



CORPORATE RFP GENERATION 2012

Lanyon Market Leads incorporating Volunteer Bids via Navarino Services Providing new corporate leads in the Hotel RFP Process

What are Market Leads & Volunteer Bids?

- **Market Leads** is an additional tool within the Lanyon RFP System, automatically included for all Lanyon Corporate Clients in the 2012 Bidding Season.
- **Market Leads** will monitor all Corporate RFP's released in the system and automatically verify which of the hotels signed up to Market Leads are geographically suitable to receive these RFP's and bid as 'unsolicited' properties.
- The Corporate Client will be able to review all additional bids generated by **Market Leads** with the rest of their solicited submissions. Increasing the breadth and scale of their RFP process, and allowing them to consider rates and facilities from hotels they may not have historically considered or even been aware of.
- **Volunteer Bids** works in a very similar way to **Market Leads** but within the Uversa System (now owned by Lanyon). However, the Volunteer Bids system does not have the capability to filter through the RFP's to assign only those properties who are geographically relevant.

Benefits of Signing Up

- Using **Market Leads** will significantly increase your exposure to Corporate Travel Managers and your chances of being invited to their RFP's. Including an additional 100+ Corporate Clients new to using Lanyon for 2012.
- **Market Leads** will deliver qualified Corporate RFP's to you within the Lanyon system, they will appear on the hotel RFP home page, allowing you to complete them alongside all other RFPs. No more completing complex spread sheets and emailing!
- You will receive all relevant information on the client's RFP including; Programme requirements, locations and volumes, and agent/corporate contact information – all invaluable information for your Sales Team!
- Hotels signed up for **Volunteer Bids** via Uversa will receive all the above benefits, allowing you to view RFP's from ALL their 115 corporate clients!
- In Volunteer Bids you will need to filter the RFP locations yourself to see which are relevant (normally up to 1 mile radius for Primary Locations, up to 3 miles in Secondary Locations). However, your Navarino Services Account Manager will be able to advise if necessary.

Market Leads & Volunteer Bids would benefit Corporate Hotels wanting to grow their negotiated corporate business segment....although there are no guaranteed contracts, this is an additional avenue for getting your hotel in front of corporate travel managers.