Exceptional Group Results
Boost revenues and improve service levels to meeting planners and guests

From family weddings and corporate meetings to conventions and conferences, GroupMAX can transform any event into an exceptional event by allowing guests to make and manage their reservations online, planners to track their events in real-time, and hotels to boost revenues and minimize costs and risks.

✓ 10X increase in online bookings

✓ 10% + incremental revenue

✓ $5-$10 savings per reservation

Event Web & Mobile Booking

Hotels can experience up to a ten-fold increase in online bookings, leading to fewer call-ins and notable increases in sales of room upgrades, extended stays and hotel amenities. Plus, hotels can collect event enrollment information and provide a social network for every event.

Live Event Tracking

Planners and hotels can access live event data and analysis via dashboards and reports online or from any mobile device, helping reduce attrition exposure, maximize pick-up and enjoy peace of mind.

Secure Room Lists
The industry's only fully automated and PCI compliant room list process takes all the effort, risk and costs out of managing room lists.

SmartAlerts™
Emails sent to planners and hotels at scheduled intervals or at critical milestones, such as when a block is "80% Full" so events can be fully optimized.

Seamless Registration
Passkey connects planners' event registration systems directly to hotel reservations ensuring attendees enjoy a better booking experience.

Group Campaigns
Send email campaigns specifically targeted at groups, whether it is a pre-arrival welcome, an upsell promotion or a post-stay thank you.

Inventory Management
Whether the event requires one room type or one hundred sub-blocks, GroupMAX provides a wide range of tools that help users optimize rates, inventory, pickup and availability.