



Demand Outlook & MICE View
is becoming Seerio

What is Seerio?

What is Seerio?

Seerio is a meeting market intelligence platform for hospitality professionals that unlocks cutting-edge account management, benchmarking, and forecasting.

With unmatched data, Seerio removes guesswork, makes commercial decisions smarter, gives professionals a competitive advantage, and helps them succeed in their roles.

At Seerio, we see the future of the European meeting market as one in which all commercial decisions are data-informed, data is aggregated automatically, and insights are presented intuitively and timely, offering all European venues democratized access to market intelligence.



What is new?

What is new?

-  New user-friendly design
-  Hotel-shared data with more available KPIs
-  Feeder market account insights
-  Lead time & decision time tracking
-  Account conversion tracking
-  Forward-looking data
-  Property vs Comp Set vs Market comparison

More advanced account analytics with an account-matching algorithm

Accounts Jan 01 - Dec 31 2024 Compare to: Previous year Download

Search

No. of events | Space used | No. of participants | Month | Day of week | No. of participants | Show comparison

<input type="checkbox"/>	NAME	NO. OF EVENTS	MONTH	MONTH-1	LAST 3M	SELECTED PERIOD	MATCH LEVEL	COMMENTS	ASSIGNEES	ACTIONS
<input type="checkbox"/>	IT Google	248	70%	76%	55%	10%	87%	12	EH JC AF +2	⋮
<input type="checkbox"/>	IT Johnson & Johnson	220	70%	76%	55%	10%	87%	12	+	⋮
<input type="checkbox"/>	MED AstraZeneca	126	70%	76%	55%	10%	87%	12	EH JC AF +2	⋮
<input type="checkbox"/>	MOT Tesla	101	70%	76%	55%	10%	87%	12	EH JC AF +2	⋮
<input type="checkbox"/>	IT Roche	99	70%	76%	55%	10%	87%	12	+	⋮
<input type="checkbox"/>	IT FIFA	80	70%	76%	55%	10%	87%	12	+	⋮
<input type="checkbox"/>	MOT BMW	79	70%	76%	55%	10%	87%	12	EH JC AF +2	⋮
<input type="checkbox"/>	IT Johnson & Johns...	68	70%	76%	55%	10%	87%	12	EH JC AF +2	⋮
<input type="checkbox"/>	IT IBM	55	70%	76%	55%	10%	87%	12	EH JC AF +2	⋮
<input type="checkbox"/>	IT European Athletics	42	70%	76%	55%	10%	87%	12	EH JC AF +2	⋮

Page 1 of 16 | Item per page: 10

Improved advanced searching options

Find the right account by:

