

# HSMAI Commercial Strategy Conference

Singapore

The role of AI & Smart Technology in  
shaping tomorrow's events with Cvent



cvent®

# MICE Revolution!

## AI & Smart Tech for Future-Ready Event Success



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Cvent



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Cvent



*Commercial Strategy* CONFERENCE

**SINGAPORE**  
29-30 MAY 2025

## EVENTS



Platform to automate  
and improve the impact  
of meetings and events

---

**3.1M**

Platform for hoteliers to  
grow and win profitable  
MICE business

---

**\$17.7B**

Sourced Business

# Transforming meetings and events through technology

26

YEARS OF EXPERIENCE

145K+

ACTIVE PLANNER USERS

\$17.7B

RFP VALUE  
SOURCED IN 2024

48.3M

ROOM NIGHTS  
REQUESTED



1999 Founded

2013 IPO NYSE: CVT

2016 Taken private by Vista for \$1.7B

2021 IPO NASDAQ: CVT

2022 Acquired Venue Directory

2023 Taken private by Blackstone for \$4.6B





# State of the Union

## **Singapore**

## Singapore at Glance: 2024 YoY

**7K+**

Total RFPs in 2024

**(-6.9%)**

**\$87M**

Unique RFP Value

**(-5.4%)**

**226K**

Unique Room Nights

**(-22%)**

**274**

Unique Planner Organisations

**(+11.4%)**

**144**

New Planner Organisations

**(+26.3%)**



## Singapore: 2025 so far...

A promising year to start with (2024 and 2025 YTD Comparison)

273

Unique RFPs in 2025

(+11%)

\$37M

Unique RFP Value

(+49%)

111K

Unique Room Nights

(+41%)

139

Unique Planner Organisations

(+21%)

43

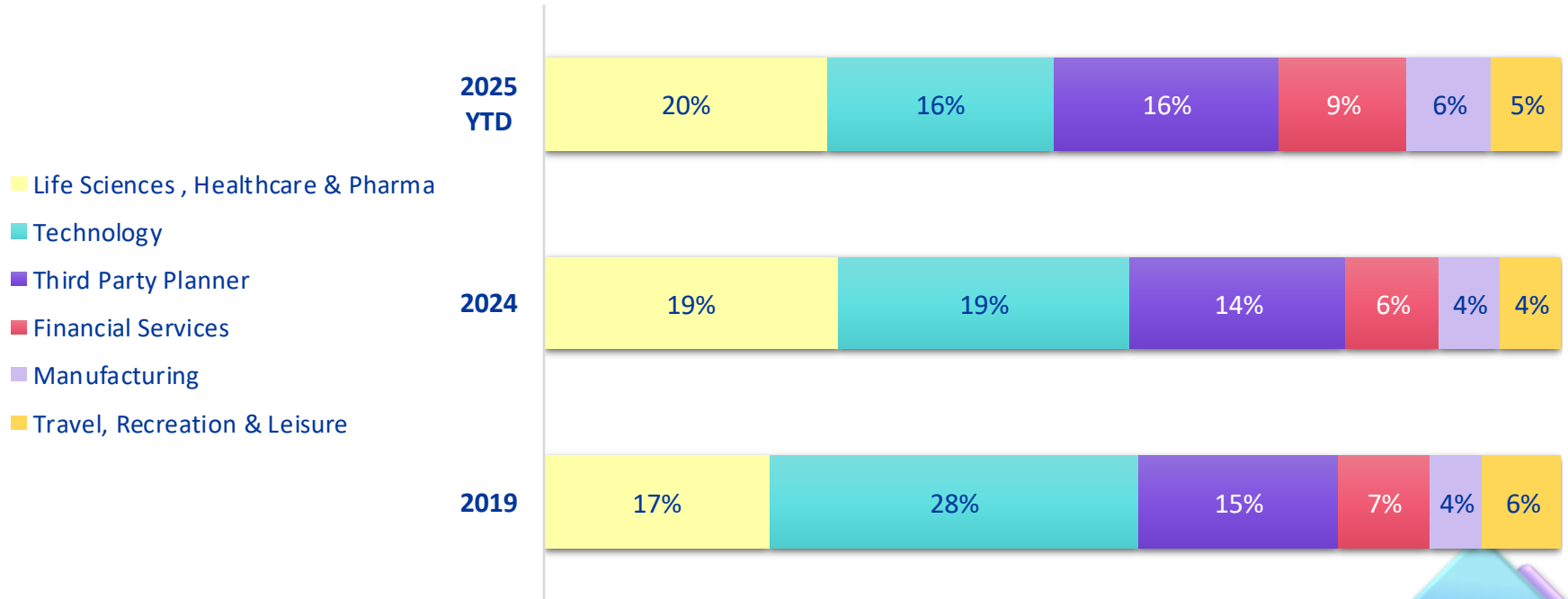
New Planner Organisations

(+23%)



# Industry Sourcing Trends

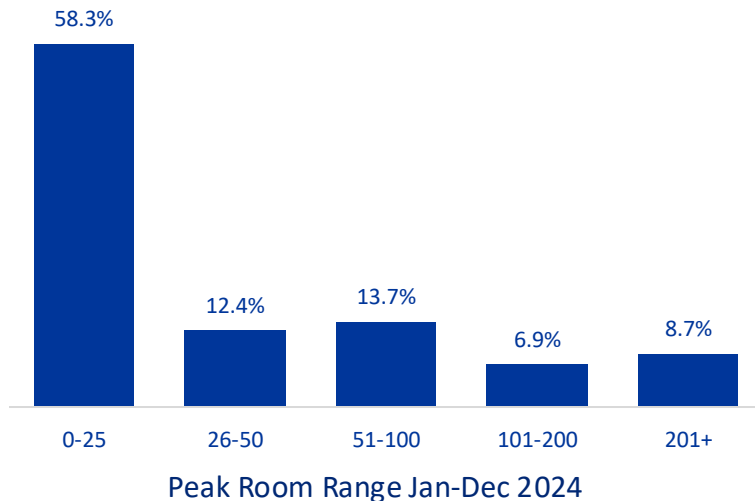
Sourcing volume from Technology, the leader in 2019, has dipped significantly



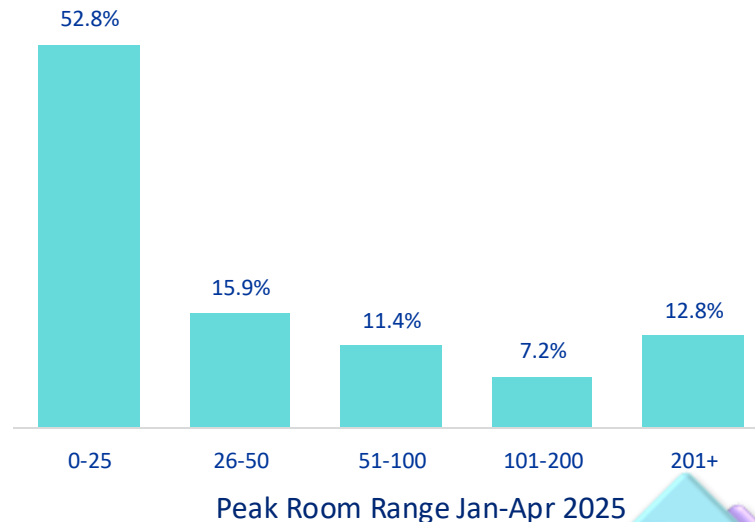
# RFPs by Peak Room Range (Jan-Dec 2024 & 2025 YTD)

