



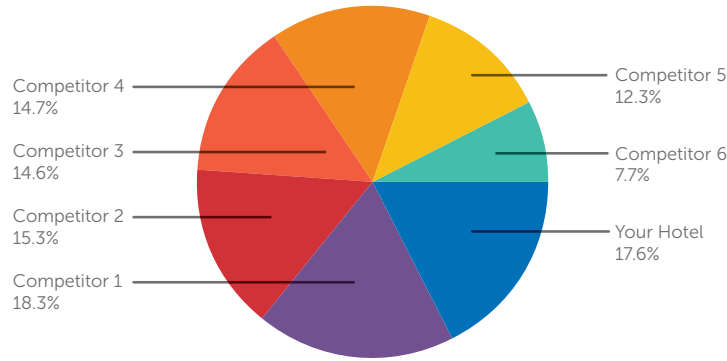
Smarter Solutions for Meetings, Events & Travel.

# Lanyon Group

PART OF THE SMART HOTEL CLOUD™

## Business Intelligence

SAMPLE MONTHLY COMPETITIVE SET REPORT: UNIQUE RFPs RECEIVED



### Analyze RFP Trends & Grow Your Group Bookings

“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.

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.

#### Maximize Visibility

See all group RFPs delivered to your property via a single dashboard.

#### Track Responses to Group RFPs

Monitor RFP responses to determine staffing and training needs.

#### Maintain Competitiveness

Evaluate the volume of group RFPs received by competing properties in your market. Rank your performance.

#### Monitor Your Performance

Analyze actionable data — such as total group RFPs and room nights received each month and year-over-year. Evaluate results of your group RFP responses, including contracted versus lost, declined and not responded.

**Get the data and insights you need to grow your group revenue with Lanyon Group.**

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

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

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