

Lanyon<sup>®</sup>  
making information travel<sup>™</sup>



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# Who is Lanyon?



767 Corporate Buyers &  
35 Intermediaries

>\$27B in Global  
Hospitality Spend

Approximately 130M  
Room Nights

>1M RFPs and Reverse  
Auctions (2012)



275 Hotel Clients (RFP)

325 Hotel Clients

20k Independent Hotel  
Clients

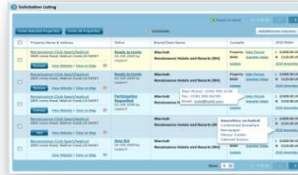
Global Hotel Database  
>95,000

# Buyer/Supplier Solutions

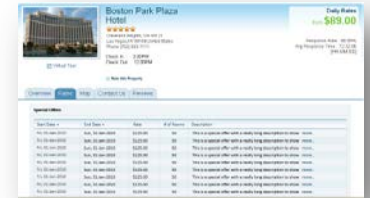
Engagement & Project Sourcing



Transient & Small Meeting Sourcing



Meeting Sourcing & Event Management



Traveler Portal



Booking Tool Integration



Rate Integrity



Decision Support



# RFP Tool

## EVALUATE HOTEL OFFERS

### Evaluation – Benchmarking, Bid Scoring, X Factors

#### Benchmarking

- How do your offers compare to others?
  - Prior Year, Peers

#### Bid Scoring

- How do supplier offers compare to what you find important?
  - Internal priorities, Weighting

#### X Factors

- Evaluate subjective considerations

# RFP Tool

## NEGOTIATION & SELECTION

### Negotiation & Selection – Ensure clear communications

- Negotiation**
  - Sending messages and negotiating through the site
  - Making internal notes
  - Phone calls / emails – Updating bids
  
- Selection**
  - Bid scoring
  - Benchmarking
  - X Factors
  - Policy
  - Safety
  - Calculating savings scenarios / trade offs
  - Management Reviews
  - Updating bid status (Accept, Reject)
  - Send rate loading instructions / timelines

# RFP Tool REPORTING

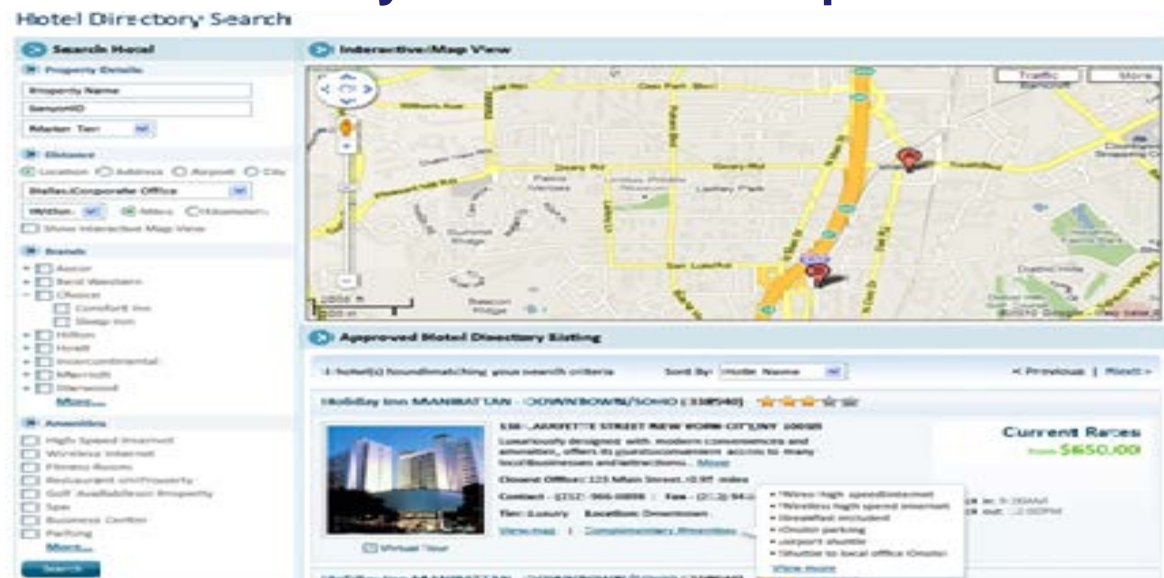
## Reporting – KPIs for Sourcing Process, 3<sup>rd</sup> Party Feeds

- KPIs for Sourcing Process**
  - **Negotiated Savings Reporting**
  - **Chain, Brand, Hotel**
  - **Market, Region, Business**
  
- 3<sup>rd</sup> Party Feeds**
  - **TMC**
  - **Online Booking Tool/s**
  - **Others**

# PROGRAM MANAGEMENT

Program Management – Online Portal, Audit, Availability

Online Hotel Directory – Enhance Compliance



Rate Audit – Ensure Rates Fully Loaded

Rate Availability – Ensure Rates & Inventory Available

Rate Parity – checks other sites to ensure no lower rates out there

E&P and Meetings Sourcing

# QUESTIONS & ANSWERS



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