The Trend of More Small and Medium Size RFPs in Singapore Continues in 2025

**71%** of RFPs sourced in 2024 were for  
0-50 Rooms on Peak



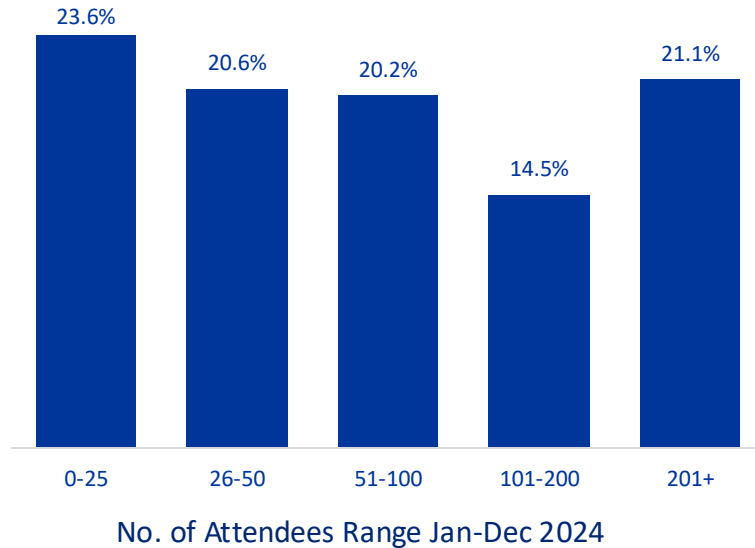
**69%** of RFPs sourced in Jan-Apr 2025 were for  
0-50 Rooms on Peak



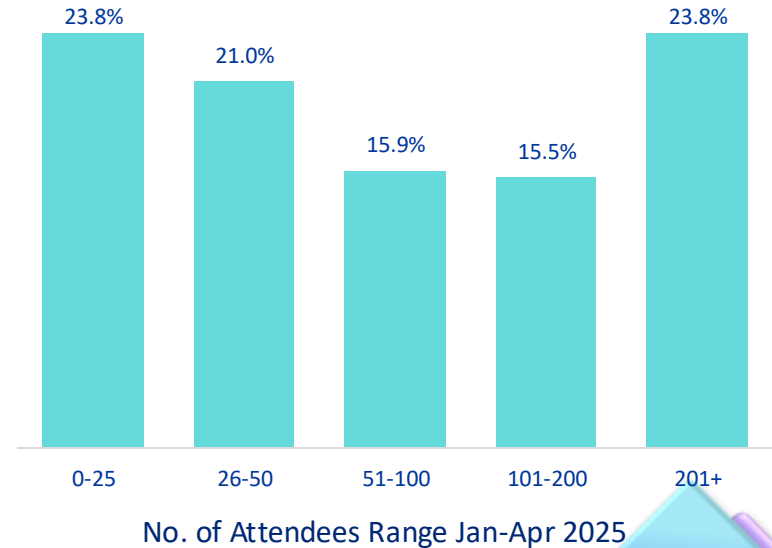
# RFPs by Attendee Range (Jan-Dec 2024 & 2025 YTD)

Majority of Early 2025 RFPs Signal Robust Demand for Larger Events

**56%** of RFPs sourced in 2024 were for events exceeding 50 Attendees

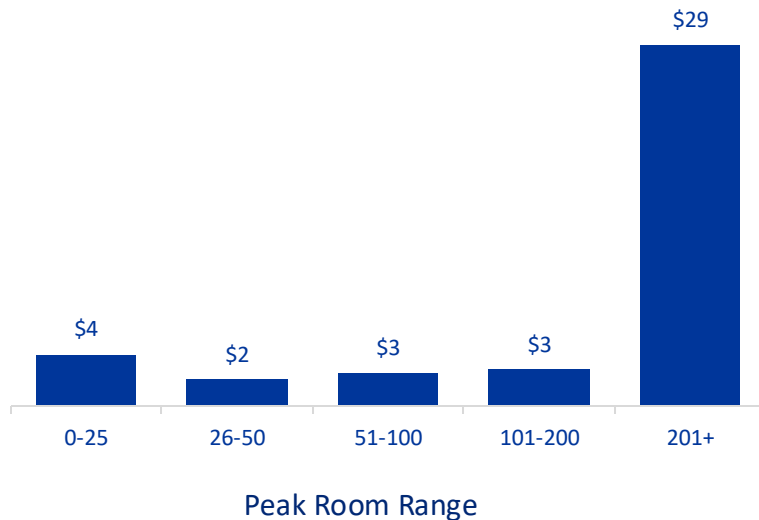


**55%** of RFPs sourced in Jan-Apr 2025 were for events exceeding 50 Attendees

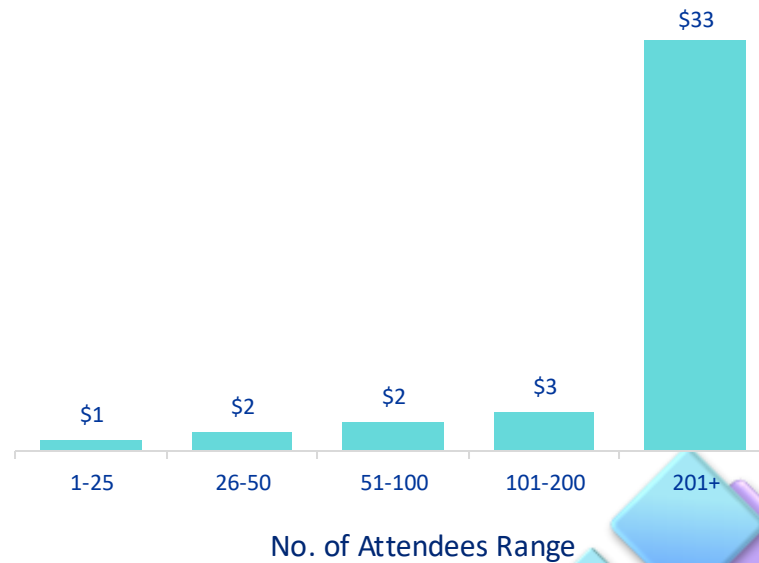


# RFP Value (In Millions \$) by Peak Room & Attendee Range – 2025 YTD

**13%** of Unique RFPs sourced for 201+ Rooms on Peak contributed to **71%** of total RFP Value worth \$29M



**24%** of Unique RFPs sourced for 201+ attendees contributed to **81%** of total RFP Value worth \$33M





# What Are the Planner Sourcing Patterns in 2025?

# Optimism Persists Despite Budget Constraints and Supplier Challenges

1

APAC PLANNERS REPORT A HEALTHY FLOW OF EVENTS ACROSS THE CALENDAR

**67%**

of the event planners surveyed across APAC\* are actively booking or sourcing currently.

