Lanyon Smarter Solutions for Meetings, Events & Travel.

Hotel management company deploys Lanyon Passkey, part of the Smart Hotel Cloud™, to help hotels grow their transient and group business, across four boutique hotels for a more efficient, secure and cost-effective way of handling group reservations.

11%
raised average ADR

61%
of group reservations shifted online

400%
decrease in cost per reservation

"Lanyon Passkey significantly improves our efficiencies and gives our meeting planners important information in real time."

- Jeffrey Stephen Parker
Vice President, Stout Street Hospitality

MAGNOLIA HOTELS

About Stout Street Hospitality

- Properties in Denver, Dallas, Houston and Omaha
- 36,000 sq. feet of function space across four hotels
- 1,328 guest rooms at Magnolia properties
- Passkey-enabled since 2012

Management's Challenges

Across four of its Magnolia properties with a large contribution of its occupancy coming from rooming lists, Stout Street Hospitality wanted to handle reservations and sensitive guest information in a more secure way. Additionally, on-property call centers were handing a good portion of reservations over the phone, which was both costly and labor-intensive.

Technology Solutions

The customer deployed Lanyon Passkey for Hotels to increase their accuracy and streamline their processes using key features such as:

- **Secure automated room list tool:** Shifted manual rooming list process to Passkey for Hotels, allowing for quicker, more accurate and PCI-compliant handling of reservations.

- **Event-specific booking websites:** Custom designed, event-branded attendee booking websites alleviated much of the need for call center support. Websites also enable hotels to market upgrades and ancillary revenue opportunities to group guests.

- **Event Dashboards:** Intuitive event dashboards empower event organizers to see a live status on rooms available, cutoff dates and pickup details including a rooming list.

Results

- Raised average ADR by 11% and shifted 61% of group reservations online

- Reduced cost per reservation by 400% by moving away from costly voice channels.

- Increased group service levels by shifting labor resources to other tasks.

- Delivered a secure, user-friendly rooming list solution to planners, ensuring credit card security

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Contact Lanyon to grow your business:
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