



Smarter Solutions for Meetings, Events & Travel.

Lanyon Transient

PART OF THE SMART HOTEL CLOUD™

Business Intelligence: Marketplace Intelligence



See How You Measure up to the Competition with Marketplace Intelligence

Part of Lanyon Transient's Star Marketing Package

Lanyon Smart Hotel Cloud™ software enables hotels to generate more profitable transient business. Lanyon Transient's **marketplace intelligence** feature — part of the Smart Hotel Cloud solution — compares your negotiated corporate programs with a set of grouped and anonymous competitive data to provide insights on how your offerings measure up.

Use Lanyon Transient Marketplace Intelligence to:

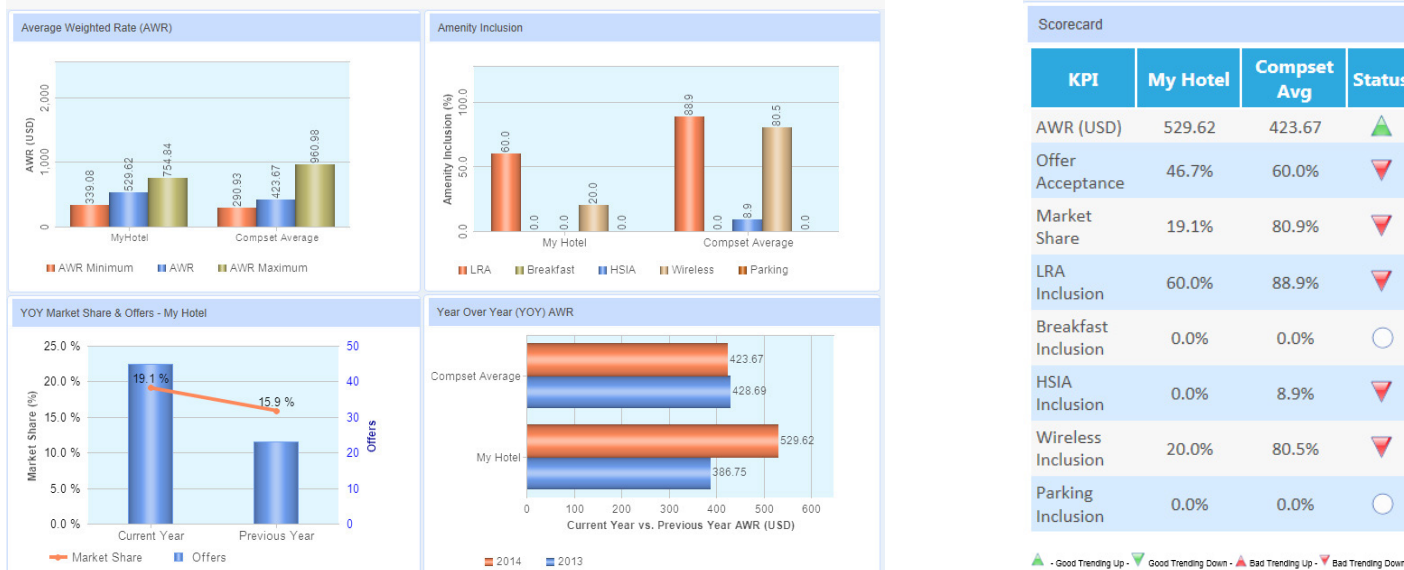
- Unlock Performance Data and compare your offerings against your competitors
- View Detailed Reporting and Analytics in easy-to-read charts, graphs and tables
- Get Key Performance Indicators (KPIs) when you need them most to ensure that you're providing the most competitive offer

Understand your competitive position with Lanyon Transient's marketplace intelligence feature.

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

Lanyon provides the **only solution** that helps hoteliers manage their group and transient business.

For more information, please visit:
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USA: **800 473 6748** APAC: **+65 3158 8740**



Unlock Performance Data

Intelligent data empowers your chain and properties to offer the best hotel program value and pricing. Lanyon Transient's marketplace intelligence online reporting supplies business intelligence directly to your properties, allowing you to distinguish your offerings against your competitors. Gain insights to your business by reviewing scorecards with KPIs, comparing your property's offerings to the aggregated and anonymized competitive data.

View Detailed Reporting and Analytics

A powerful and interactive online dashboard provides the insights you need to make better-informed business decisions. Evaluate how your offerings compare with competitive sets with charts, graphs and tables — including average weighted rate (AWR) comparisons, year-over-year AWR comparisons, amenity inclusion comparisons, and offer acceptances.

Key Performance Indicators (KPIs) When You Need Them Most

You can easily access — directly from the RFP response tool — a scorecard that shows an aggregate of your competitors' average rates and amenity inclusions, such as breakfast, internet and parking, so that you can provide your most competitive offer.

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