2

PLANNER WITH LIMITED BUDGETS SEEKING MORE COST-EFFECTIVE OPTIONS

**77%**

of planners with limited or lower budgets are seeking more cost-effective venues and destinations.

3

ACTIVE SOURCING PIPELINE IS STRONG

**39%**

of planners are sourcing between 4 and 6 months.

4

AI IS BECOMING AN IMPORTANT PART OF PLANNERS' PROCESSES\*\*

**84%**

of planners reveal that they use AI tools during the venue sourcing process including searching venues, comparing bids and creating RFPs.

\*Northstar Meetings Industry Pulse Survey Report, APAC, March 2025

\*\*Cvent Planner Sourcing Report, Asia 2025



# Feeder Markets for Singapore

US Sourcing Volume Signals Strong MICE Business Pipeline and Planner Confidence

| Planner Region    | RFPs | %RFPs | Room Nights | RFP Value    | Avg RFP Value |
|-------------------|------|-------|-------------|--------------|---------------|
| USA               | 114  | 42%   | 93,243      | \$29,101,509 | \$255,276     |
| Singapore         | 74   | 27%   | 4,215       | \$2,898,009  | \$39,162      |
| Europe & UK       | 32   | 12%   | 4,356       | \$1,665,112  | \$52,035      |
| Asia*             | 28   | 10%   | 1,832       | \$829,684    | \$29,632      |
| Australia         | 15   | 6%    | 2,870       | \$1,231,329  | \$82,089      |
| Rest of the World | 9    | 3%    | 5,066       | \$1,807,135  | \$200,793     |



# 76% of RFPs Feature Small & Medium RFP Size; Weekday RFPs are prominent

## By RFP Size

| RFP Size | % of RFPs |
|----------|-----------|
| Large    | 24%       |
| Medium   | 32%       |
| Small    | 44%       |

## By Days Pattern

| Days Pattern  | % of RFPs |
|---------------|-----------|
| Extended Stay | 7%        |
| Weekday       | 70%       |
| Weekend       | 22%       |

## By Event Duration

| Event Duration   | % of RFPs |
|------------------|-----------|
| Single Day Event | 24%       |
| 2-3 Days Event   | 29%       |
| 4-6 Days Event   | 37%       |
| 7+ Days Event    | 10%       |



# Planner Sourcing Behavior: RFP Dynamics

Venue Reach, Decision Time, and Bid Refinement

**11**

Venues Copied on an RFP sent to  
Singapore

**61**

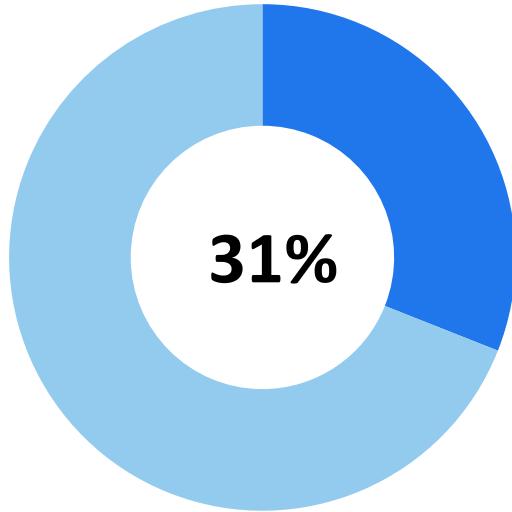
Avg Days taken by  
Planner to award an  
RFP sent to  
Singapore

**23%**

RFPs resent by Planners to get more  
qualified bids

# Increase of New Planner Organizations – 2025 YTD

17% of RFPs Sourced by New Planner Organizations, Representing 15% of Total Value



Planner Orgs Sourced for the 1st time in Jan-Apr 2025

|                       |          |
|-----------------------|----------|
| Avg Peak Room Nights: | 215      |
| Avg. Attendees:       | 250      |
| Avg. Booking Window:  | 198 Days |
| Avg. Room Nights:     | 777      |
| Avg. RFP Value:       | \$126K   |

Profiling of RFPs by 1st Time Planners



A decorative graphic featuring a large blue diamond shape with a dark blue border. In the top-left corner, there are three overlapping squares: a small light blue one, a medium purple one, and a larger light blue one. The background is white with a subtle pattern of small blue dots.

# Supplier Response Stats

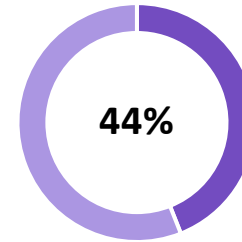
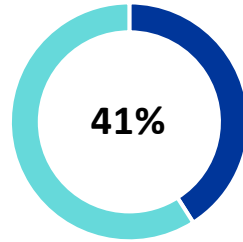
# Hotels Are Leveraging Date Flexibility Offered by Planners

A Chance to convert a lead even if Venue is not available on Primary Date

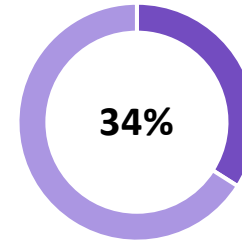
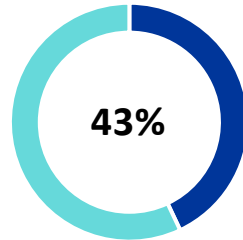
Turned Down due to Unavailability or Dates/Pattern

