

PASSKEY CLIENT PROFILE

“PASSKEY ENABLED US TO BROADEN OUR REACH AND MANAGE EVENTS NATIONWIDE.

BECAUSE PASSKEY IS A SHARED ACCESS SYSTEM, EVERYONE IS PROVIDED

WITH CONSISTENT, ACCURATE INFORMATION.

THE RESULT: MORE SATISFIED CLIENTS.”



TINA STARK, DIRECTOR OF HOUSING SALES, SALT LAKE CONVENTION & VISITORS BUREAU

Salt Lake Convention & Visitors Bureau

Business Profile

Headquarters	Salt Lake City, UT
Founded as Private Organization	1985
Year <i>Passkey-enabled</i> SM	1999
Average Number of CityWide Annual Events	30
Citywide Event Room Nights Generated to Date	464,080
Hotel Revenue Generated to Date	\$62.7 m.

Benefits with Passkey

- Online bookings have increased from 2% to 28%.
- Phone reservations have decreased from 57% to 28%.
- Out-of-state convention housing services provided for 12 events to date.



About the Salt Lake CVB

Host city to the successful 2002 Olympic Winter Games, Salt Lake combines the amenities of a major metropolitan area with the friendliness of a mid-sized, western town. Salt Lake is an ideal place for meeting attendees to mix business with pleasure due to the extensive selection of entertainment and natural recreation options available to them. Plus, meeting and event planners are provided with superb access to a wide range of accommodations, as well as state-of-the-art online and personal service. The Salt Lake CVB housing department has successfully combined today's technology to provide all constituents involved in an event with the perfect combination of value, expertise, and service.

Before Passkey

Prior to implementing the Passkey system, “fragmentation” was a constant complaint of the housing professionals at the Salt Lake CVB. From hotels and clients not being able to access event data to managing room blocks after cut-off, communication between all constituents lacked consistency and accessibility. Tina Stark, Director of Housing Sales, explains, “Whether using paper and fax systems or some antiquated convention housing software still out there, hotels, planners, and CVBs rarely worked off the same information. This is because we had no effective tool for communicating the crucial, yet ever-changing actual or forecasted room block numbers - the difference between making budget projections and not.” With a goal of improving customer service, the Salt Lake CVB set out to find the ideal online tool that would enhance functionality, offer options for customization, and provide more streamlined communication between its key constituents: hotels, planners, and most importantly, attendees.

Salt Lake Convention & Visitors Bureau

With Passkey

After an exhaustive search into the best technology that would fulfill the varied needs of their meeting planners and hotels, the Salt Lake CVB became *Passkey-enabled* in 1999. Passkey's robust technology has provided the Salt Lake CVB with the opportunity to book 92% of the city's citywide group business. In addition, the improved event processes achieved since the adoption of Passkey has afforded the CVB the ability to provide out-of-state convention housing services, enabling them to manage 12 events to date and to nurture mutually beneficial relationships with meeting planners. Best of all, this explosive growth and continued service to existing satisfied clients has been accomplished with the same number of staff. Tina shares, "Passkey is changing the way meeting planners manage their events by providing advanced meeting management functionality that increases productivity at every turn. I strongly believe that this unique business opportunity for Salt Lake is a direct result of Passkey's outstanding technological capabilities and the SLCVB team's dedication to provide unmatched service to everyone."

From no longer having to prepare and deliver outdated printed reports to giving attendees more control over their hotel reservations, Salt Lake has experienced a significant ROI as a result of using Passkey. Since 1999, for example, Internet bookings have risen from a mere 2% to an above average 28%, virtually eliminating the excessive number of times a reservation is touched by a more traditional live person or phone methods, which have decreased by nearly 29%. With Passkey, attendees are presented with a seamless housing and registration experience that includes the receipt of immediate acknowledgements for any modifications or cancellations to a reservation, as well as greater access to review and consider all negotiated event hotels. By using Passkey, the Salt Lake CVB captures the attendee at the time of registration and provides the user a true, one-stop shopping experience, thereby minimizing the need to go around the room block, ultimately reducing the book-around rate and attrition for meeting planners.

Hotels, in turn, are happier as they have a streamlined process for managing group events and can be more focused on transient business. In addition, Passkey provides hotels with access to up-to-date information on room inventory – an ideal opportunity to manage room blocks with the meeting planners – and has consistently improved wash factors by 120-140% from year to year. And because Passkey's technology allows for the instant transfer of data into any existing hotel reservation system, the potential for errors is not only eliminated, but limited staff time is not wasted re-keying information at an average one-hour-per-1000-attendees. Meeting planners and CVBs, too, with 24/7 online access available from any desktop, are no longer in the dark and can learn at any time who is booked where, when, and for how long by running their own reports in real-time, greatly decreasing traditional "communication costs", such as courier, fax, and phone charges.

Across the board, *Passkey-enabled* CVBs have experienced an increase in staff efficiencies by as much as 40%.

