

ROUTE TO SUCCESS FOR MEETINGS & EVENTS MANAGERS

1 VISUALIZE DAILY DEMAND

Accurately profile future and historical demand within a highly interactive, intuitive tool.

2 EMPLOY POWERFUL STRATEGY

Evaluate and prioritize inquiries by size, revenue and likelihood to convert.

3 GROW PRICING CAPABILITIES

Instill confidence as you deploy demand-based pricing to capture the optimal business.

4 MEASURE SUCCESS WITH EASE

Deploy the optimal strategy across teams and help stakeholders measure success & performance.

5 CONVERT BETTER BUSINESS

Drive stronger lead conversions and improve space utilization to increase profitability.

6 GAIN MARKET SHARE

Stay more competitive and quickly gain additional revenue beyond just guest rooms.

DESTINATION SUCCESS

- ▶ Captured more group business through proactive knowledge of trends and demand patterns
- ▶ Exceeded revenue growth expectations through informed decision making & strategy setting
- ▶ Increased M&E performance through higher conversion and improved space utilization



Maximize your valuable meeting space with an easy-to-use tool

Don't let lack of confidence in pricing set you back

Not knowing the true value of your space means profits are slipping away

Easily extend your sales teams' efficiency and strategy performance

Monitor and assess performance metrics at any moment of need

Fear of losing the best business is imminent unless you arm yourself with visual insights