Turned Down RFPs where Planner was flexible

**Jan-Dec  
2024**



**YTD  
2025**



# Supplier response Behavior – 2025 YTD

## Improvement in Supplier Responses



**50%**

of the RFPs  
Awarded to First 3 Responders

**6H 34M**

Average Response Time  
of First 3 Responders who secured the  
business

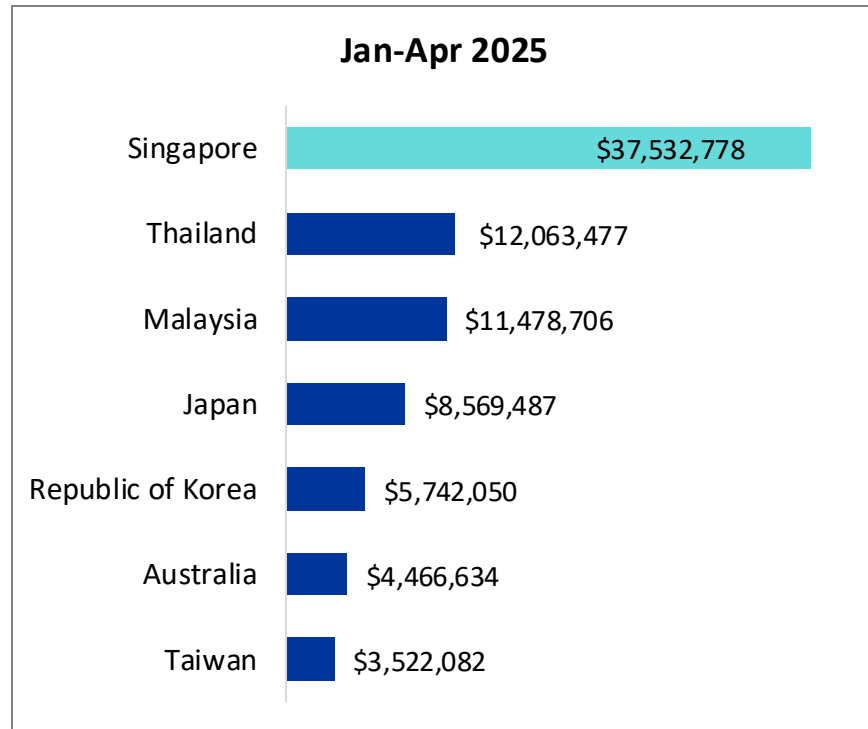
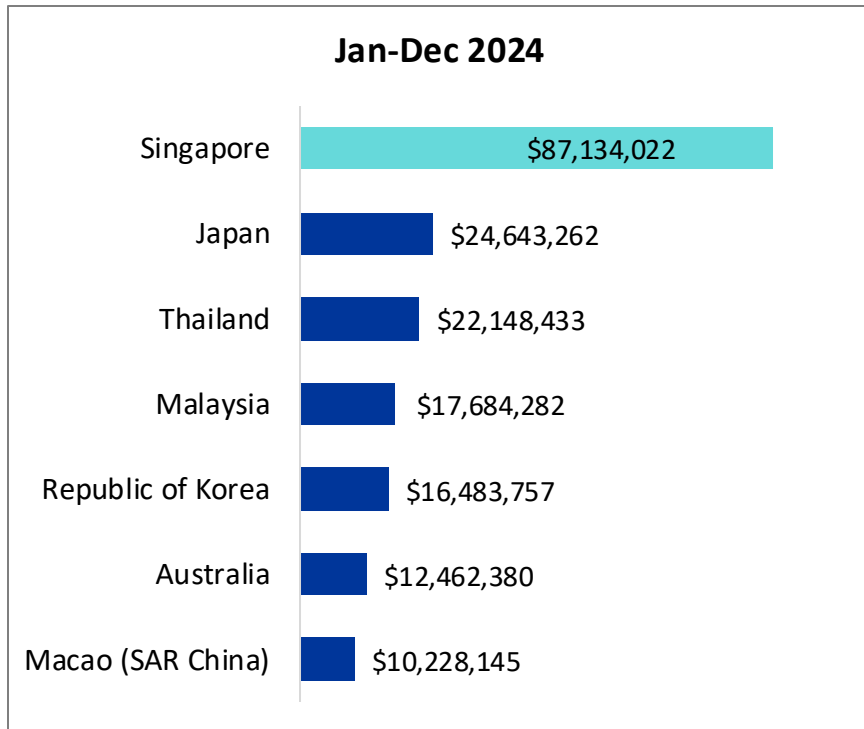


A decorative graphic featuring a large blue diamond shape with a dark blue border. In the top-left corner, there are three overlapping squares: a small light blue one, a medium purple one, and a larger light blue one. The background is white with a subtle pattern of small blue dots.

# Competitor Market Stats

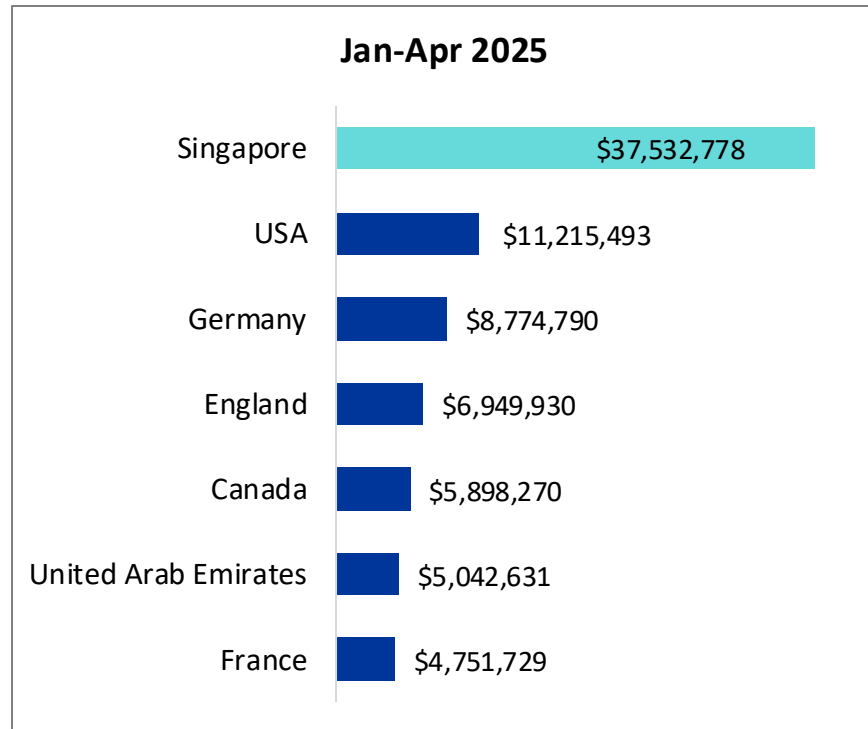
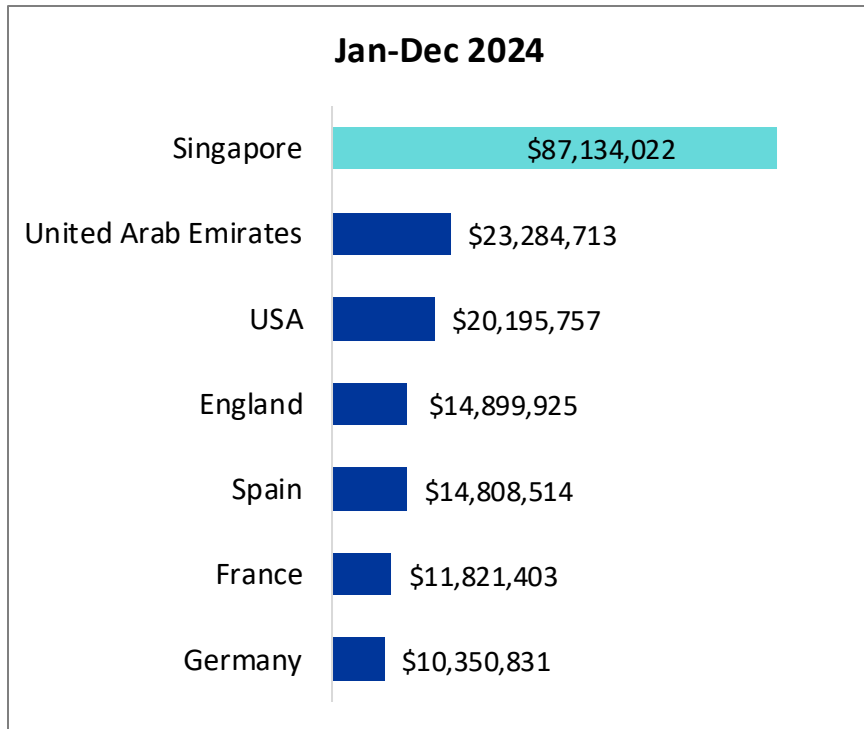
# Top Overlapping Markets with Singapore – Within APAC

