Lanyon

Smarter Solutions for Meetings, Events & Travel.

Lanyon Group

PART OF THE SMART HOTEL CLOUD™

Demand Generation

Find and Win High-Value Meeting and Event Business

> "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 Demand Generation module enables hotels to promote their rooms, amenities and specials when it counts — at the moment buyers are researching for an event, selecting a meeting site, or booking business Lanyon lets you can target event buyers through multiple channels, including tile advertising — based on geographic or competitor searches. Reach meeting and event planners from Fortune 500 companies.

Boost Visibility to Group Buyers

Your hotel will be found more quickly with preferential search placement. When event planners search for facilities, they often receive multiple pages of venues — use Demand Generation to put your property at the top of the list.

Showcase Your Advantages

Attract new event buyers searching for venues with high-resolution images and multimedia. Additional photos, images and video links can be listed along with your event packages and special deals to help you receive and win more event RFPs.

Measure Your Success

Understand your market position and gauge the success of your marketing. View comprehensive reporting on hotel response trends, metrics including RFPs received and time to respond, market share, and competitor responses.

Get RFPs You Wouldn't Get Otherwise

Lanyon lets you receive and respond to meeting and event planner RFPs that you would never have seen through Lanyon's peer add-on function. Help new customers find you and win new corporate event business directly through the power of Lanyon.

Promote your hotel to thousands of qualified buyers and win more group business with Lanyon Group Demand Generation.

Lanyon.com | **@Lanyon**

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

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