



COMMERCIAL STRATEGY CONFERENCE

Strategize, Optimize, Capitalize



26 July 2024

THE LEELA AMBIENCE GURUGRAM HOTEL, DELHI NCR, **INDIA**



Uncovering India MICE Insights and Sourcing Trends



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Cvent

COMMERCIAL STRATEGY CONFERENCE

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DELHI 26 July 2024

Agenda



Introduction to Cvent



State of MICE Industry - India



5 Mantras for Success





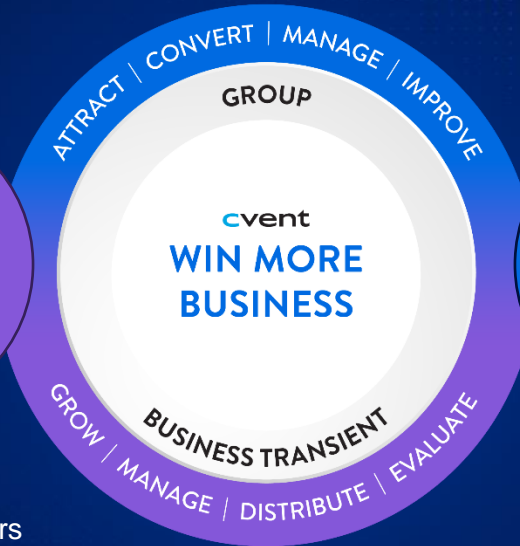
Introduction to Cvent

The Cvent Platform Connects Planners with Venues

To automate and improve the impact of meetings & events



126K active planner users
38% of fortune 1,000 are customers
7.1M+ events managed since 1999
278M registrations processed since 1999



For hoteliers to grow and own profitable group business



309K+ hotels and venues on CSN
Group RFPs Sourced
3M total RFPs
\$16B RFP value
Business Transient RFPs Sourced
936K+ total RFPs

As of 31/12/2023

Win Group Business



Planner Companies That Use Cvent

Examples of 3rd Party Planners



Examples of Large Corporate Planners



Examples of Incremental Planner Customers





State of MICE Industry India

Cvent Supplier Network Data – India 2023 Snapshot

6K

Total RFPs Sent in 2023

₹435 Cr

Sourced in 2023

12K

Venues listed on CSN

70%

Venue Response Rate

Cvent sourcing data

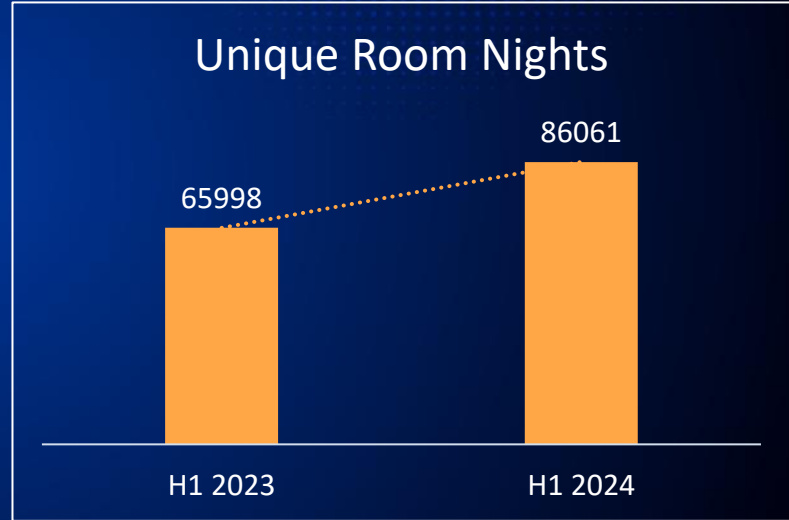
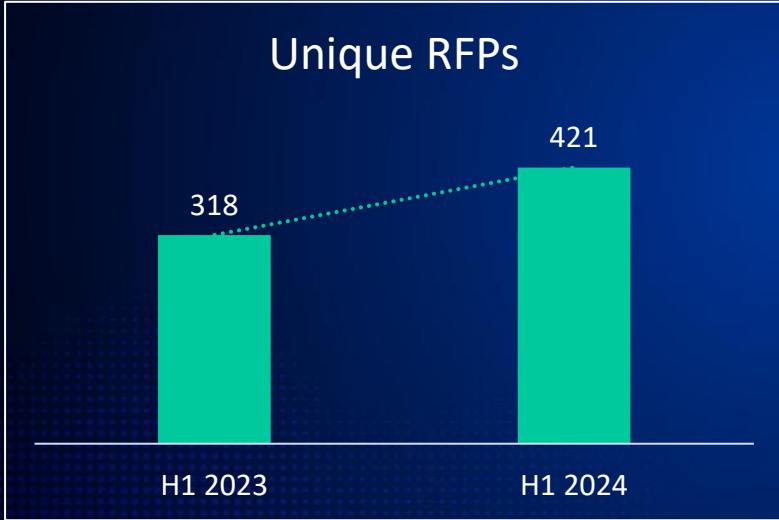
Growth Trajectory - India