Chosen basis maximum overlap of RFP Value (from common RFPs)



# Top Overlapping Markets with Singapore – Outside APAC

Chosen basis maximum overlap of RFP Value (from common RFPs)



A decorative graphic featuring a large blue diamond shape with a dark blue border. In the top-left corner, there are three overlapping squares: a small light blue one, a medium purple one, and a larger light blue one. The background is white with a subtle pattern of small blue dots.

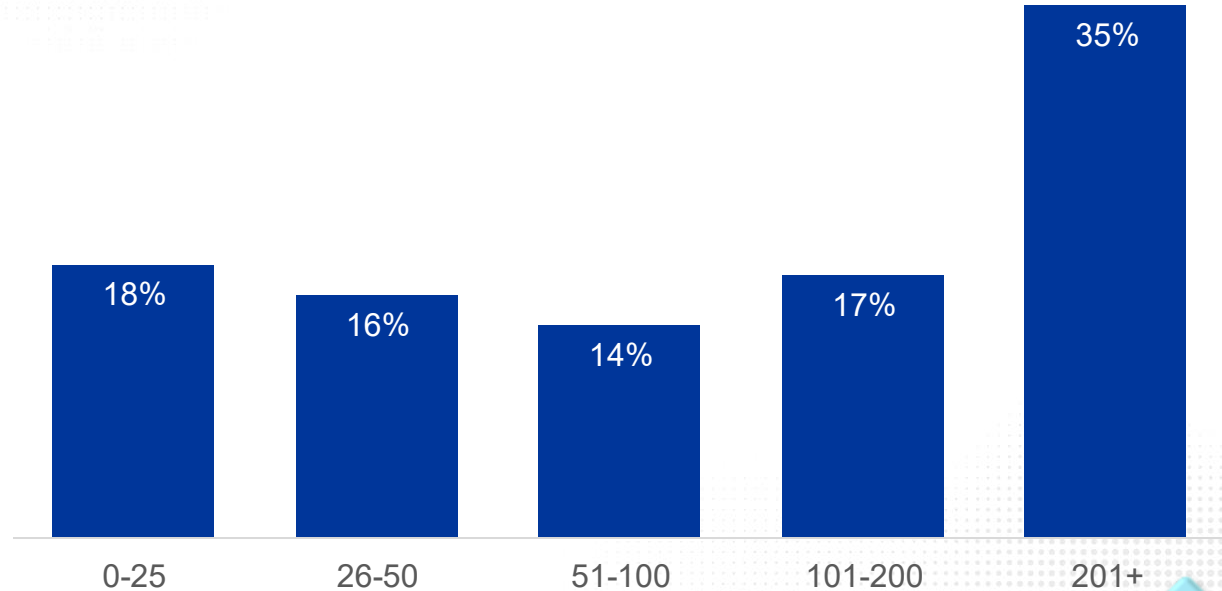
# Future Events Summary

# Future Events in the Market (May Onwards): By Attendees

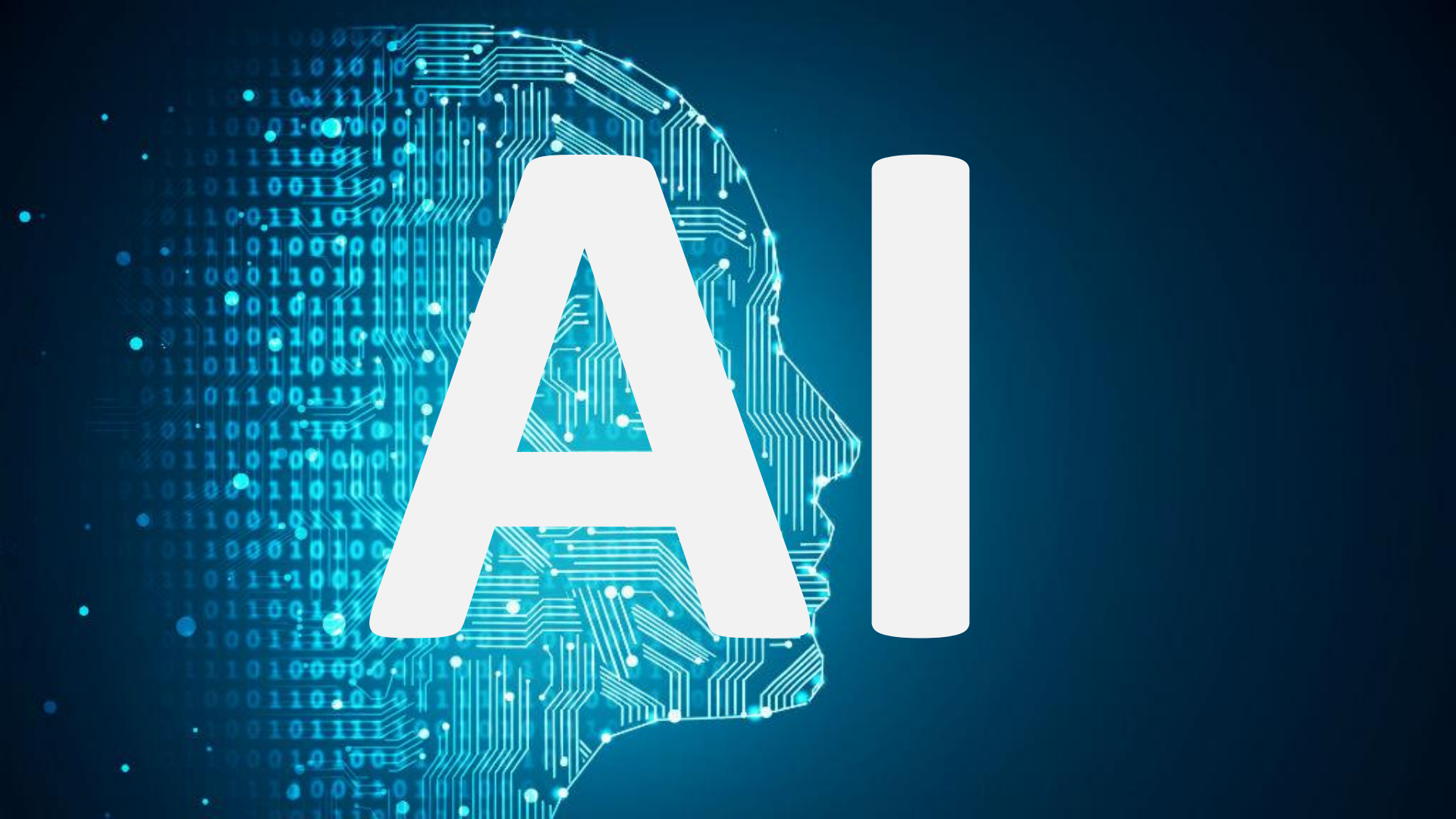
Plenty of different size of business for 2025 in Singapore

