

The HIS Advantage

HIS created the Reader Board industry 19 years ago and remains the most trusted source for comprehensive market intelligence in the hospitality industry. In our information-driven economy, timely and accurate market intelligence is critical for a comprehensive sales strategy focused on the MICE and Banqueting market segments.

HIS Market Intelligence Services

Interactive Online Reporting	✓	Included
Comprehensive Market Coverage including Weekends	✓	Included
Customizable Reporting	✓	Included
Filter & Assign by Market Segment	✓	Included
Online Account Assignment / Notification	✓	Included
Monthly 'Most Active' Reporting (Comp Set)	✓	Included
Market Segmentation Analysis (Comp Set)	✓	Included
Monthly 'Most Active' Reporting (Market)	✓	Included
Quarterly 'Most Active' Reporting (Comp Set)	✓	Included
Quarterly 'Most Active' Reporting (Market)	✓	Included
Link to Function Space Layout & Capacities	✓	Included
Daily/Weekly Industry Newsletter	✓	Included
Downloadable to Excel®	✓	Included
Industry Financial Performance	✓	Included
Comprehensive Property Information	✓	Included
Link to Competitor's Website	✓	Included
Catered and Non-Catered Event Analysis	✓	Included
Performance Benchmarking vs. Competitor	✓	Included
Performance Benchmarking vs. Comp Set	✓	Included
Performance Benchmarking vs. Market	✓	Included
Client Services support team with both online & telephone support	✓	Included