, sans-serif font. To the left of the box, there are two decorative diamond-shaped icons: a larger one with a blue-to-teal gradient and a smaller one with a red-to-pink gradient. The overall aesthetic is professional and modern, with a blue color palette.

Event Opportunities

Cvent's goal is to help you win more group business





Raising the Bar in 2025...

Best Practices

1. Profile Completeness

- Updating Photos + Content
- Checking for ability to add Promotions + Need Dates (Planner Filter)

2. RFP Details

- Including CVB on RFP or Response
- Checking for Planner Flexibility

3. Responsiveness

- Hitting the planner's deadline
- Be Selective

4. Get Proactive

- Importance of Visibility + Marketing
- Cvent Supplier Network Certification
- Working Smarter with Productivity Tools
 - Smart Custom Proposal, Cvent Event Diagramming, Planner Navigator, Business Intelligence (GPI)



Q+A?

THANK YOU!

Kaltman@cvent.com

Group Sales Performance

ZORAIDA RIVERA
CRM MANAGER

PRODUCTION YOY COMPARISON

2024-2024 FISCAL YTD AS OF NOVEMBER

568

Event Leads

▼ -19.4% YOY

381,061

Room Night Leads

▼ -17.9% YOY

136

Events Booked

▲ +6.3% YOY

65,987