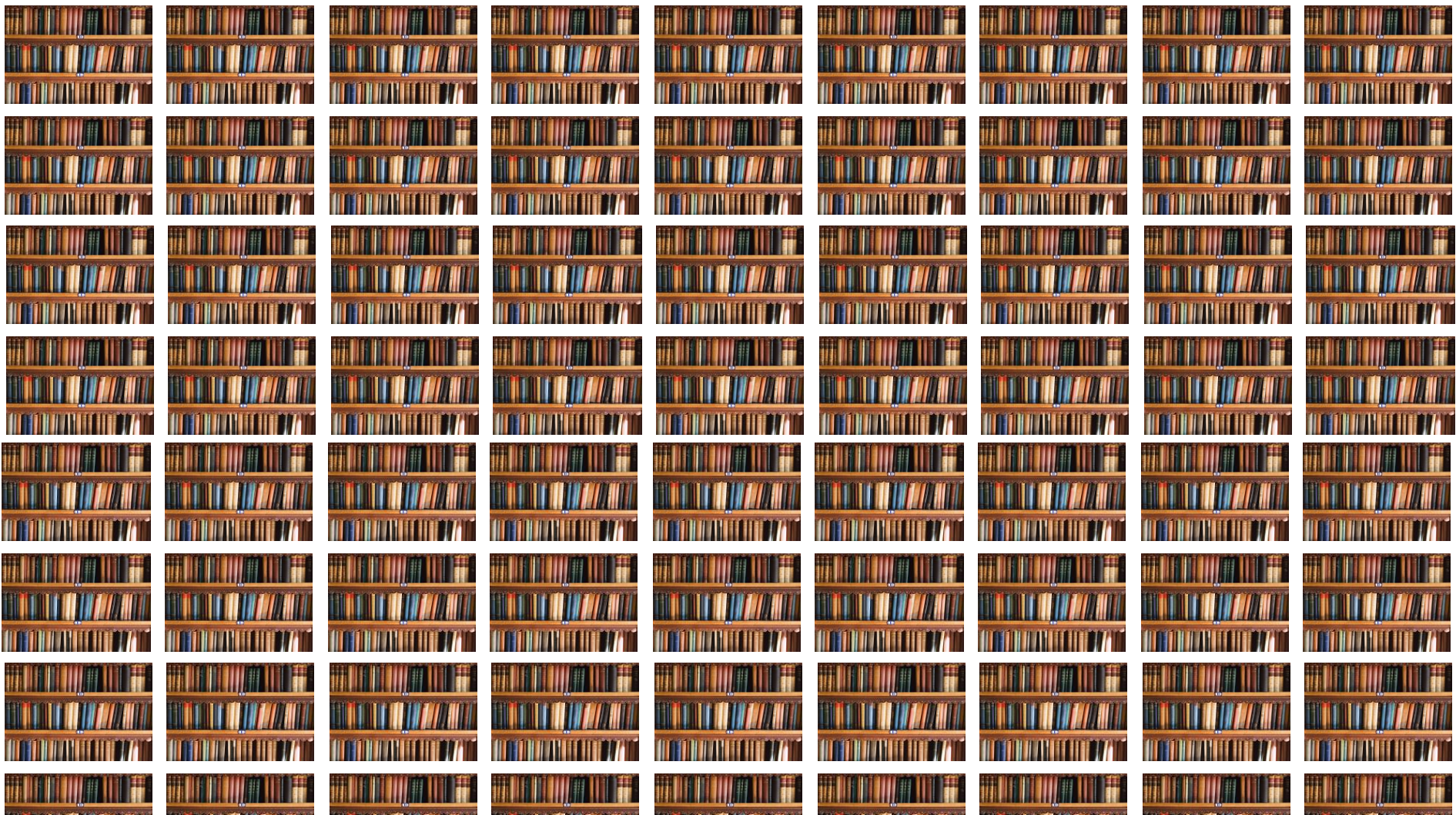
**\$88M**

Sourced to Singapore for  
2025 events through Cvent



AI

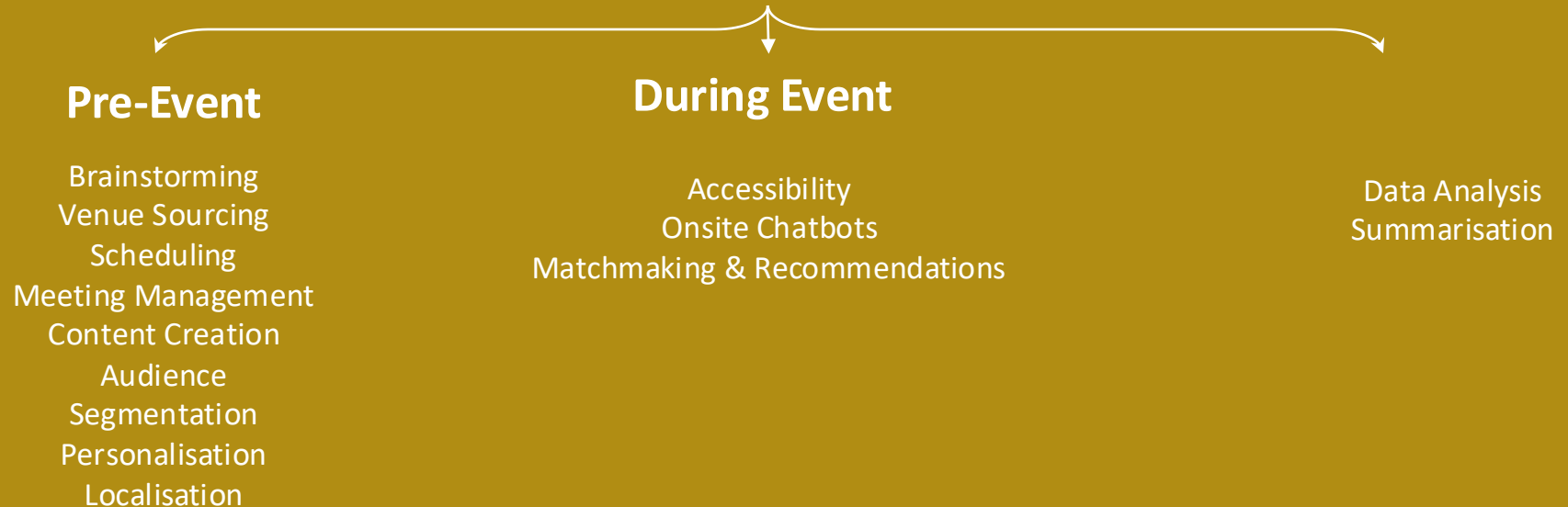
The image features a large, white, stylized 'AI' logo centered against a dark blue background. The 'A' is a simple, bold, sans-serif character. The 'I' is a vertical bar with rounded ends. Behind the 'A', there is a faint, glowing blue silhouette of a human head in profile, facing right. The interior of the head is filled with a complex network of white circuit lines and small, glowing blue dots, suggesting a digital or neural network theme. The overall aesthetic is high-tech and futuristic.



