

Fontainebleau to Deliver a Better Event Booking Experience with Passkey

2008-06-17

Passkey, the worldwide leader in online group reservations, today announced that Fontainebleau Resorts, LLC has chosen to deploy Passkey with the aim of offering its group attendees and planners a more convenient booking experience.

With Passkey, Fontainebleau Miami Beach and Fontainebleau Las Vegas will achieve more successful meetings and events by running their groups online and increasing block pick-up, while creating additional up-selling and revenue opportunities.

Fontainebleau Miami Beach, which is currently undergoing over \$1 billion in renovations, is set on 22 acres of Miami Beach. The property features over 1,500 rooms, suites and penthouses. The facilities include four luxury towers - Tresor, Sorrento, Chateau, and Versailles - as well as over 200,000 square feet of indoor and outdoor meeting space. Now, with its grand opening in fall 2008, Fontainebleau will reclaim its seat as a top U.S. destination. The Fontainebleau Las Vegas is a 3,800 room Casino Resort slated for opening in late 2009.

"Miami, Florida is home to many marquee events, which last year alone brought over 850,000 delegates into the area," said Kevin Bryant, director of revenue management at Fontainebleau Miami Beach. "We selected Passkey for its versatility within the group market. Planners love Passkey and the easy access to real-time updates on their group block, they often choose meeting space based on who offers Passkey. Plain and simple, Passkey allows us to stay ahead in a competitive market."

Fontainebleau selected Passkey over other solutions for several key reasons including: Advanced reporting features, the automation of room lists, customized event portals, as well as the ability to manage inventory in a flexible manner. They see the value that Passkey can provide, not only to their attendees and planners, but also to their properties in terms of increased revenues and the cost savings associated with higher labor efficiencies.

"Fontainebleau understands that the guest booking experience is a critical part of the overall high-end resort experience," adds Greg Pesik, president & CEO of Passkey. "With Passkey's consistent and reliable group solution, Fontainebleau can adhere to its exceptional levels of service with minimal effort. In short, delivering results that keep planners and guests satisfied and coming back for more."

About Passkey

Passkey (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. At the heart of Passkey 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, notifications 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.

About Fontainebleau Resorts LLC

Fontainebleau Resorts, LLC, a privately-held Las Vegas based resort and casino developer, was established in 2005 to create the "next generation" of hotels and resorts around the world. In addition to renovating the legendary Fontainebleau Miami Beach, the company is setting a new standard of resort in Las Vegas with the creation of Fontainebleau Las Vegas (Fall 2009). For information visit www.fontainebleau.com.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article33108.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html