



Turning Hotels Into Heroes.

THE WORLD'S MOST POWERFUL ONLINE GROUP RESERVATION SYSTEM

MEETING PLANNERS
DEMAND PASSKEY!

Passkey

Any Event. Anytime. Anywhere.

Drive your group bookings online ▼

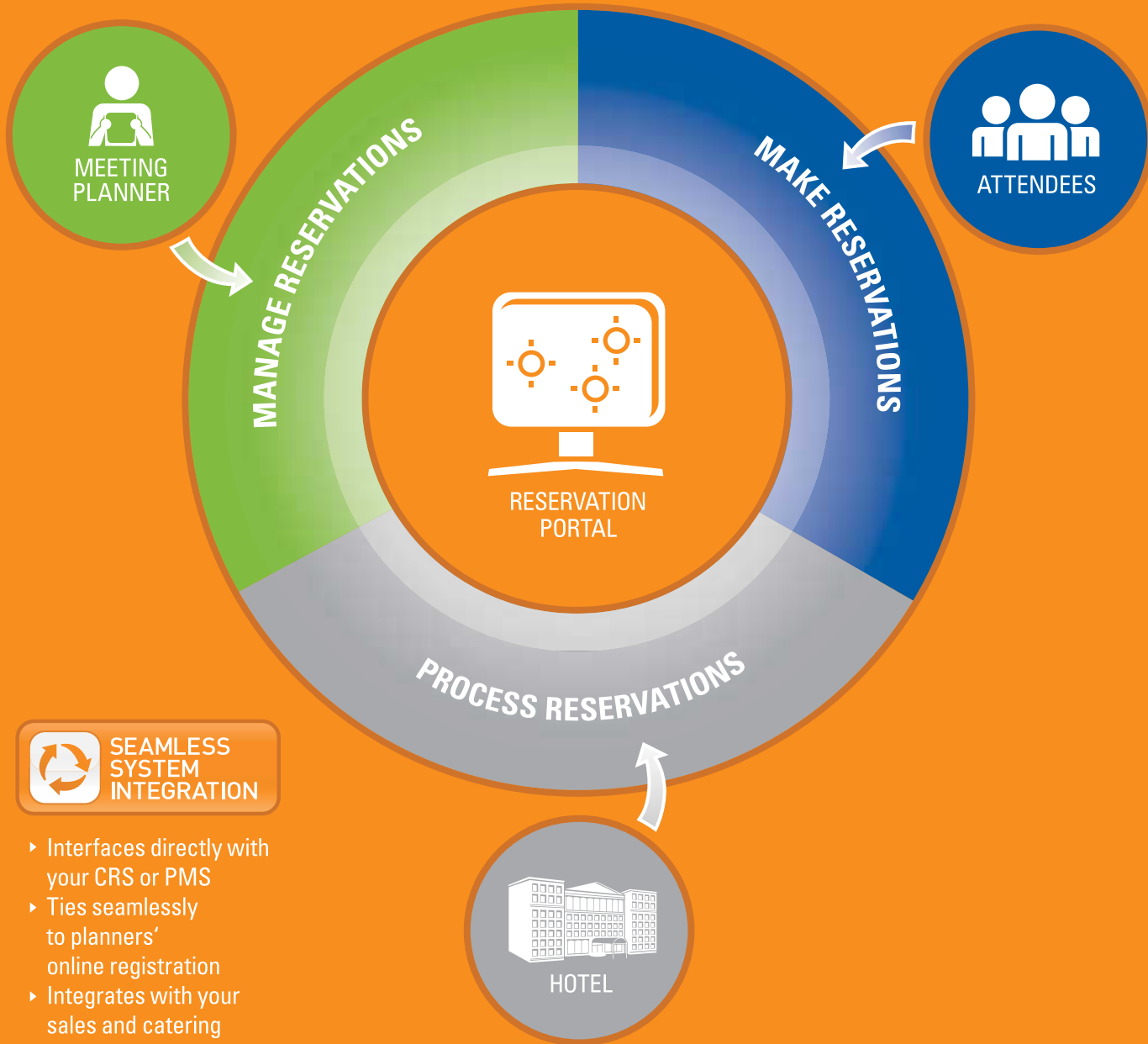
Increase your group revenues. Reduce your costs. And empower your meeting planners. It's easy with the world's most powerful online group reservation system.

The heart of the Passkey system is an innovative online booking engine that lets group attendees make, manage and modify their hotel reservations online.

With Passkey, meeting planners can access critical reports and event information 24/7, saving them time and money. And, hotels can simplify their rooming list process, market their services to attendees, and streamline their overall group business. That's why planners everywhere are demanding Passkey, and hotels are realizing major revenue gains, profit increases and cost savings.

Tailored for hotels, Passkey delivers reservations directly to your CRS or PMS. And it's 100% web-based, so there's no software to install or maintain.

See? **It's easy to be a hero.**



**SEAMLESS
SYSTEM
INTEGRATION**

- ▶ Interfaces directly with your CRS or PMS
- ▶ Ties seamlessly to planners' online registration
- ▶ Integrates with your sales and catering system for quick event set-up

Reward your hotel.

Whether you're talking a few rooms for a small family wedding or several floors for a national conference, Passkey provides endless rewards for your hotel.

01

BOOST YOUR GROUP REVENUES

- Generate incremental revenues by up-selling rooms and extended stays
- Market your hotel services effectively to attendees
- Maximize your yield by applying historical and up-to-date data
- Capture event attendee email addresses for targeted hotel marketing

02

STREAMLINE YOUR PROCESS

- Create custom reservation web sites for all your groups
- Upload and manage your rooming lists online
- Import critical event information from your sales and catering system
- Receive reservations instantly in your PMS or CRS

03

REDUCE YOUR COSTS

- Minimize call center expenses by maximizing online group reservations
- Increase staff efficiencies by automating labor-intensive processes

Passkey hotels
experience
immediate ROI.