Customer segmentation  
Session recommendations Education assessment Restaurant recommendations  
Virtual reality training Social media scheduling Legal research  
User experience design Team collaboration Inventory management Campaign optimisation  
Social media monitoring Automation Content marketing strategy  
Market research Compliance monitoring Investment analysis  
Document management Cybersecurity Time management Customer service  
Content generation Email automation Sales forecasting  
Speech recognition Predictive analytics Contract management  
Recognition Energy management Chatbots Analysis  
Translation Virtual assistants A/B testing Inventory tracking Learning  
Quality control  
**Attendee Matchmaking**  
Ad targeting Optimisation Efficiency Personalisation  
Environmental monitoring Data mining Traffic optimisation  
Data visualisation Email organisation  
Language translation Email marketing automation Budget management  
Recommendation Fraud detection Demand forecasting  
Competitive analysis Travel planning Document analysis  
Content curation Weather forecasting  
Fraud prevention Image recognition Risk assessment  
Pattern recognition Website optimisation  
Customer relationship management  
Project management Lead generation Natural language processing  
Supply chain management

# AI Opportunities in Events

Time Savings  
Content Creation  
Attendee Experience  
Personal Assistant



# Natural Language Search – Cvent Planner Navigator

The screenshot displays the Cvent Planner Navigator interface. At the top, the 'cvent' logo and 'PLANNER NAVIGATOR' title are visible. Below this is a navigation bar with tabs for 'Dashboard', 'Planners You Know', 'Planners to Meet', and 'My Prospects'. The 'Dashboard' tab is active, showing a search bar with a 'Beta' label and a 'Standard Search' button. The search bar contains the text 'How many planners sent RFPs last Novem'. Below the search bar, there are three main sections: 'Favorites', 'Insights for: Planners You Know', and 'Missed Opportunities'. The 'Favorites' section lists several planners with their names and affiliations. The 'Insights for: Planners You Know' section shows three categories: 'New Planners', 'New Organizations', and 'Need Dates', each with a count of 0 and a 'Choose time frame' or 'Choose dates' link. The 'Missed Opportunities' section has a blue header and contains a form with dropdown menus for 'Area' and 'Activity type', and a 'See missed opportunities' button. At the bottom, there is a 'Your Top 5 Planners' section and a 'Last 3 years' dropdown.

**cvent** | PLANNER NAVIGATOR

Dashboard | Planners You Know | Planners to Meet | My Prospects

Gather insights on planner's sourcing behavior across the Cvent Supplier Network.

Beta AI Search Standard Search How many planners sent RFPs last Novem

**Favorites**  
[View all](#)

- Sue Storm  
Future Foundation
- IsAutomation Account1
- Fred Tse  
Cvent
- Thor Odinson  
Avengers
- Clark Kent  
Daily Planet

**Saved Filters**  
[View all](#)

- [/test2](#)
- [/test](#)
- [PTM test](#)

**Insights for:** Planners You Know

**New Planners** ⓘ  
Over the past 90 days  
[Choose time frame](#) 0

**New Organizations** ⓘ  
Over the past 90 days  
[Choose time frame](#) 0

**Need Dates** ⓘ  
Choose dates below.  
[Choose dates](#) 0

**Missed Opportunities**  
DISCOVER NEW LEADS

Discover what types of opportunities planners you know are sending outside your venue.

\* Area  
Activity type

\* Activity type  
Active in your metro area

[See missed opportunities](#)

Your Top 5 Planners ⓘ Last 3 years ▼



# AI Diagram Assistant – Cvent Event Diagramming

The screenshot displays the 'Diagram Assistant' interface within the Cvent Event Diagramming tool. On the left, a vertical toolbar contains icons for various diagramming functions. The main panel is divided into two sections: a control panel on the left and a diagram canvas on the right.

**Control Panel:**

- Diagram Assistant** header with a back arrow.
- Room selection: 'Theater 50.50' and 'U-shaped 50.80', both with checkboxes.
- Use Custom Setup** button.
- Message: 'Excellent! Let's create your custom set up. Choose a template:'
- Template selection grid:
  - Aligned (4 circles in a row)
  - Classroom (rows of 3 and 4 circles)
  - Conference (3 circles in a row)
  - Hollow Square (4 circles in a square)
  - Staggered** (5 circles in a staggered grid)
  - U-shape (4 circles in a U-shape)
- Message: 'Alright! How many attendees are you expecting?'
- Input field: 'About 105' (highlighted in blue).
- Message: 'Got it! Let's add staggered rounds for 105 attendees to your diagram...'
- Message: 'I've added 15 round tables and 105 Chiavari chairs.'
- Input field: 'What can we help you with?' with a right arrow.

**Diagram Canvas:**

- A large rectangular room outline with a double door at the top.
- A light blue rectangular area in the center representing the seating arrangement.
- Inside the blue area, 15 round tables are arranged in a staggered grid (3 rows of 5).
- Each table is surrounded by small green icons representing chairs.
- A small 'View 3D' button is located in the top right corner of the canvas area.

**Bottom Bar:**

- Navigation icons: back, forward, search, zoom in, zoom out, reset.
- Settings icon (gear).
- Room count: '15'.
- Attendee count: '105'.