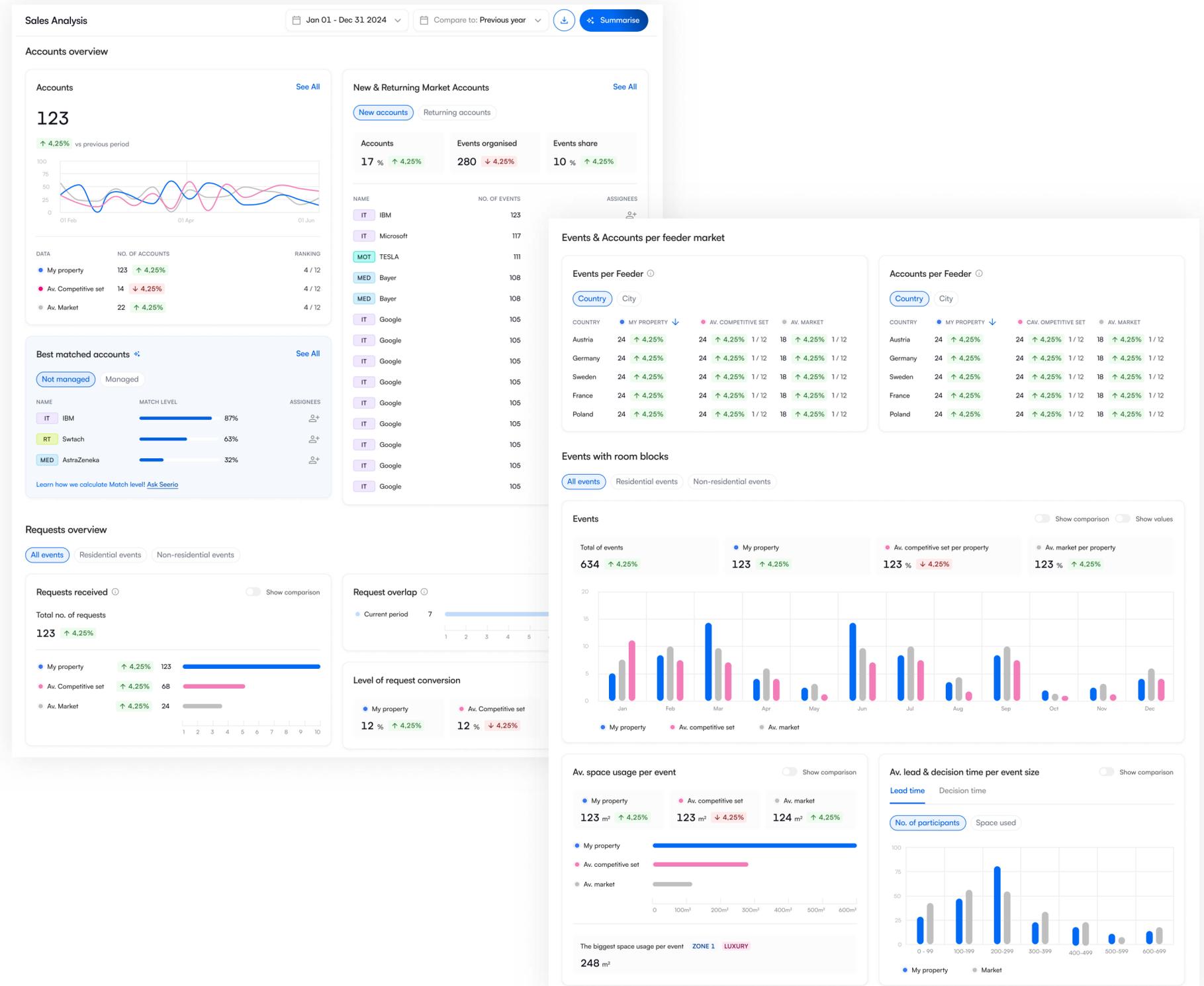
- Lead time
- Feeder market country
- Feeder market city
- Booking channel

The screenshot displays the 'Accounts' search interface. At the top, there is a date range selector for 'Jan 01 - Dec 31 2024'. Below this is a search bar and a row of filter buttons: 'No. of events', 'Space used', 'No. of participants', 'Month: 3 selected', 'Day of week', and 'No. of partici'. The main content is a table with columns: NAME, NO. OF EVENTS, MONTH, MONTH-1, LAST 3M, SELECTED PERIOD, and MATCH. The table lists various accounts such as Google, Johnson & Johnson, AstraZeneca, Tesla, Roche, FIFA, BMW, and European Athletics. To the right is a 'Filters' sidebar with sections for 'GENERAL' (Segment, Branch, Category, Location, Placement) and 'PERIOD' (Month, Day of week). At the bottom right, there are 'Clear all' and 'Show results (24)' buttons.

NAME	NO. OF EVENTS	MONTH	MONTH-1	LAST 3M	SELECTED PERIOD	MATCH
<input type="checkbox"/> IT Google	248	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> IT Johnson & Johnson	220	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> MED AstraZeneca	126	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> MOT Tesla	101	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> IT Roche	99	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> IT FIFA	80	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> MOT BMW	79	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> IT Johnson & Johns...	68	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> IT IBM	55	70%	76%	55%	10%	<div style="width: 100%;"></div>
<input type="checkbox"/> IT European Athletics	42	70%	76%	55%	10%	<div style="width: 100%;"></div>