Customize reservation web sites for any event. Passkey also accepts Call Center Reservations and Rooming Lists.



Call Passkey at (866) 649-1KEY (1539) and Become A Hero!



“Our first Passkey event had 67% of reservations booked online, 94% of the block sold pre-cutoff and online reports saved hours of audit time. Passkey is a no-brainer.”

See what some of the 6,000+ heroic hotels that use Passkey are saying at passkey.com

Empower your planners.

Give them what they need – more control over their events, cost savings, satisfied attendees, and ultimately successful meetings. Your superior services will lead to repeat business.

01 GIVE THEM WHAT THEY DEMAND

- Custom reservation web sites for their events
- Real-time access to pick-up reports and reservation page
- Information to mitigate attrition risk
- Ability to upload room lists online, and manage revisions quicker
- Integration with their registration systems to avoid book-arounds
- Knowledge for future forecasting

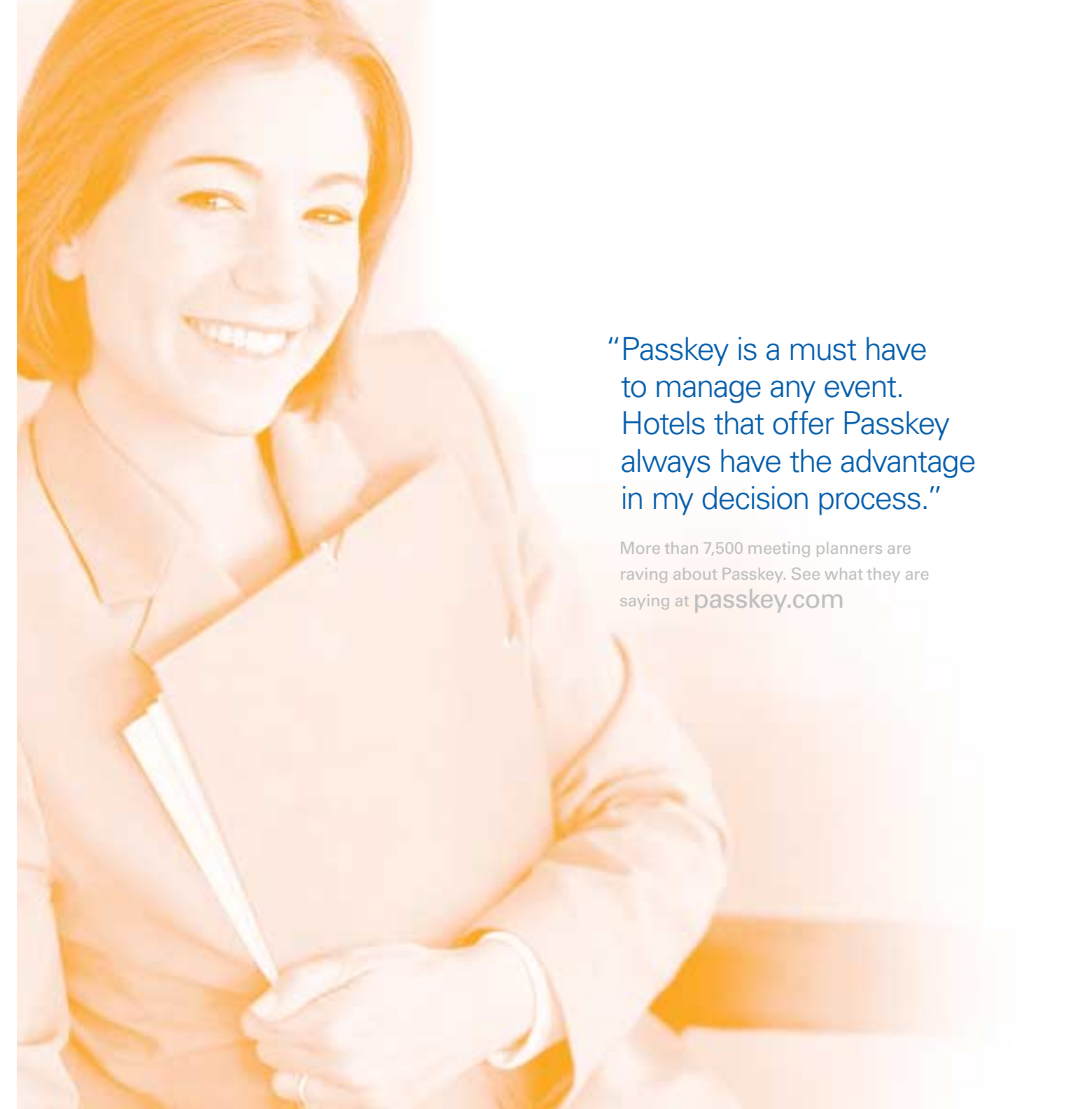
02 SATISFY THEIR ATTENDEES

- Let attendees book or modify their reservations 24/7 online
- Provide attendees quality information and special offers on hotel services
- Provide immediate customized reservation confirmations

Planners are demanding Passkey for all their events.

Planners can access critical event and pick-up data and reports 24/7.





“Passkey is a must have
to manage any event.
Hotels that offer Passkey
always have the advantage
in my decision process.”

More than 7,500 meeting planners are
raving about Passkey. See what they are
saying at [passkey.com](https://www.passkey.com)

Passkey

Any Event. Anytime. Anywhere.

Hotels become heroes with Passkey.
Whether yours is a small independent property,
a large group hotel or a national chain, we want to
show you how. Call (866) 649-1KEY (1539)
for a no-cost ROI consultation today.

PASSKEY

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passkey.com