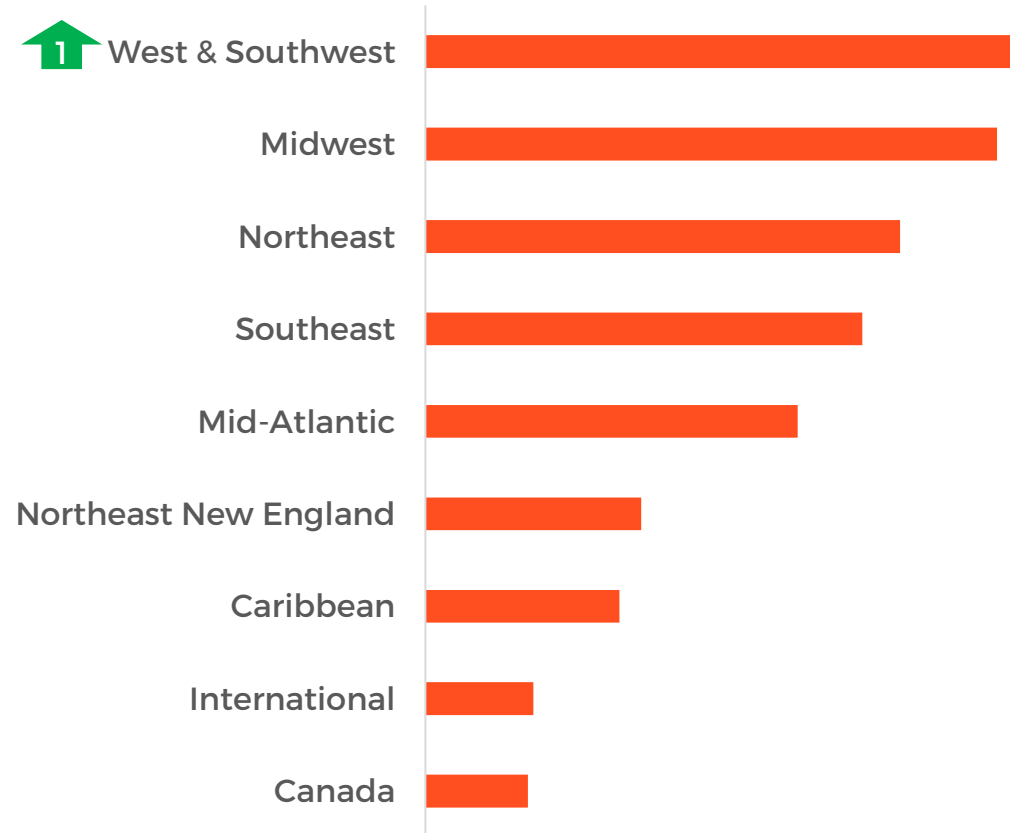
Rooms Booked

▼ -6.3% YOY

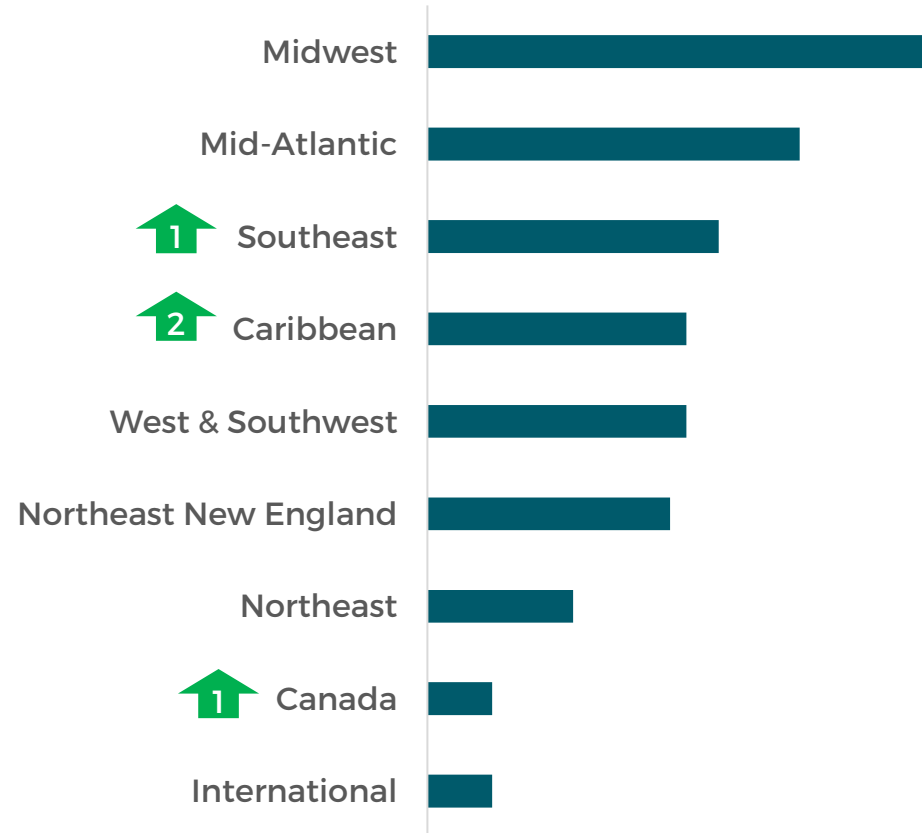
JULY – NOVEMBER 2024 FY PRODUCTION

LEADS GENERATED & BOOKING DEMAND BY REGION

LEADS GENERATED BY REGION



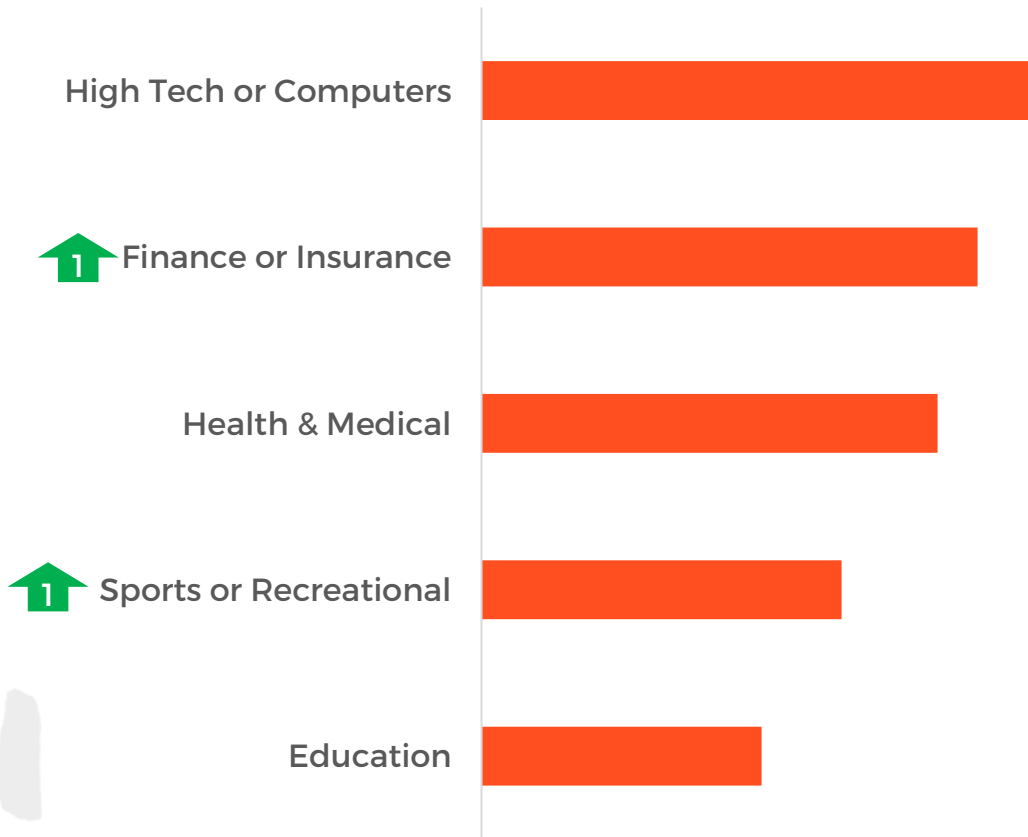
BOOKINGS BY REGION



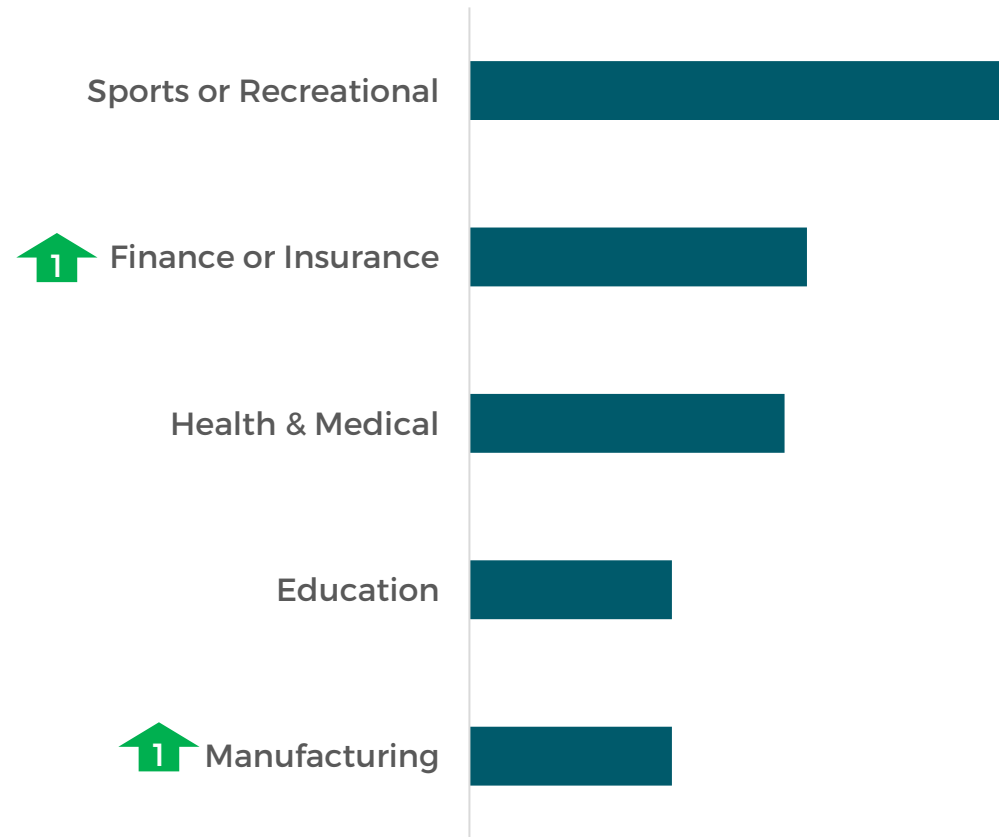
JULY – NOVEMBER 2024 FY PRODUCTION

LEADS GENERATED & BOOKING DEMAND BY MARKET SEGMENT

LEADS GENERATED BY MARKET SEGMENT



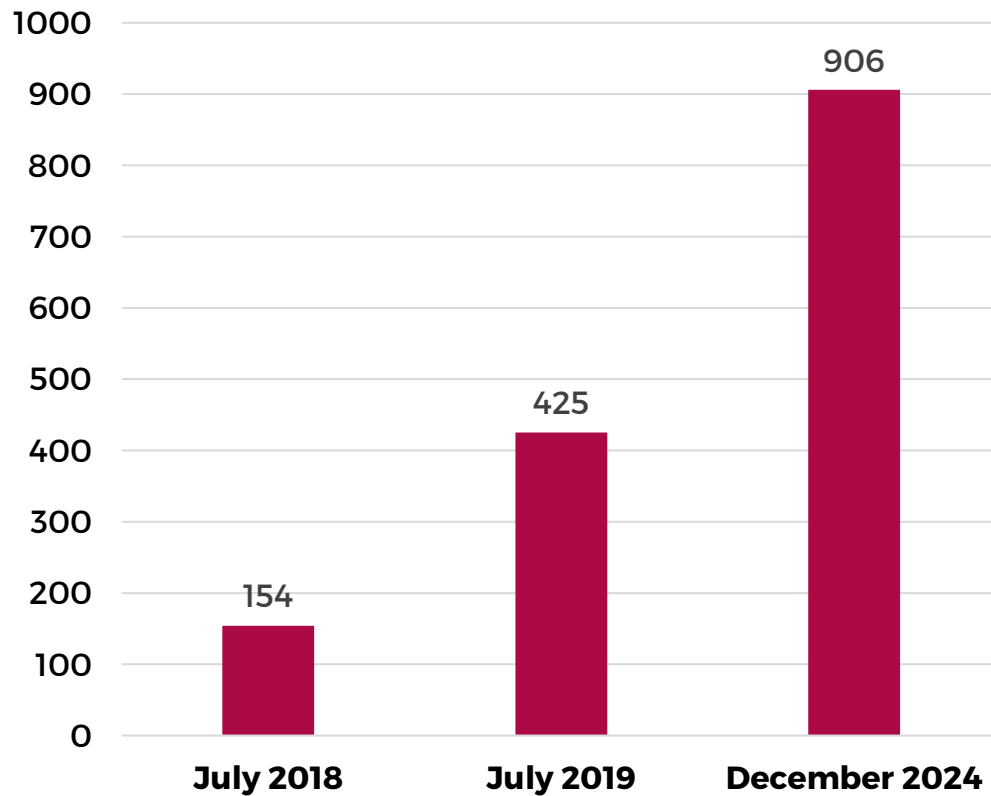
BOOKINGS BY MARKET SEGMENT



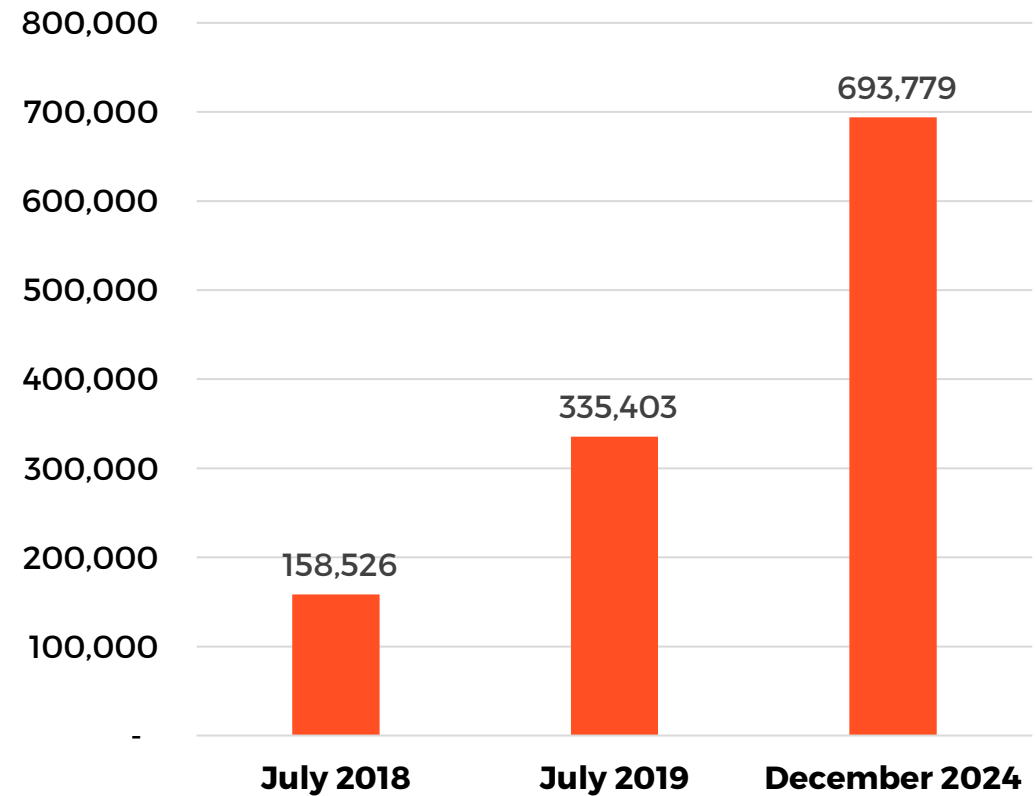
SALES PIPELINE AS OF DECEMBER 1, 2024

\$603M ECONOMIC IMPACT

Leads



Requested Room Nights



COMPRESSION

FOR LEADS SOURCED THROUGH DISCOVER PUERTO RICO

OTB Room Nights by Month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2024												11,179	11,179
2025	15,661	25,349	18,531	15,449	11,750	8,757	1,748	2,975	3,471	14,591	9,702	4,928	132,912
2026	5,659	13,754	8,107	11,008	5,772	2,223	7,630	3,050	0	4,078	5,849	1,354	68,484
2027	0	1,802	1,153	1,276	1,213	1,400	1,481	3,661	932	1,120	3,006	0	17,044
2028	5,370	1,305	0	1,204	0	0	0	0	0	0	0	0	7,879
2029	0	0	0	1,204	0	0	0	0	0	1,120	0	0	2,324

