

Lanyon Passkey delivers substantial revenue within the first six months

Hotel generates incremental revenue via upsell tools



“We knew that if we put these offers out there, guests would take advantage of them. With that said, we also knew that to be successful we would need buy-in from all departments and stakeholders. Our results speak for themselves. It just goes to show that where you put your focus is where you will see improvement. Lanyon Passkey has certainly become integral to our strategy.”

— Indianapolis Marriott Downtown



The Indianapolis Marriott Downtown was not performing at full potential in terms of generating incremental upsell revenue, especially when compared to other similar hotels in the chain.

The hotel realized they were missing out on valuable revenue opportunities and the hotel management

questioned what other properties were doing that they were not. It quickly became clear that the hotel was not fully leveraging the upsell tools and capabilities available with Lanyon Passkey. In order to move forward, management decided to set its sights on rapid adoption of the tool.

A multi-department commitment to this venture was necessary to make sure that it was successful. From sales and event management to revenue management and the front desk, all teams came together to focus on using the tools to meet upsell goals.

Make the most of upsell revenue opportunities with Lanyon Passkey

After implementing Lanyon Passkey, the hotel saw immediate revenue results in the first six months with functionality that offered consistent upsell offers to every group or event, including automated room upgrades and extended-stay options.