



Smarter Solutions for Meetings, Events & Travel.

Lanyon Passkey

PART OF THE SMART HOTEL CLOUD™

For Hotels



Increase Group Guest Revenues While Automating Online Booking and Marketing

“ 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.”

—Director of Sales and Marketing,
Indianapolis Marriott Downtown

The Lanyon Smart Hotel Cloud™ enables hotels to generate more profitable transient and group business. Lanyon Passkey – part of the Smart Hotel Cloud – lets hotels and CVBs streamline and automate meeting and event bookings while creating upsell revenues from group guests, who gain a simpler way to make and manage their hotel reservations.

With Lanyon Passkey, offer your group guests the convenience of web and mobile booking — and give meeting planners the tools to manage room blocks, sub-blocks, room lists and reservations online. Promote room upgrades, extended stays and other amenities to group guests in a highly professional and targeted manner and gain new revenue. Join the thousands of hotels, meeting planners and destinations across the globe who use Lanyon Passkey to perfect their events.

Ensure Perfect Events

Family weddings, corporate events, association meetings and conferences — Lanyon Passkey provides an exceptional guest experience for any event. Hotels can create custom booking experiences for each event with ease — while online booking cuts hotel costs and reduces errors.

Maximize Group Revenues

With Lanyon Passkey, your hotel will promote and sell room upgrades, extended stays, amenities and packages. Starting at online booking and continuing with email marketing and our guest dashboard, your guest upsell opportunities begin well before check-in.

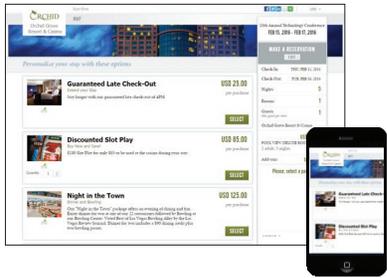
Manage Group Booking Better

Online event dashboards give planners and hotel staff live data on block pick-up, pace, room lists and other critical event information — while automatic emails ensure that regular, accurate reports and booking threshold alerts make events easy to manage and support.

Lanyon.com | [@Lanyon](https://twitter.com/Lanyon)

Lanyon is the **only** company to provide **comprehensive solutions** to manage transient and group travel.

For more information, please visit:
sales@lanyon.com EMEA: **44 203 743 3240**
USA: **800 473 6748** APAC: **+65 3158 8740**



Web & Mobile Event Booking

Offer group guests the convenience of web and mobile event booking — and give event planners the tools to manage room blocks, sub-blocks, room lists and reservations online. Promote room upgrades, extended stays and other amenities to group guests in a highly professional, targeted manner and gain new revenue.

SmartAlerts™

Send planners and hotel staff automatic email alerts at critical event milestones, such as weekly pick-up reports or when blocks reach pre-defined thresholds — like when they've reached 80% sold. Alerts ensure that all the right people receive the right information at the right time — helping them make accurate inventory, pricing and allocation decisions.



Secure Room Lists

Lanyon Passkey provides the industry's only fully-automated and PCI compliant room list process. That means hotels can manage room lists in less time, with less risk, and at a lower cost-per-booking than with manual processes.



Live Event Tracking

Planners and hotel staff can access live event data and analysis via dashboards and reports — online, or from any mobile device. Reduce attrition exposure, maximize pickup and enjoy peace of mind.

Seamless Registration

Event Connector is a proprietary tool that lets planners link their event registration systems to Lanyon Passkey's hotel booking website — delivering a seamless registration and hotel booking process. This accelerates booking pace and increases reservations within the contracted group block — helping to maximize bookings for the event and mitigate the planner's attrition risk.

Group Campaigns

Lanyon Passkey provides built-in email marketing tools for hotels to communicate special offers to group guests. From welcome offers and upgrades to on-property and post-stay campaigns, Passkey is a great way to capture additional revenue opportunities.

Lanyon Passkey By The Numbers

- 10X increase in online bookings
- 10% + incremental revenue
- \$5-\$10 savings per reservation
- 90,000+ Meeting planners
- 50 Million+ event guests served

Inventory Management

Whether the event requires one room type or hundreds of sub-blocks, Lanyon Passkey provides a wide range of tools that help users optimize rates, inventory, pickup and availability.

Learn why Lanyon Passkey is the travel industry's leading group reservation and optimization technology.

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