



Passkey Client Profile

San Francisco Marriott

"With Passkey you get an accurate 'picture' of the event at anytime. We are no longer counting on an overburdened planner to give us numbers that can make or break our revenue projections."



- Dave Escobar
Director of Reservations
San Francisco Marriott

Before Passkey

Maximizing room revenue in a hotel with 1,498 rooms that manages in excess of 4,000 events annually is an important and ongoing challenge.

Prior to Passkey, accurate pick-up numbers were virtually impossible to track and obtain, usually requiring repeated phone calls and faxes between the hotel and planner. In addition to the duplication of effort by the hotel staff to re-enter this information, the likelihood of human error was greatly increased. Add to that a client base that was looking to integrate event registration with hotel reservations principally via a web-based system. With the risk of booking outside the block, plus the subsequent staff time required to "find" these people growing exponentially, the San Francisco Marriott needed a better solution.

With Passkey

Thanks to Passkey, the San Francisco Marriott and its meeting planners now enjoy 24/7 accessibility to real-time attendee-entered registration and reservation information. Dave Escobar, Director of Reservations for the hotel explains, "Passkey has successfully bridged the communication gap that day-old faxes, at best, used to accomplish. This is a benefit to both the planner and our hotel." Best of all, Passkey's web-based application lets both hotel and planners review, redesign and reassign blocks from their desktops. With this accurate, valid data, hotels can make sound, strategic revenue projections.

Utilizing Passkey's RegLink™, the link between registration and reservation entry is seamless. In addition, because the transfer of this information is electronic, significant hotel staff costs are saved because there is no re-entry of data and the risk of errors are virtually eliminated. In short, San Francisco Marriott customers are happy and regularly return with group business.

BUSINESS PROFILE

Client:	San Francisco Marriott
Meeting Space	
Available:	100,000 square feet
Year Built:	1989
Employees:	1,000+
Market Served:	Meeting Planners & Housing Providers
Annual Events:	4,000+
Savings with Passkey:	<ul style="list-style-type: none"> ▪ 2-3 days staff time required to re-enter attended lists ▪ More effective revenue forecasting because the pick-up numbers are 100% accurate.

About the San Francisco Marriott

With spectacular architecture, a premium location and friendly, efficient service, the San Francisco Marriott provides the quintessential hotel experience for today's business, leisure and meeting needs. Located in the heart of downtown, just steps away from the Moscone Convention Center and Union Square, the popular destination provides event and meeting planners with 100,000 square-feet of unparalleled conference and banquet facilities in 52 rooms ranging in size from intimate spaces to a 40,000 square-foot ballroom.