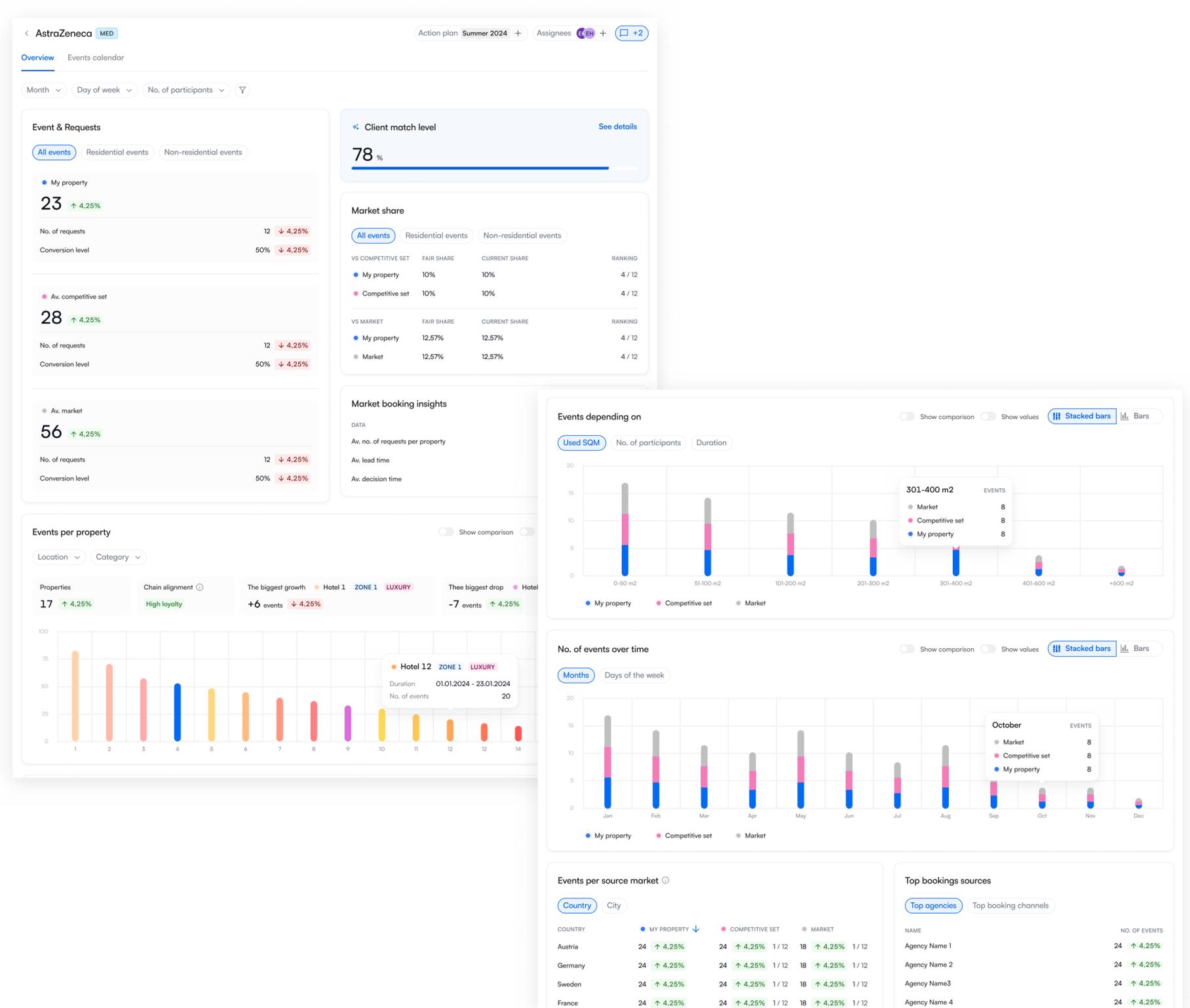
Advanced sales analytics dashboard

- **Identify** high-potential accounts for targeted sales strategies.
- **Understand** shifts in lead and decision times by event size.
- **See** if similar properties receive comparable request volumes.
- **Track** rising and declining demand across key markets.



Revolutionary account management powered with PMS market data

- Understand lead time and decision time per account
- Find out how many hotels they are contacting with a single request
- Track conversion ratios per account in your property, comp set, and market
- Understand the number of meetings booked by the account's different office locations



Personalised dashboards

- Create action plans
- Divide accounts between your team members
- Communicate inside platform to keep the team updated on your actions

What is new?

