

For Immediate Release

## Lanyon Brings Small Meeting Integration To 2012 Transient RFP Season

Dallas, Texas (August 30, 2011) – Lanyon, Inc. ([www.lanyon.com](http://www.lanyon.com)) today announced the addition of small meeting integration to the 2012 transient bid season, which widens the possible scope of the associated Request For Proposals process. Lanyon helps more hotels negotiate preferred transient rates with more corporations than any other company. Corporations, which are already seeking bids for stays in 2012, can now include small meetings in their RFP processes and use Lanyon’s data and audit tools to help manage these meetings as part of their hotel program. They can integrate the small meeting rate data gathered from their transient RFP process into their Custom Hotel Directory and the Lanyon Meetings Marketplace, helping compliance and saving time and money. Hotels, meanwhile, get improved marketing reach and cost savings.

“Understanding that small meetings are an important part of an organizations spend, Lanyon has empowered buyers with an easy-to-use system that allows pre-negotiated small meeting rates to be easily shared and gives them access to data and tools to positively affect their bottom line,” said Todd Tyler, President and CEO of Lanyon. “Not only does this integration enrich the RFP process, but it also helps customers strategically manage their small meetings program and policy compliance. Customers can utilize the system they are accustomed to, and now receive the benefit of the new small meetings add-on, giving them a real cost-savings advantage for no additional cost.”

Lanyon users can now capture day meeting package rates (DMPs), complete meeting package rates (CMPs) and other small meeting pricing as well as view data in both Custom Hotel Directories and Lanyon’s Meetings Marketplace. Administrators and planners can take advantage of pre-negotiated rates, driving adoption of preferred suppliers and company compliance with meeting policy.

In addition to the small meetings integration, Lanyon continues to lead the industry by bringing the following new product enhancements to the 2012 transient bid season:

- Streamlined supplier contact management
- Enhanced supplier notification via full HTML messaging
- Powerful drag and drop reporting
- Ability to upload historical client consumption data
- New mass bid update
- Multiple online booking engine extracts

These added features provide a bridge between those in charge of the transient RFP process and the meetings team. By going to the Group Meetings tab in the RFP and utilizing the custom questions, customers gain greater efficiencies in sending out meeting RFPs helping them build a more robust small meetings program, representing real savings to their business.

“Integrating the transient RFP and small meetings process is another critical step that Lanyon is taking to deepen the connection between the transient and meeting processes,” says Mike Boulton, Chief Commercial Officer of Lanyon. “This technology innovation is a home run for Lanyon clients and will further help companies capture and manage their small meetings spend.”

## About Lanyon

For 26 years, Lanyon has been delivering exceptional content distribution technologies to the travel industry. Today, Lanyon is the recognized leader in content management solutions for the global hotel industry, and in sourcing and procurement solutions for corporate travel buyers. From its early success with GDS publishing and productivity tools to its RFP solutions for hotels, consortia and corporations, Lanyon solutions are used globally to reduce data management costs, effectively manage and distribute hotel content, and efficiently connect corporate travel buyers with hospitality suppliers. Established in 1984 and headquartered in Dallas, Texas, many car rental companies, travel management companies, agencies, airlines, and hotels worldwide use Lanyon for their RFP and content management needs.

For more information, please visit [www.lanyon.com](http://www.lanyon.com).

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