Lanyon

Smarter Solutions for Meetings, Events & Travel.

Lanyon Transient

PART OF THE SMART HOTEL CLOUD™

Business Intelligence

Understand Your Competition and Maximize Customer Satisfaction with Lanyon's Business Intelligence

The Lanyon Smart Hotel Cloud™ enables hotels to generate more profitable transient and group business. Lanyon Transient – part of the Smart Hotel Cloud – offers a suite of solutions that simplify how hotels attract, manage and win corporate travel business, publish data to GDSs and OTA websites, and use GDSs.

Corporate transient travel is a highly competitive market. And you need to ensure that you're competitively positioned to win business while offering the best value and optimal rates. The Business Intelligence module in Lanyon Transient helps you offer rates and amenities that are comparable to your competition and online booking sites — ensuring you remain positioned to grow your corporate transient business.

Know How You Compare To Competitors

Are you offering the right rates and value to keep your corporate travelers' business? Lanyon offers competitive scorecards to compare your hotel's performance against a set of local competitors you select — giving you valuable insights into your competitive performance through detailed reporting and analytics.

Simple, Comprehensive and Clear

Measuring your competitiveness isn't just about today's rates. Lanyon's scorecard-based analysis measures how you compare over time against numerous key performance

indicators (KPI). Compare with Average Weighted Rate (AWR), year-over-year analysis and amenity inclusion for a complete assessment of your market position.

Don't Be Surprised By Lower Rates

Savvy corporate travelers check consumer websites to search for lower rates and better offers. Lanyon enables you to monitor a wide range of those websites to identify rates that are lower than negotiated corporate rates. Maintain the highest satisfaction with your corporate travel customers and avoid surprises with Lanyon's comprehensive reporting.

Information When You Need It

Make better decisions about what rates you should offer and amenities you should include in your RFP responses with Business Intelligence. Lanyon enables you to see a scorecard of how you compare with your competitors on rates and amenities while you complete your RFP response. Understand your competition when you need to with Lanyon.

Improve business decisions by evaluating charted data of your offerings against competitive sets, including: average weighted rate (AWR) comparisons, year-over-year AWR comparisons, amenity inclusion comparisons, and offer acceptances.

Gain insights to your business by reviewing scorecards with KPIs, comparing your property's offerings to the aggregated and anonymized competitive data. In the example above, the hotel receives 13.3% fewer accepted offers — displaying a red arrow indicating business is trending down against the competitive set.

Understand Your Competitive Position With Marketplace Intelligence

Lanyon's Marketplace intelligence feature compares your negotiated corporate programs with a set of grouped and anonymous competitive data and gives you insights on how your offerings measure up. A powerful and interactive online dashboard helps you make smarter business decisions. Generate and review competitive analyses — through data, charts and graphs.

View Detailed Reporting and Analytics

A powerful and interactive online dashboard provides insights you need to make smarter business decisions. Review and analyze competitive data via charts and graphs. Best of all, you control the analysis and results — with business intelligence provided directly to you from Lanyon's cloud-based service.

Ensure Corporate Travel Buyer Satisfaction with Rate Parity

Corporate travel buyers expect that their guaranteed low rates and amenities won't exceed offers from online consumer websites. Lanyon Transient's rate parity feature monitors those consumer websites to identify rates lower than negotiated corporate rates. This helps corporate buyers and hotels work together to find the best hotel rates.

Improve your competitive position and customer satisfaction with Lanyon Transient Business Intelligence

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

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