

# Why use Explore Lawrence to manage my housing?



Enhance your events and simplify hotel reservation management by employing Explore Lawrence and Meetingmax Housing Software! Web-based access allows you to keep tabs on every aspect of your events, 24/7. Accurately track reservations at multiple hotels and capture pertinent data for future planning.



## Why Use a CVB - In the KNOW!

Explore Lawrence acts as an unbiased regional marketing department for their city - we know our city's latest and most current locations, hotels, reputable vendors and other amenities. Our staff has access to information that may directly affect your event such as local fluctuation of room rates, other city-wide events and gaps in the local event calendar.

Explore Lawrence also has insight to local culture and access to city related activities of interest (ground transportation, specialised vendors, unique meeting spaces, and other city logistics).



## Relationships & Collaborations

Explore Lawrence has strong established relationships with hotels and have access to trusted lists of other services. We proactively seek collaborations and aim for efficiency in destination marketing. You may not realize that you need permits for certain activities and we can connect you with the correct authorities.



## Negotiation Power

Explore Lawrence holds higher negotiating power thanks to their established relationships with hotels. Since we are purchasing rooms at a higher volume per year than a meeting manager, we are often able to achieve better rates for event attendees at the local properties. This can apply to specialized vendors and other city services too.



## Revenue Reporting

Using housing with a good technical system in place gives you in depth commission and rebate information. You don't have to rely on the hotel for the information allowing you better control of your room blocks and the potential revenue attached.



## Service & Support

We operate in the same time zone as the hotels so we can track real time housing performance. Explore Lawrence can efficiently address any issues that may arise during the reservation process ensuring that reservations and commissions are not compromised.

# Why should I do Housing for my event?



## Benefits for the Event Planners

Enhance your events and simplify hotel reservation management by employing online housing with Explore Lawrence!



### Revenue

You can earn money!  
Add extra revenue to your event with rebate opportunities through room blocks.

Increasing group pickups allows the event planner to earn revenue and improves overall event success. Online housing gives you the best potential of filling your room blocks and deters people from booking around the block (more rooms = more revenue).



### Time Management

Dealing with hundreds of calls wanting to know where to stay, proximity to event, extra activities and other related requests is time consuming. Our staff is already trained on activities and restaurants in Lawrence and can answer these requests easily.

You can now use your time more efficiently and focus on other areas that will increase your event success.



### Centralized Housing

Having centralized housing for event attendees means better event management for the event planner. You know exactly who is staying in which property giving better control over your event logistics and allows for time to offer better value to attendees in other ways.

## Benefits for the Attendees

Creating a seamless and memorable experience for your attendees will result in a successful event leading to future event loyalty!



### Guest Services & Satisfaction

Attendees benefit from not having to search for accommodation that suits their needs. All pertinent information can be found in one place. The participating hotels are displayed with the correct inventory over the dates they prefer.

Guests can access specific inventory pertaining to them or their groups (VIP guests, sports teams, staff members, speakers, sponsors, etc.)



### Competitive Rates

Attendees can benefit from receiving better rates than if they went directly to the hotel themselves. When rooms are blocked in bulk the hotel is more likely to offer better group discounts.



### Consistency for Attendees

Attendees experience a consistent reservation process, decreasing confusion and frustration. The attendee can also make further changes, without having to contact the hotel directly, by using the same familiar system.

# How does Explore Lawrence achieve superb managed housing?



Meetingmax is used by corporate planners, housing bureaus, association event planners and travel organizations in dozens of North American destinations. Meetingmax is web-based and has ensured compliancy with Payment Card Industry (PCI), General Data Protection Regulation (GDPR), and supports the Americans with Disabilities Acts (ADA).



## Centralized Information

Meetingmax allows all hotel options to be displayed centrally and reservations are booked in one customized location online. This beats the alternative of having a list of hotels, rates and telephone numbers which can be a frustrating and time-consuming prospect. Meetingmax ties all participating properties together and rules out hotels that no longer have availability.

By providing a central place for reservations to be booked, the planner can enjoy increased pickup inside the block and a decreased possibility of an attendee booking around the block. When all hotel information is accessible, attendees are less likely to “shop” third party sites for availability.



## Real Time Inventory

Hotel inventory is updated in real-time on the Meetingmax system so that there's never any doubt about availability. Reservations are secured (within the block) as soon as the booking is made giving both event planners and guests peace of mind.



## Control over the Block & Block Manipulation

Meetingmax provides real-time capture of information which allows the planner to manipulate their room blocks. If the planner notices they have fulfilled an obligation at one hotel but is short at another, the Meetingmax system allows the opportunity to close out one hotel forcing stays at another.



## Real Time Reporting

In depth reports can be built in the Meetingmax system and downloaded into popular formats. Having control over real time reporting allows the user to monitor the data to prove ROI and plan effectively for future events.



## Reservation Flexibility

Meetingmax provides the flexibility for a guest to create a reservation using a specific sub-block link they have been provided, make a single booking containing multiple rooms along with a host of variable options. Meetingmax is customized with the attendee in mind.



## Control over Rebates & Commissions

Online housing with Meetingmax provides in depth commission & rebate information, in real-time. Both the event planner and the housing manager no longer need to rely on hotels for this information.



## 24/7 Changes & Adjustments

Meetingmax provides the ability for an attendee to not only make a reservation when it's convenient to them, but also permits them to make changes any time, day or night. By using a “Change” link contained in the confirmation email, a guest can adjust their reservation whenever they want.