Room Nights in the Pipeline (still in Lead or Tentative Status)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2024												5,982	5,982
2025	25,549	29,963	38,291	46,594	30,854	12,923	9,071	5,526	32,158	21,451	19,576	4,746	276,702
2026	36,719	29,898	26,829	36,743	25,954	17,361	4,597	5,062	16,442	14,987	8,694	3,078	226,364
2027	11,052	18,571	4,354	8,325	10,488	7,734	4,386	1,710	4,963	8,305	4,211	0	84,099
2028	200	6,044	583	6,329	4,065	6,876	3,419	8,145	910	2,031	0	6,274	44,876
2029	2,815	19	1,000	2,629	4,405	600	5,530	0	2,021	1,203	0	0	20,222
2030	200	0	0	0	4,405	600	450	0	0	0	6,840	0	12,495
2031	0	0	0	0	0	0	0	6,250	0	0	0	0	6,250
2032	0	0	0	0	0	0	0	0	0	0	3,160	0	3,160

JULY – NOVEMBER 2024 FY LOST BUSINESS

BY LOST CODE AND LOST CITY

- **Decided not to travel offshore**
 - California: San Diego
 - Florida: Orlando
 - Florida: Miami
 - Florida: Naples
 - Georgia: Atlanta
 - Arizona: Phoenix
- **Decided on other offshore destination**
 - Mexico: Cancún
 - Mexico: Los Cabos
 - Central America: Costa Rica
 - Caribbean: Aruba
 - Caribbean: Bahamas
- **Hotel Room Rate or Resort Fee**
 - Bahamas (Atlantis)
 - Central America: Panama
 - Cruise: Caribbean
 - Mexico: Mexico City
 - South America: Chile
 - USA: California: Palm Springs
 - USA: Florida: Fort Lauderdale
 - USA: Florida: Key West
 - USA: Florida: Miami
 - USA: Florida: Tampa
 - USA: Louisiana: New Orleans
 - USA: Massachusetts: Boston
 - USA: Pennsylvania: Philadelphia
- **Lack of all-inclusive property**
 - Caribbean: Dominican Republic: Punta Cana
 - Mexico: Cancún
 - Mexico: Los Cabos
 - Mexico: Puerto Vallarta



