

HOLIDAYView™

The peak holiday season each year is ripe with opportunities to drive sales and increase your bottom line - even during down markets. HOLIDAYView™ gives you the information you need NOW to target the most lucrative holiday events and parties for the upcoming year.

- ✓ Solicit your market's most profitable corporate holiday events & parties
- ✓ Analyze and benchmark activities to meet holiday period goals
- ✓ Identify trends and opportunities during high-yield periods
- ✓ Maximize catering revenues and function space over high demand dates
- ✓ 24/7 online ordering with FAST turnaround
- ✓ Secure interactive on-line reports
- ✓ Export Capability using Excel®

Segment Sorting. The Market Segment drop down menu makes it easy to display records for specific market segments such as Non-Profit, Government or SMERF.

Subject Properties. Each property within your market is broken down with every event held at that property listed below. You can sort events by any of the column headers including by organization, event type, etc.

★ **GET CONTACT INFO FOR ALL EVENTS.**
 Upgrade to HOLIDAYView™ PREMIUM and you'll get LEADView™ Contact Research on all listed events.
 Ask your sales rep about upgrading to PREMIUM!

For More Information or to Schedule Your Online Demonstration, call HIS today at...

800.477.7015
 or email: sales@hisnet.com