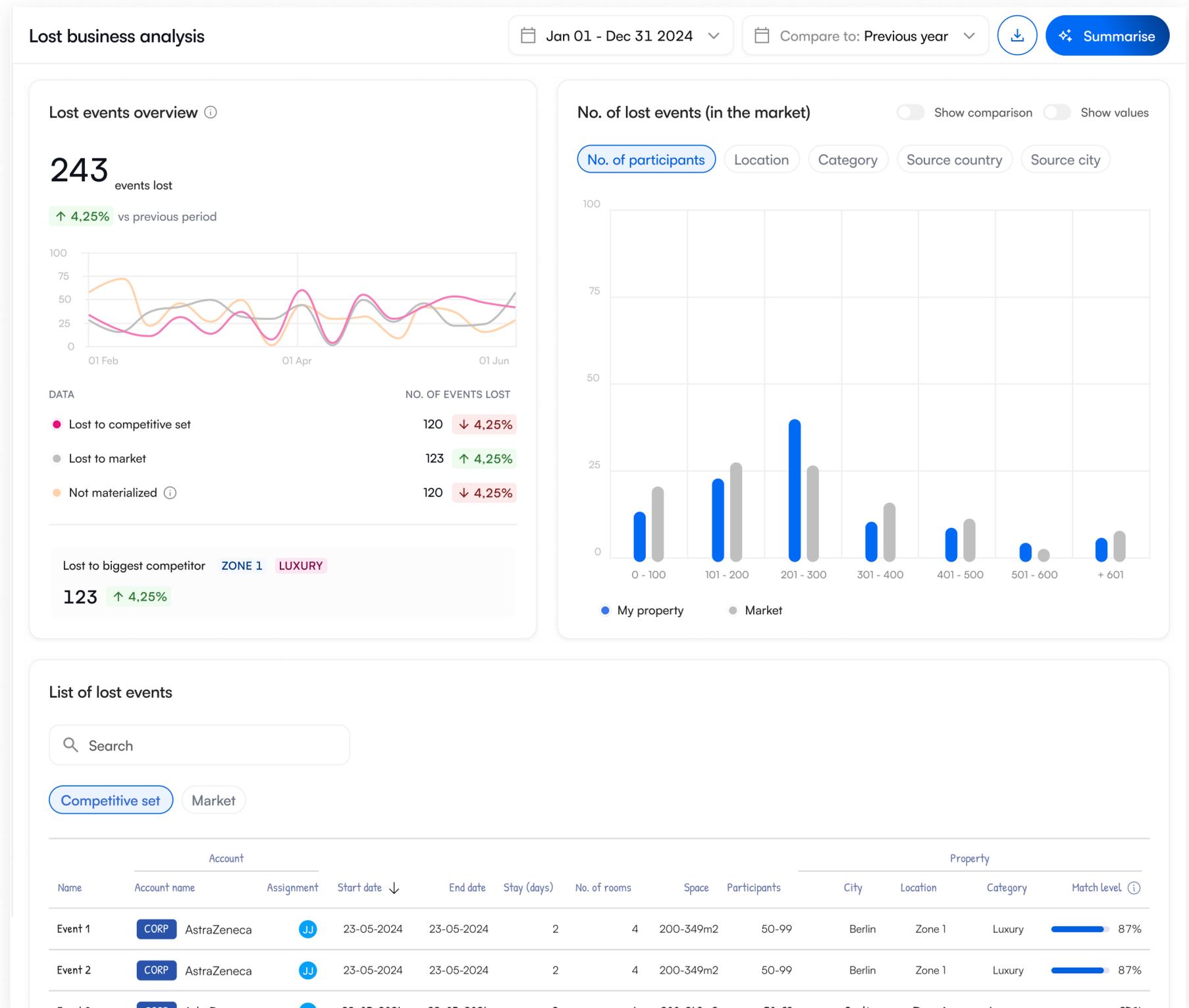
The screenshot displays a 'Personalized dashboard' for the period 'Jan 01 - Dec 31 2024', comparing data to the 'Previous year'. The dashboard is divided into several sections:

- Accounts overview:**
 - No. of accounts:** 4 (↑ 4.25% vs previous period)
 - No. of events:** 33 (↑ 4.25% vs previous period)
 - Market share:** 12% (↑ 4.25% vs previous period)
 - Accounts Match:** 64% (↑ 4.25%)
 - My highest growth account in the market:** IT FIFA (123 events, 7% market share)
 - My highest drop account in the market:** IT FIFA (123 events, 7% market share)
- Events:** A bar chart showing 'All events' (Residential and Non-residential) from Jan to Jun. Metrics include:
 - My property: 82 (↑ 4.25%)
 - Av. Competitive set per property: 123 (↓ 4.25%)
 - Av. Market: 123 (↑ 4.25%)
- Accounts Table:** A table showing 'My share of no. of events' for various accounts.

