

# Market Intelligence from HIS...

We've led the reader board industry since we created it over 20 years ago - by offering the widest variety of competitive event intelligence and adhering to the strictest data accuracy and delivery standards. HIS helps you *FIND* qualified account right next door with local market intelligence, helping you *WIN* market share and increasing Group & Catering Revenues. We *DELIVER*.

## The Value Proposition is Clear.

- The most qualified accounts anywhere are next door at your competitors
- Drive incremental revenues and reduce account acquisition costs
- Save time and money while leveraging the ROI from new and existing clients
- Maximize function space occupancy and increase group room nights
- Better intelligence drives better decisions

" HIS is a fantastic service and one that I would highly recommend to my fellow Starwood associates. Having been in the hotel industry for many years, I have seen a variety of reader board services, HIS is by far the most comprehensive service that consistently delivers a great product. "

**Anthony Lombardi, Regional Director of Sales**  
*Starwood Hotels & Resorts*

## Our PREMIUMView™ Service Includes...

**MARKETView Weekly, Monthly & Quarterly Readerboard Service**

**LEADView Contact Research & Verification**

**PowersearchGLS Historical Prospecting Database**

**WatchList Real-time Group Activity Alerts**

**NEWMARKET**  
INTERNATIONAL

Hospitality Information Services is now a division Newmarket International, Inc. The two companies have joined forces to integrate HIS Meetings and Events competitive business intelligence into Newmarket International applications. Every meeting and event taking place at your competitors now available on one platform. **An industry first!**

### What Does That Mean for You?

Real-time access to all of your competitor's accounts delivered right to your desktop.

Hospitality Information Services  
A Division of Newmarket International Inc.

Call 800.447.7015 or visit <http://www.hisnet.com>

