

Smart Hotel Sourcing, Negotiations & Intelligence Produce 448% ROI

Lanyon Technology Cuts Costs, Streamlines Processes



"Prior to Lanyon, Excel spreadsheets would be received from suppliers and would have to be uploaded into the system manually. In addition, all RFPs would have to be updated individually, as there was no way to do a mass update across all RFPs."

Industry Consultant

Hobson & Company, a third-party research firm specializing in quantifying the ROI of technology solutions, studied 12 U.S. and international Lanyon customers – which it grouped under the name Advisory Global. By using Lanyon Travel, Hobson calculated that Advisory Global earned ROI of 448 percent over a three-year period. It recouped its investment in Lanyon in just over 4 months.

Here are the benefits that Hobson found Lanyon Travel produced:



Improved Sourcing

Travel buyers gained more control over negotiations with suppliers. After receiving bids through Transient RFP Sourcing, buyers more easily negotiated portions of bids, rather than accepting high prices or rejecting bids altogether.



More Room Bargains

By automatically checking contracted rates against consumer sites, Advisory Global reduced the number of rooms booked at premium rates by 75 percent.



Greater Rate Usage

Advisory Global saved more than \$315,000 by using Rate Integrity, which automatically audits negotiated hotel rates to ensure they are fully and accurately loaded in Global Distribution Systems.



Smarter Negotiations

Business Intelligence, which provides a single view into your hotel rates and amenity negotiations, helped Advisory Global negotiate smarter with hotels and save \$500,000.



Improved Productivity

Advisory Global reduced time spent on the annual RFP process by 50 percent. Time spent sourcing hotels for meetings fell by 30 percent, and sourcing for projects plummeted by 70 percent. Total savings: \$407,000.

Learn how you can pump up your travel ROI with Lanyon Travel: