



CASE STUDY

Save-the-day Sourcing and Housing Support

Finding space at 88 hotels in one city and managing room blocks for a 60,000-person global conference is no small task. And it's certainly not one that should be left to chance when you're dealing with a flagship event where first impressions matter.



Situation

With less than 9 months until the start of their company's largest event, internal planners at a leading tech company felt mounting pressure while facing a significant gap in required versus contracted hotel sleeping rooms. Their previous sourcing vendor had secured enough for just 50% of the attendee base. Room inventory across the city was minimal or hotels were reluctant to offer more contracted rooms, knowing the higher rates they could receive due to compression. Sub-block requirements were growing in complexity, and the clients needs were compounding as well.

This customer needed help, and they needed it quickly!



Solution

Leveraging our deep relationships at both the city and hotel levels, Maritz formulated a strategic action plan and swooped into action with multiple, simultaneous work streams.

Priorities included:

- Sourcing/contracting the balance of required rooms for employees, vendors exhibitors, sponsors and VIP groups
- Analyzing 45 existing hotel contracts to identify missing nights
- Cross-referencing sub-block requirements
- Organizing a line-of-sight attrition schedule
- Adopting a new housing management platform (due to previous vendor commitments)

Despite the challenges and condensed timeframe, we got the job done and delivered for our client!

Event Profile

Overview: one of the world's largest technology conferences, an annual event geared towards learning, networking and connecting with peers and industry associates

Location: San Francisco & Moscone Center

60,000 attendees from around the world

2,000+ sessions, workshops and keynote presentations

88 hotels

17,000 peak room nights (PRN)

75,000 total room nights (TRN)

Results

After forming a partnership and completing a successful event in 2023 event, we streamlined processes and delivered measurable results in 2024.

20% increase in booking in the block

7% increase in registration-to-reservation capture ratio

32% increase in commissions

We also tapped into our strategic partner network to **increase hotel inventory and lower rates.**

The client expressed gratitude for the expert guidance, best practice recommendations and deep data insights Maritz introduced for this high-profile event.

Need help with your next big event?

Reach out to Maritz Business Events

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