Lanyon

Smarter Solutions for Meetings, Events & Travel.

Lanyon Group

PART OF THE SMART HOTEL CLOUD™

Find and Win More Corporate Meetings and Events Business with Lanyon Group

> "Our key challenge is securing the corporate group business… Lanyon presents these opportunities…"
>
> - Senior Vice President Sales Operations, Loews

The Lanyon Smart Hotel Cloud™ enables hotels to generate more profitable transient and group business. Lanyon Group (formerly Lanyon MarketView) — part of the Smart Hotel Cloud — is the simplest and best way to connect with corporate group buyers, manage and answer their RFPs, and win more high-value corporate group business.

Hotels are under intense pressure to win more high-value corporate meetings and events business. Lanyon Group lets you find and respond to more corporate group RFPs — both quickly and easily — while boosting your visibility to corporate group meeting and event buyers with effective marketing to win more group business.

Easy-to-Use RFP Management

Our RFP Management module lets you view all incoming meeting and event buyer RFPs for your property or hotel chain on a single web page. You'll save hours of time answering buyer queries using prepopulated answers you can set up in advance, based on preferred, default or previous responses. Quickly review your responses to buyers' queries to ensure all questions are answered properly.

High-Value Targeted Marketing

Promote your hotel property to corporate meeting and event buyers when it counts — at the moment they're doing research for an event, selecting a meeting site, and booking business. Our Demand Generation module lets you target event buyers through multiple channels — with tile advertising based on geographic or competitor searches.

Better Business Intelligence

Our Business Intelligence module provides timely, monthly reports via the group RFP dashboard. Monitor incoming request for proposal (RFP) volume for meetings and event business and your response times. Review RFP trend analysis, and compare and rank your performance against competing hotels.

Get the tools you need to grow your group revenue with Lanyon Group.

Lanyon.com | **@Lanyon**

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

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