



Lanyon Marketing™

The most effective way to acquire new corporate business

Lanyon Marketing makes it easy for hotel chains and individual properties to gain competitive positioning, improve their visibility, and capture more corporate business within Lanyon's lucrative corporate hospitality marketplace.

The opportunity – "Every head, every bed"

Lanyon manages an active corporate hospitality marketplace comprised of over 300 individual corporate travel clients and many of the leading travel consortia and travel management companies. Lanyon's travel buyers generate over 1m corporate RFPs annually with an annual value of \$18 billion in traded hospitality revenue.

Lanyon Marketing provides a range of cost-effective opportunities for hotels to increase their visibility to corporate travel buyers. The Lanyon Hospitality Marketplace provides access to hospitality spend categories including transient room only travel, and our exclusive short and long term engagements and projects practice.

About Lanyon

Our customers

- Database of over 100,000 hotels, including 300 brands
- Over 325 large corporate buyers
- 30 leading travel management companies and consortia

Our marketplace

- 1.1m annual corporate RFPs generated
- 95m room nights contracted
- \$18 Billion in high value annual traded hospitality revenue

Corporate buyer view – hotel in prime position in search response

Enhanced positioning – "Be found"

A range of marketing packages are available to offer a flexible and cost-effective means to support any hotel's sales distribution strategy. Travel suppliers have the opportunity to ensure maximum market share for their properties by securing prime positioning within search results and delivering superior quality product merchandising.



Marketplace merchandising

| Start Date | End Date | Rate | # of Rooms | Description |
|------------------|------------------|----------|------------|--|
| Fri, 01-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |
| Fri, 05-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |
| Fri, 01-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |
| Fri, 01-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |
| Fri, 01-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |
| Fri, 01-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |
| Fri, 01-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |
| Fri, 01-Jan-2010 | Sun, 31-Jan-2010 | \$125.00 | 50 | This is a special offer with a really long description to show more. |

Corporate buyer view –special promotional rates offered

Hotel suppliers are able to present special offers to corporate buyers and generate incremental demand for their property. Lanyon special offers are highly targeted and are presented to travel buyers when they source property options.

Customer insight

Who is looking at me?
Your property has appeared in 453 searches in the last 5 days from 00 different corporations.

Supplier view – increased visibility into corporate search activity

Lanyon Marketing includes enhanced reporting that highlights the specific performance of your ads within the Lanyon Hospitality Marketplace, and will help address crucial questions for your business: How many times has your brand/property been searched?, How many RFPs have you received?, How can you reach out to new buyers?. Use Lanyon Marketing to understand additional areas of opportunity to feature your property to corporate travel buyers.

Sales strategy support

Whether the objectives are to capture unsolicited room rate bids from high spending corporations, or tap into the high value but often overlooked engagements and projects market, Lanyon Marketing™ offers a range of low cost, easily implemented presentation and positioning options.

To learn how Lanyon Marketing can help you increase your corporate business, contact:

Contact:

(p) +1 817.226.5656
(e) sales@lanyon.com