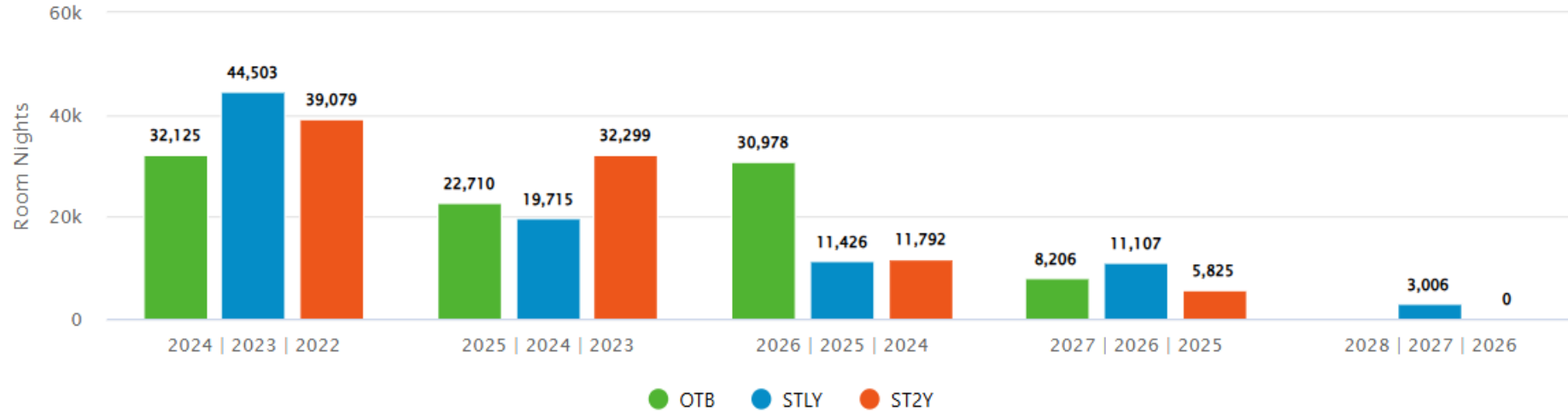
PRCC SALES PERFORMANCE

**JACQUELINE ROSA
DIRECTOR OF CONVENTION SALES STRATEGY**



PRCC BOOKED RNS OTB BY YEAR

Room Nights: OTB Vs STLY



STLY - Room Nights



Year	OTB			Cancelled			Tentative			Conversion Rate		
	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y	RN	vs STLY	vs ST2Y
2024	32,125	44,503 (↓ -28%)	39,079 (↓ -18%)	0	0 (-)	10,926 (↓ -100%)	220	0 (-)	1,200 (↓ -82%)	15.8%	22.4% (↓ -30%)	16.6% (↓ -5%)
2025	22,710	19,715 (↑ 15%)	32,299 (↓ -30%)	0	0 (-)	0 (-)	20,544	42,023 (↓ -51%)	26,504 (↓ -22%)	9.5%	12.5% (↓ -25%)	19.4% (↓ -51%)
2026	30,978	11,426 (↑ 171%)	11,792 (↑ 163%)	0	0 (-)	0 (-)	37,307	56,655 (↓ -34%)	31,893 (↑ 17%)	20.6%	9.1% (↑ 125%)	12.5% (↑ 65%)
2027	8,206	11,107 (↓ -26%)	5,825 (↑ 41%)	0	0 (-)	0 (-)	29,665	56,305 (↓ -47%)	45,391 (↓ -35%)	6.3%	17.6% (↓ -64%)	14.4% (↓ -56%)
2028	0	3,006 (↓ -100%)	0 (-)	0	0 (-)	0 (-)	31,886	24,115 (↑ 32%)	21,719 (↑ 47%)	0.0%	4.6% (↓ -100%)	0.0% (-)

PRCC PACE VS ANNUAL SHARE AVERAGE

Event Status Report

Sales Rep.: All | Peak: All | Convention Center?: All | Non-Hotel Venue Being Used: Convention Center | Headquarter Region: All | Headquarter: All | Major Strategic Partnership: All

Definite & Postponed Definite Room Nights by Year & Month

Total room nights currently on the books by event date

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	1.5K		3.9K	1.5K	3.1K						2.1K		12.2K
2019		5.0K	4.2K				1.1K	1.1K				3.2K	14.6K
2020	1.5K	1.3K	4.7K							3.0K			10.5K
2021						2.1K		1.1K					3.2K
2022			2.4K	1.7K	5.5K	5.3K	2.1K			15.6K	3.3K		35.9K
2023	11.5K	3.7K	1.7K	2.8K	2.6K	5.7K	782	2.8K	2.9K	1.4K	4.4K	1.3K	41.5K
2024	1.7K		11.3K	782		3.9K	3.4K	400	6.0K	2.1K	1.2K	1.4K	32.2K
2025		1.1K	5.3K	2.2K	1.5K					5.3K	3.5K	3.3K	22.1K
2026		6.0K	1.5K	6.0K			7.4K			3.6K	2.5K		26.9K
2027						1.4K					3.0K		4.4K

Difference from avg. share of annual total rooms





Group Marketing Update

JOSÉ ARANA
GROUP MARKETING DIRECTOR



IMEX AMERICA 2024

RESULTS AND HIGHLIGHTS

- Show stats:
 - 15,800 Total attendees
 - 5,758 Buyers from 75 countries
- Discover Puerto Rico booth:
 - 15 Local industry partners
 - 266 Individual appointments
 - 8 Group appointments
 - 1,016 Badges scanned
 - 893 Unique buyers *vs 490 in 2023*
 - 123 Participating exhibitors
- Activations:
 - Over 2,500 Coffees served over 3 days
 - Over 450 Cocktails served
 - Salsa dance performance



AMEX [INTER]ACTION

Results and Highlights

- Show stats:
 - 850 Total attendees with a many 1st timers
 - 425 Buyers from 28 countries
- Discover Puerto Rico booth:
 - 16 Local industry partners
 - 237 Individual appointments
 - 180 Buyers scanned
- Activations:
 - Over 800 Coffees served
 - Over 300 Piña Coladas served





