

## Passkey Introduces EventExpress(TM), The Next Evolution In Online Group Hotel Reservations

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### EventExpress(TM) Makes Online Group Reservations Practical for Any Hotel, Group or Event

Passkey, the worldwide leader in online group reservations, today announced the launch of EventExpress(TM), the industry's first online group reservation system designed specifically for hotels of all sizes, including major convention properties, luxury resorts and small downtown properties.

With EventExpress, any hotel can now build customized event-specific reservation websites for any of their events, whether a large national convention, a small corporate meeting or a family wedding, in under two minutes, while delivering all the tools necessary to ensure the success of the event

"Traditionally, online reservation systems were deployed exclusively by high-end hotels, which had the resources needed to deploy these solutions and leverage the value therein," said Greg Pesik, president & CEO of Passkey. "With EventExpress we have leveled the playing field, by introducing a powerful and easy-to-use online reservation system that can be launched in minutes by any hotel and for any event."

Specific capabilities offered in Passkey's EventExpress include the following:

#### **Customized Event Websites in Less than Two Minutes**

EventExpress significantly speeds up the process of creating online group reservation websites for hotels by using a vivid, one-page, highly interactive user interface and automatically copying critical information from hotel profiles, including Web site graphics, room type information and templates.

#### **Access to All of Passkey's Features**

With EventExpress, hotels and meeting planners have access to all of Passkey's unique and powerful features, including online access for both hotels and planners to real-time reports, Web reservations for group attendees, as well as direct integration with over 70 online event registration systems and all major PMS and CRS systems.

#### **Passkey SmartAlerts(TM)**

EventExpress provides hotels access to Passkey's SmartAlerts, an innovative e-mail alert system that automatically delivers vital event information to users at critical user-defined event milestones, ensuring optimal inventory utilization and revenue generation.

"The value proposition of EventExpress extends far beyond its ability to accommodate hotels and events of all sizes and its fast 'go-live' capability," added Pesik. "Once the site is live, EventExpress gives customers a full suite of tools that let them streamline the entire registration process and monitor the event status in real-time, ultimately ensuring consistent event success with minimal worry and maximum ease."

#### **About Passkey**

Passkey ([www.passkey.com](http://www.passkey.com)) is the worldwide leader and recognized industry standard in online group reservations. The Boston-based technology company offers event planners and providers a powerful web-based solution for managing group hotel reservations. The heart of the Passkey system is an innovative online booking engine that lets group attendees make their hotel reservations online in the contracted group block, while allowing event planners and hotels to access real-time reports and event information. Offered as an onDemand solution, Passkey delivers benchmark speed, security and scalability.

The Passkey-enabled global network consists of over 85% of major U.S. Convention and Visitors Bureaus (CVBs), as well as thousands of hotels, trade associations, meeting planners and meeting management companies. Passkey investors include Lazard Technology Partners and DRV Investments, LLC.

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