



For 7th Year in a Row, HFTP Streamlines Annual HITEC Conference Using Passkey's Online Group Housing Technology  
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Passkey, the worldwide leader in online group reservations, today announced that for the seventh year in a row, Hospitality Financial and Technology Professionals (HFTP) used Passkey as the group housing solution for the 2008 Hospitality Industry Technology Exposition & Conference (HITEC) in Austin, TX.

HFTP continues to simplify its group booking experience by using Passkey's robust technology to offer attendees the convenience of online hotel reservations while being able to monitor and manage its group blocks online in real-time.

HITEC offers a unique combination of top-notch hospitality technology education, led by industry peers and experts. With over 300 companies showcasing the latest products and services and approximately 5,000 attendees, this year HFTP went through the Austin Convention & Visitors Bureau to utilize Passkey for the 11 hotels that blocked rooms for HITEC.

The HITEC 2008 participating hotels include:

Courtyard Austin Downtown/Convention Center  
Embassy Suites Austin Downtown  
Four Seasons Hotel Austin  
Hampton Inn & Suites Downtown  
Hilton Austin  
Hilton Garden Inn Downtown  
Hyatt Regency Austin  
Omni Austin Hotel Downtown  
Radisson Hotel & Suites Austin Town Lake  
Residence Inn Austin Downtown/Convention Ctr  
Sheraton Austin Hotel

"Almost every major city now offers Passkey," adds Frank Wolfe, CEO of HFTP. "It seems that the Passkey solution is becoming universal, demonstrating flexibility within the group market. We were able to manage our reservations through day of arrival, and throughout the event booking process we were able to send broadcast email communications to our attendees and exhibitors. Being able to reach your group in real-time is crucial when you have thousands of registrants attending a conference. We are thrilled that Anaheim, CA offers Passkey so we can use it again for HITEC 2009!"

With Passkey, HITEC 08 shifted over 50% of reservations online and with 0% of the reservations booked via phone, there were no call center costs for this event. As of cut-off, the group block was 93% sold. That is a 5% increase over last year's event.

#### **About HFTP**

HFTP, Austin, Texas, USA and Maastricht, The Netherlands, founded in 1952, is the global professional association for financial and technology personnel working in hotels, clubs and other hospitality-related businesses. HFTP provides first class educational opportunities, research, and publications to more than 4,800 members globally including, the premiere hospitality technology conference HITEC--founded in 1972. HFTP also awards the only hospitality specific certifications for accounting and technology ---the Certified Hospitality Accountant Executive (CHAE) and the Certified Hospitality Technology Professional (CHTP) designations. HFTP was founded in the USA as the National Association of Hotel Accountants.

#### **About Passkey**

Passkey ([www.passkey.com](http://www.passkey.com)) is the worldwide leader 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 includes 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.

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