

MILLENNIUM SEOUL HILTON

a success story

THE VENUE

**MILLENNIUM
SEOUL HILTON**



Located in Seoul, South Korea

MEETING SPACE

Known for business and leisure travelers alike.

18,000 sq. ft.



SLEEPING ROOMS

678



THE CHALLENGE

declining market

In 2015 South Korea suffered a deadly Middle East Respiratory Syndrome (MERS) outbreak that led to decelerated growth in the previously prospering economy. Stifled consumer spending from civilians avoiding public spaces hit the tourism sector hard, with massive cancellations during usually high-demand months.

20,600 TOURISTS

had cancelled holiday plans to the country (Korea Tourism Organization)

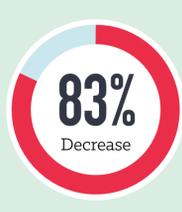


Pacific Asia Travel Association also noted flight bookings from Hong Kong to South Korea

PLUNGED 102%

in the month of June

alongside an **83% FALL** in bookings from China and Taiwan over the same period from a year ago



The Millennium Seoul Hilton was no exception.

They saw an excessive amount of event cancellations and low booking numbers. Not only were they trying to stay afloat in a struggling market, but they needed to stay on par with their competitors.

THE SOLUTION

improved placement

Upgraded to a **3 DIAMOND LISTING** on the Cvent Supplier Network.



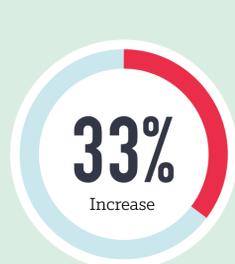
MORE IMAGES on the venue profile.

#1 1st PAGE EXPOSURE in search results.

THE RESULTS

increased group business

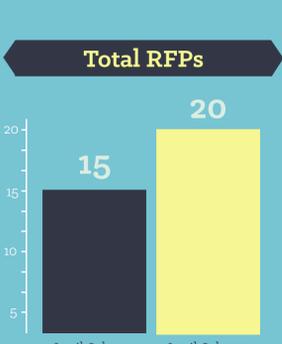
Expanded market share even in the suffering post MERS economy.



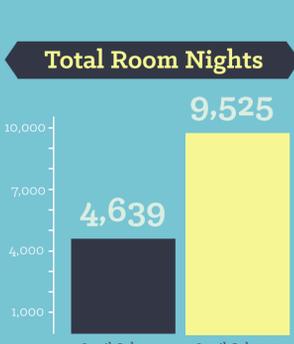
33% YOY INCREASE

in RFPs from the year prior to the epidemic.

4,886 MORE ROOM NIGHTS sourced from the previous year.



CHANGE YOY
 ← **33%** Increase in Total RFPs
 Total Room Nights up by **105%** →



Want to increase RFP volume? Reach out to your Cvent rep to learn more about Diamond Listings.

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