

CASE STUDY

Hyatt Regency Boston/Cambridge Uncovers “Hidden Gem” Business



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– AARON CURRIER, GROUP SALES MANAGER, HYATT REGENCY BOSTON/CAMBRIDGE

The Challenge

When the staff at the Hyatt Regency began working with Knowland, they had one goal in mind—gain better, qualified intelligence on who is booking meetings in their region. They have a unique situation due to their proximity to major universities, and while they had what seemed to be a captive market, that environment created unique challenges due to the pandemic. Like many hotels during the boom economy, they had been busy, with less time to prospect or develop local account relationships. They had been lulled by an abundance of inbound leads and it was time to change to a sales hunter mentality. They knew the next steps would be to redevelop meaningful relationships with contacts untouched for a long time. Together with its management company, [Davidson Hotels & Resorts](#), sales leadership realized it needed a solid game plan for growing business after the sudden downturn and the ensuing dramatic reduction in inbound leads.

PROPERTY PROFILE

Situated along the scenic Charles River and just steps from Cambridge's Kendall Square and some of the most prestigious universities such as MIT, Boston University and Harvard, the recently renovated Hyatt Regency Boston/Cambridge is the largest hotel in Cambridge. It offers 470 guestrooms with stylish accommodations overlooking the Boston skyline and 25,000 square feet of event space.

The Strategy

The team began with the discipline of organizing their sales activities to look beyond their usual suspects. Working with Davidson and Hyatt Regency Boston/Cambridge, Knowland developed an “outside the box” multifaceted sales program that helped re-invigorate the sales team with prospecting training, meeting & event data, and reporting. Knowland brought in the experts at [Master Connection Associates \(MCA\)](#) who designed and implemented a sales refresher program that included a “Prospecting with a Purpose Playbook.” Knowland oversaw the project for 30 days in order to reveal hidden gem accounts for Hyatt Regency Boston/Cambridge sellers.

They found Knowland’s powerful AI-driven data and its geographic distance radius tool easy to navigate and use to focus in on prospects in a specific local area. For example, targeting accounts within the drive market of the property and identifying key contacts from the Knowland contact database of meeting planners. Karie Duran, Director of Catering said, “By focusing on a radius of 10-50 miles, we could gain insight into how close some of our potential prospects were. We also appreciated the Knowland prospecting ‘short cuts’ that allowed us to click into contacts. Having instant access to LinkedIn profiles saved me time and made me more efficient in my outreach. This is a great tool and has helped us prospect for business from repeat and new customers alike.”





AFTER TWO WEEKS OF PROACTIVE SELLING:

- » Potential of hosting alumni events in 2021-2022 for major east coast Ivy League school valued at \$70k+
- » Having blinders off revealed a wealth of opportunity with non-university accounts with meetings being held locally and in neighboring cities
- » Sourced numerous after-graduation alumni programs that needed space to host their events off-campus
- » Sourced a parents' room block for leading university for January 2021
- » Direct links from the Knowland platform to LinkedIn expedited connections to the right person, in the right market and the right location

The Results

The team determined the corporate segment was the best source of opportunity for the property, especially with technology, financial and government contractors. Knowland helped identify companies and/or organizations that were targets for hosting meetings in their market within those categories.

"Knowland provides insight into new business that wasn't coming to us through other sources. Learning about potential customers that are in our own back yard, and that we may not have known about before, was invaluable," said Aaron Currier, Group Sales Manager at Hyatt Regency Boston/Cambridge.

Sellers identified almost \$100,000 in potential opportunities and sourced potential business with 43% of the contacts they identified. By focusing on building account-based relationships that look past the next meeting, sales managers were able to penetrate accounts and gain insights such as position versus competitors, won/lost feedback, future meeting calendars, and more. Looking at the account booking history for their hotel, comp set and the market, sellers could see local non-university business that was booking pre-COVID—and go after it for future events.

Keith Cabral, Director of Sales & Marketing said, "Working with the enhanced Knowland platform made the team more organized. In doing so, we could see how the market is returning, starting with small, regional events. We utilized the filters that allowed us to drill down on every detail of prospective accounts, including space, booking behavior, distance and most importantly key contacts." At the end of the day, finding the hidden gems that may be right in your own back yard was a valuable lesson and one that will help the team expand its reach—and results—in the future.