AMEX GBT
Meetings
& Events

INTER[action]
PUERTO RICO 2024

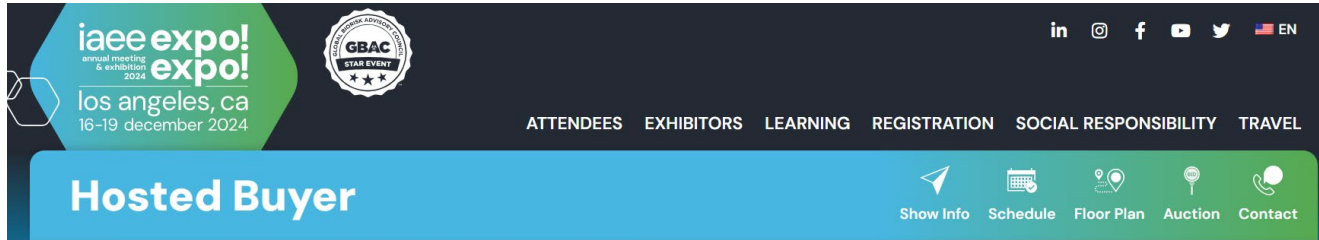


DISCOVER

Puerto Rico

DiscoverPuertoRico.com


IAEE EXPO! EXPO! 2024



The header of the IAEE Expo! Expo! 2024 website features a dark blue background. On the left, it displays the event logo 'iaee expo! expo!' with 'annual meeting & exhibition 2024' and 'los angeles, ca 16-19 december 2024'. A circular seal on the right indicates 'GBAC STAR EVENT'. Social media icons for LinkedIn, Instagram, Facebook, YouTube, Twitter, and a flag for English (EN) are in the top right. A navigation menu includes 'ATTENDEES', 'EXHIBITORS', 'LEARNING', 'REGISTRATION', 'SOCIAL RESPONSIBILITY', and 'TRAVEL'. A blue bar below the menu contains the text 'Hosted Buyer' and icons for 'Show Info', 'Schedule', 'Floor Plan', 'Auction', and 'Contact'.

The Best Way to Maximize Your Expo! Expo! Experience

What to Expect as a Hosted Buyer:

- Customized engagement with the solution providers in the Expo! Expo! marketplace
 - Facilitated networking experiences
 - Full access to the Expo! Expo! education program
- 
- IAEE reserves the right to limit the number of Hosted Buyer opportunities.
 - IAEE reserves the right to change program qualification parameters, terms, and conditions.

by 24 January 2025. The online

Brought to you by



Direct any questions related to Hosted Buyer Program to the [Hosted Buyer Information email](#).



FUTURE PROJECTS

- **Future Events and Tradeshow:**
 - IAEE Expo! Expo! 2024 in Los Angeles
 - Holiday Showcase 2024 in Chicago
 - PCMA CL 2025 in Houston
- **Ongoing Projects:**
 - MICE Planner Research Program
 - PCMA Latam Research Focus Group
 - Strategic Marketing Support Plan for 2025
 - ASAE Conclave Testimonial
 - TENEO Testimonial
 - Booth Graphics Refresh Exploration
 - Strategic Alliances 2025 Media Programs





