

# Lanyon Passkey Enables Fast Revenue Results

## Resort Boosts Revenue with Add-On Bookings



“The add-on’s feature is a simple but powerful tool that has enabled us to increase our business as well as enhance the level of our guests’ satisfaction. Prior to utilizing this feature, many of our group customers might not have been aware of our in-house transportation service. It’s a win-win situation; it was easy to implement, and thus far the results have been great!”

— Matthew Swisher, Housing Manager



The Gaylord Texan Resort and Convention Center has an in-house transportation department that offers car service to and from the airport. While this is a highly valued service, it had been underutilized due to lack of awareness among group guests that, unless prompted to do otherwise, would often rely on a taxi or other mode of transportation. This left the hotel with missed revenue opportunities and possibly less satisfying travel experiences.

### Easily promote add-ons and increase revenue with Lanyon Passkey

After implementing Lanyon Passkey in 2013, the property capitalized on the solution to offer easily accessible add-ons and increase revenue:

- **Add-ons:** Offered group guests the chance to pre-book transportation via town car during their time of booking. The property plans to expand their use of add-ons, starting by offering in-room amenities.

- **Fulfillment via add-ons:** Collected the requests for transportation and delivered them directly to the property’s Transportation Department by daily email updates. The daily alerts would let them stay on top of new, existing, and changed bookings – allowing for streamlined fulfillment of the services ordered.