

PASKEY CLIENT PROFILE

"WITH PASKEY, WE HAVE INCREASED THE NUMBER OF EVENTS IN OUR CITY BY 20% AND ARE ABLE TO PROCESS RESERVATIONS MORE QUICKLY, GIVING US THE ABILITY AND CONFIDENCE TO HANDLE LARGE, OVERLAPPING GROUPS."



SUSAN RANNEY, MANAGER, CONVENTION HOUSING, SEATTLE CONVENTION & VISITORS BUREAU

Seattle Convention & Visitors Bureau

Business Profile

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| Headquarters | Seattle, WA |
| Founded | 1956 |
| Year <i>Passkey-enabled</i> SM | 1999 |
| Reservations Processed through <i>Passkey</i> | 46,910 |
| Number of Events per Year | 15-20 groups |
| Total Hotel Rooms Available | 29,820 |

Benefits with *Passkey*

- Reduced group reservations process time by 25%.
- Increased event volume by 20%.
- Retained meeting planner business by 40%.
- Ability to book rooms after cut-off helps lower attrition risk, as 10-20% of new reservations are made after cut-off.
- Increased online transactions and reduced manual transactions by 30% points.

About the Seattle CVB

Founded in 1956, the Seattle Convention & Visitors Bureau aims at attracting conventions, group business, and visitors to the Seattle area. The CVB manages housing for more than 15 significant group citywide events a year. It also organizes a popular leisure event - the Seattle Super Saver - from November to April, resulting in over 30,000 reservations per year.



Before *Passkey*

The convention housing process was lengthy and cumbersome: reservations were taken by fax or mail, which required time-consuming data entry; modifications and cancellations constituted up to 50% of the reservations handling process; and, despite the fact that accepting phone reservations was a priority for planners, the Seattle CVB was not able to accommodate their demand or provide efficient housing processes. Reservation confirmations were done manually, by fax or mail, which was also costly and laborious. Rooming lists were then couriered to hotels, and group data had to be re-keyed into the hotel's PMS, with an average 20% margin of error.

With *Passkey*

Not only does the implementation of *Passkey's* solutions improve efficiencies within the housing process, it also critically reduces time taken to process group reservations, by up to 25%.

Passkey has helped Seattle lessen attrition risks for their clients. With dynamic access and shared, real-time reports, hotels and meeting planners alike can monitor reservations pace and respond accordingly. In addition, *Passkey's* cancellation management tools also helps Seattle to fight attrition by allowing the CVB to apply a \$25 cancellation fee within 30 days prior to a guest's arrival.

By allowing attendees and visitors to book their hotel room online, the CVB reduces the effort spent on faxed and mailed bookings and is thus able to open its leisure Call Center to groups and conventions, which is a significant benefit for meeting planners. Implementing *Passkey* has allowed Seattle to become more attractive to planners, with the advantage of automatic hotel confirmations and electronic data transfer to the hotels, and the ability to integrate registration software to housing through *Passkey's* registration interface, *RegLink*SM. In some cases, meeting planners choose Seattle solely because it offers *Passkey*.