₹200 Cr

Sourced in H1 2023

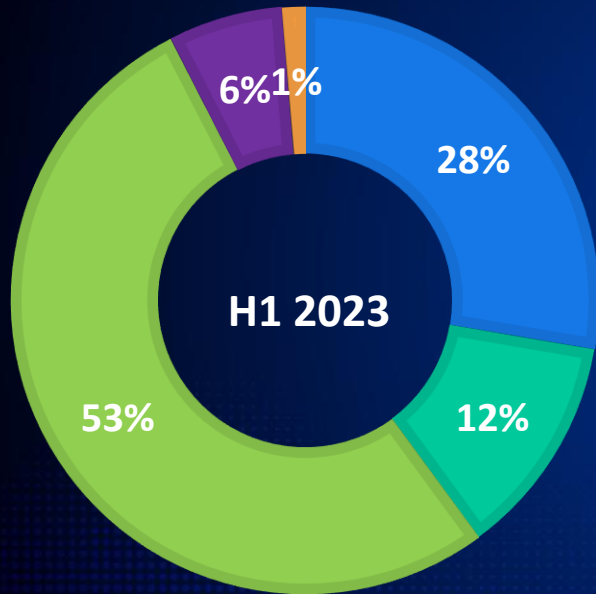
₹300 Cr

Sourced in H1 2024

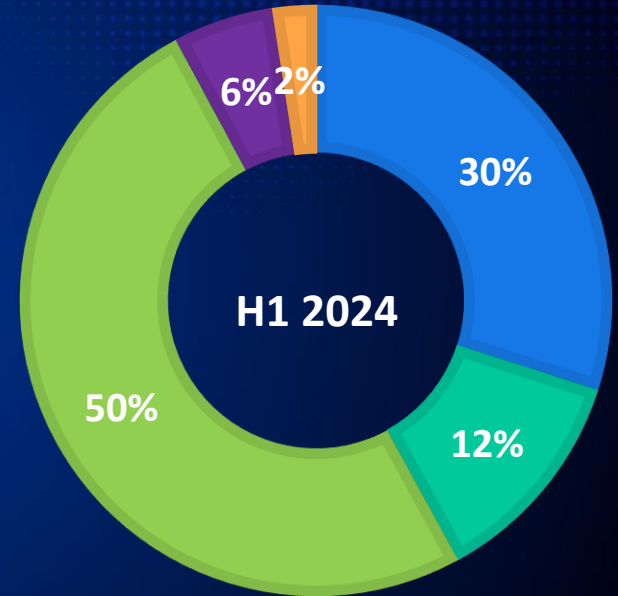


Cvent sourcing data

Feeder Markets – Unique RFPs

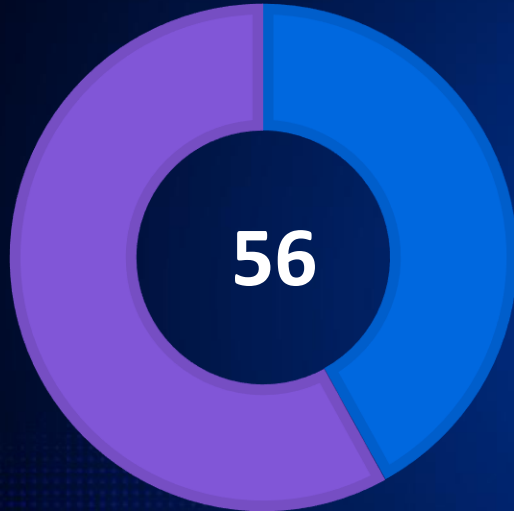


- Americas
- Europe/UK
- India
- Rest of the Asia
- Rest of the World



Cvent sourcing data

New Planners Sourcing – H1 2024



Planner Orgs Sourced for the
1st time in H1 2024

Avg Peak Room Nights:

67

Avg. Attendees:

189

Avg. Booking Window:

118 Days

Avg. Room Nights:

235

Avg. RFP Value:

INR 58 Lakhs

Profiling of India RFPs
by 1st Time Planners

Cvent sourcing data

Future Events Summary

Event Start Date	RFP Value
Q4 2024	INR 111 Crores
Q1 2025	INR 71 Crores
Q2 2025	INR 20 Crores
Q3 2025	INR 9 Crores
Q4 2025	INR 30 Crores
2026+	INR 27 Crores
Total	INR 268 Crores

Event sourcing data

Over **INR 160 Crores** worth of business sourced from 2025 and beyond



5 Mantras Of Success



To Win, You Need To Bid

49.4%

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To Win MORE, Respond Fast

75%

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Know Your Business



Embrace Software



AI Is A Reality

THANK YOU

cvent



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