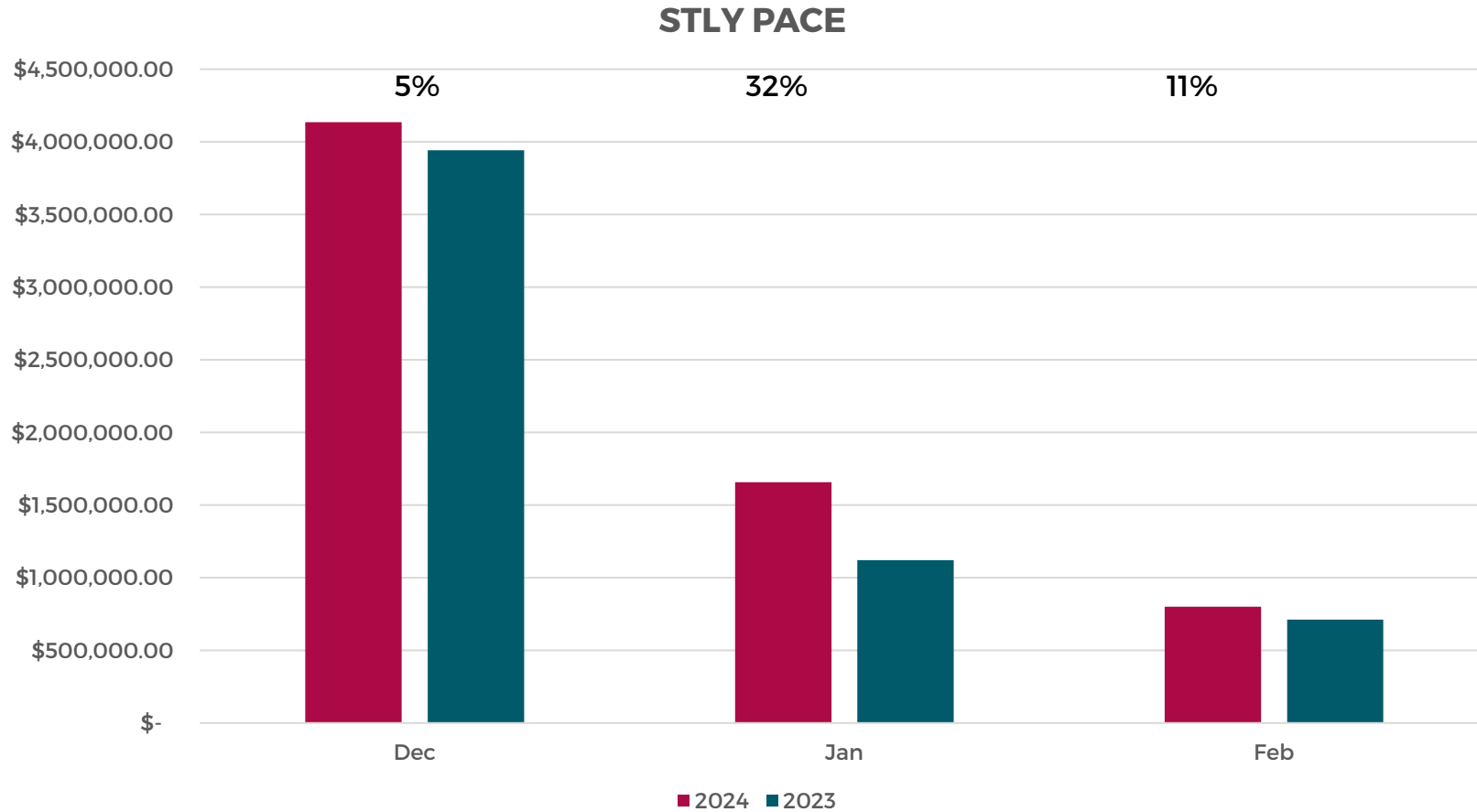
Leisure Sales Update

FRANCISCO BLANCH
LEISURE SALES DIRECTOR



GDS PACE

ENDING 2024 INTO 2025



Q4 LEISURE EVENTS

Event	Type	Month	Location
COPA FAM	FAM	September/ October	Puerto Rico
CCRA Webinar	Webinar	October	Virtual
Cruise Planners Annual Convention	Tradeshaw	October	Fort Lauderdale, FL
Virtuoso Connects	Sales calls	October	Monterrey, Mexico
Virtuoso on Tour	Sales calls	October	Mexico City, Mexico
Boarding Pass Paraguay FAM	FAM	October	Puerto Rico
Brand USA Travel Week	Event	October	UK
TravelSavers Elite Retreat at Sea	Event	October/ November	At sea
COPA Brazil FAM	FAM	October	Puerto Rico
America World Italy site	FAM	October	Puerto Rico
SeaU Travel Agent Conference TravelBrands Canada	Event	November	Puerto Rico
AAA NE Threads	Tradeshaw	November	Springfield, MA
Brand USA Canada FAM	FAM	November	Puerto Rico



TravelSavers Elite Retreat at Sea



SeaU Travel Agent Conference - Cruise visit (Bacardi Tours)

Q4 LEISURE FAMS

COPA LATAM FAMS



COPA FAM

5 travel advisors from Mexico, Argentina, Colombia, Brazil, and Uruguay



BOARDING PASS PARAGUAY FAM

10 travel advisors



COPA BRAZIL FAM

8 participants from Sakura Consolidadora and COPA

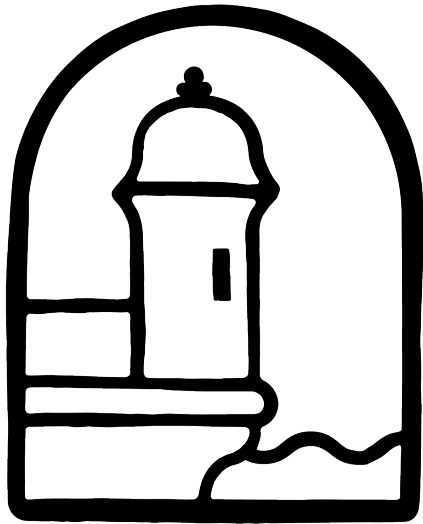


BRAND USA CANADA FAM

8 travel advisors

PUERTO RICO TRAVEL SPECIALIST PROGRAM

DYNAMIC TRAINING



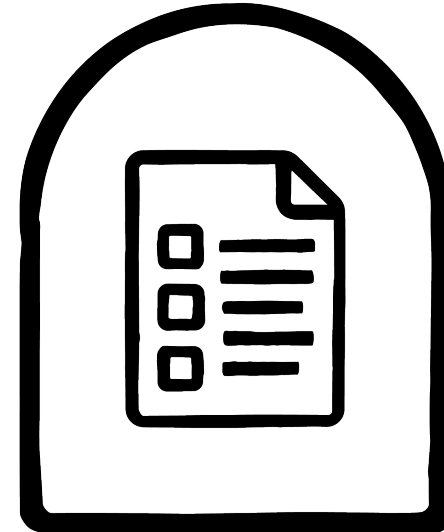
ENROLLMENTS AND GRADUATIONS

Total enrollments: 35,145
Total graduations: 19,197
New training Started: 9,966
New training Finished: 9,599

Trav**PRO**
mobile

WEB AND IOS OR ANDROID APP

The latest technology combined with AI for easy training, and at hand selling tools that can be shared with travel advisor's passengers



COMING SOON!

MICE and Weddings & Romance Specialization Chapters



Groups Discussion

KIM DAROJA, VP OF SALES



Closing Remarks

Reception



DISCOVER
Puerto Rico

Thank You