# Rooming List Assistant – Cvent Passkey

cvent | PASSEY™

HomeManage ▼ReportsReservations ▼

10

Welcome to your new homepage!Switch to classic

PasskeyReference Guide

Date rangeLast 30 days

Event categoryAll

Events

17,440

Created

Reservations

14,79939,5132,546

CreatedRoom nightsEvents

2.7 days161 USD

ALOSADR

Room Revenue

6,360,265.97 USD

Incremental Revenue

Upsell10,264 USD

Extended Stay77,226 USD

Add-ons17,748 USD

Reservation Method

Web (56.7%)

Multi-room (5.2%)

Room List (15.2%)

Call Center (7.5%)

Hotel (5.4%)

Events

Create new event

View byMy events

Search byEvent name

Event search

Advanced options

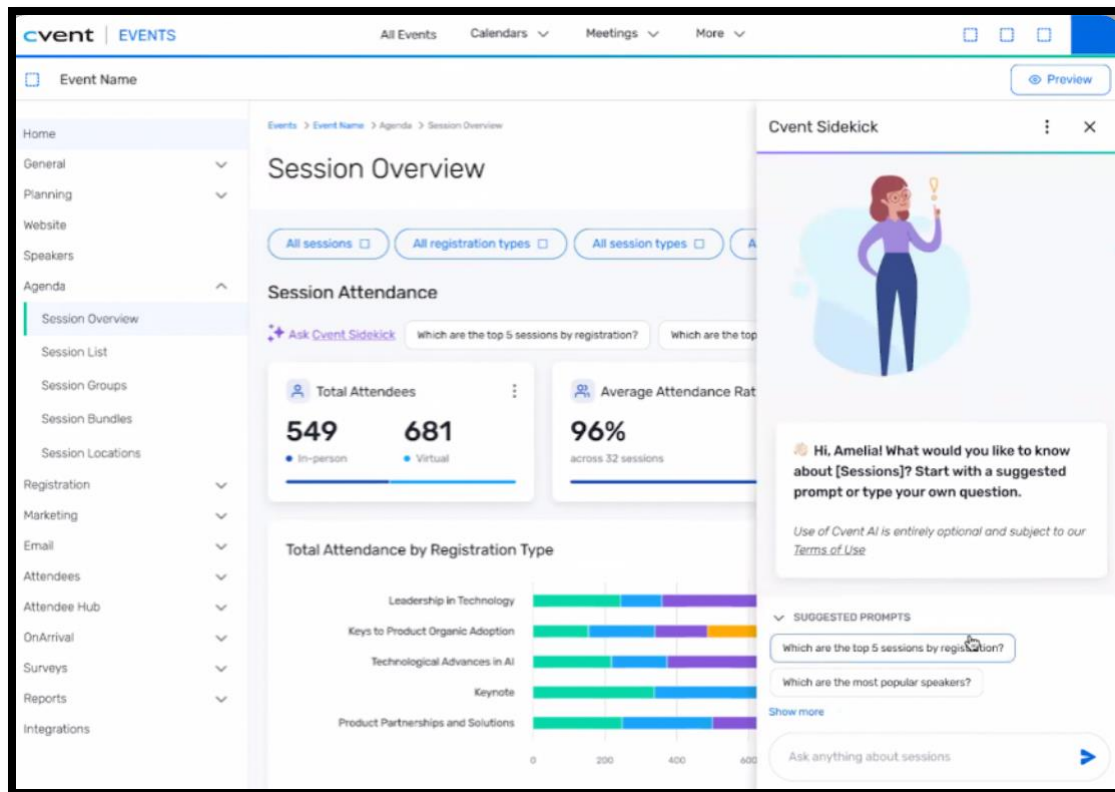
Showing: 1 events

| Event Name                                                 | Event Owner | Start Date | Cutoff   | Total Nights | Pickup | Web | Upsell | Incremental Revenue | Planners         |
|------------------------------------------------------------|-------------|------------|----------|--------------|--------|-----|--------|---------------------|------------------|
| TechXchange Expo<br>Cave Spring, VA, US • City Wide • Open | Passkey     | 06/10/2025 | 346 days | 960          | <1%    | 0%  | \$0    | \$0                 | Janine Event ... |

cvent

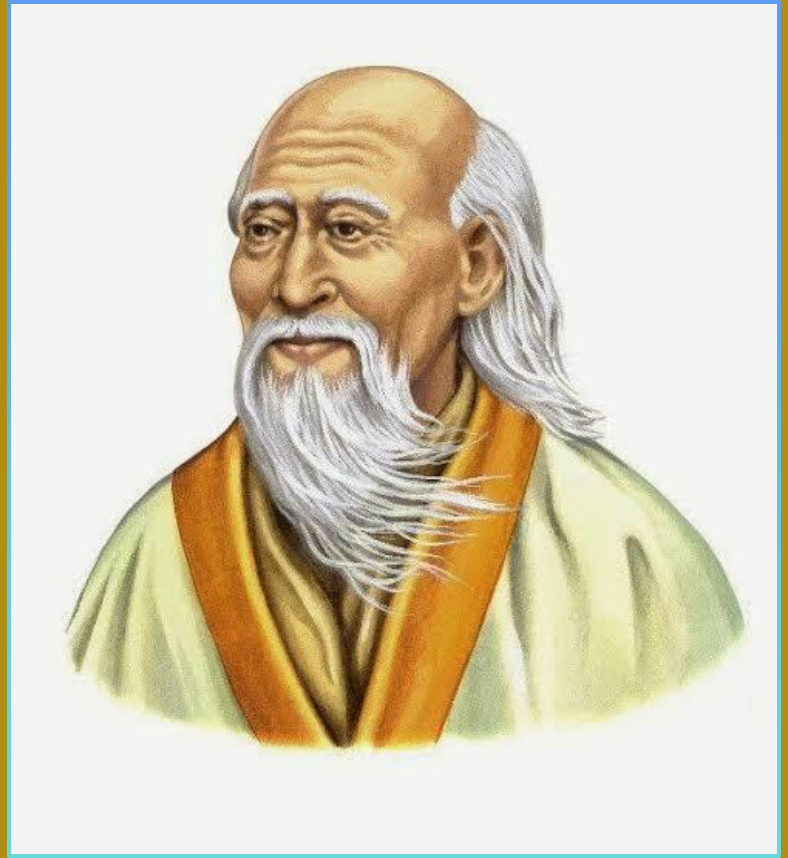
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*"The journey of a thousand miles begins with one step."*

- Lao Tzu





# Register for Cvent Accelerate Singapore!

Friday, 11 July 2025 | Fairmont Singapore



**Scan to  
Register**



A decorative graphic featuring a large blue diamond shape with a dark blue border. In the top-left corner, there are three overlapping squares: a small light blue one, a medium purple one, and a larger light blue one. The background is white with a subtle pattern of small blue dots.

Q & A

A decorative graphic featuring a large blue diamond shape with a dark blue border. In the top-left corner, there are three overlapping squares: a small light blue one, a medium purple one, and a larger light blue one. The background is white with a subtle pattern of small blue dots.

**THANK YOU**