Name	No. of events ↓	Month	Month -1	Quarter	Selected period	Match Level	Comments	Assignment
<input type="checkbox"/> CORP AstraZeneca	124	70%	76%	55%	10%	87%	12	
<input type="checkbox"/> CORP Google	36	21%	18%	23%	17%	87%	0	
<input type="checkbox"/> CORP Bayer	15	70%	76%	55%	10%	87%	12	
<input type="checkbox"/> CORP Microsoft	7	4%	4%	5%	3%	87%	5	

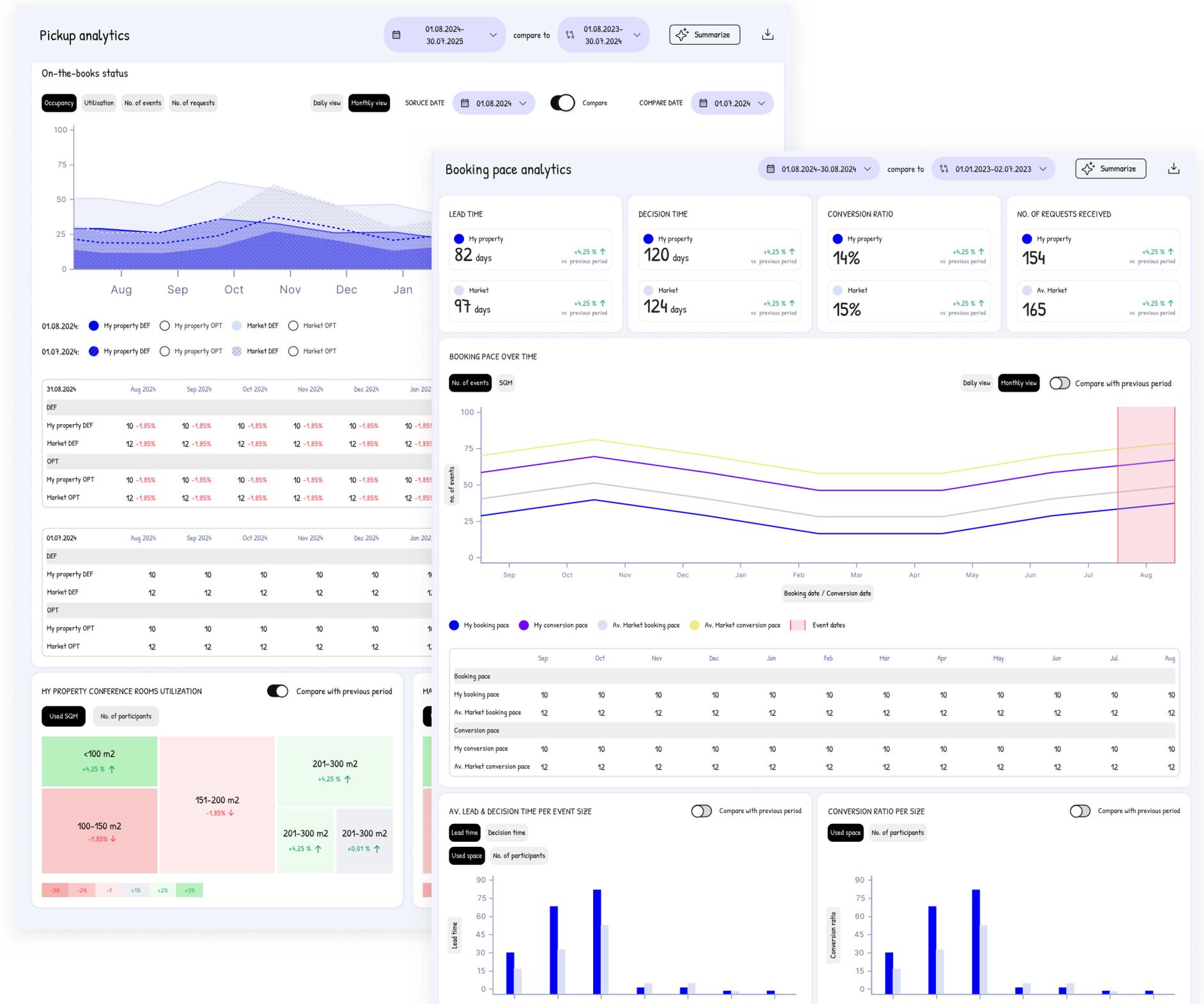
Lost business analytics

- Define your top competitors
- Track events lost to your comp set and market



365 days of forward-looking data

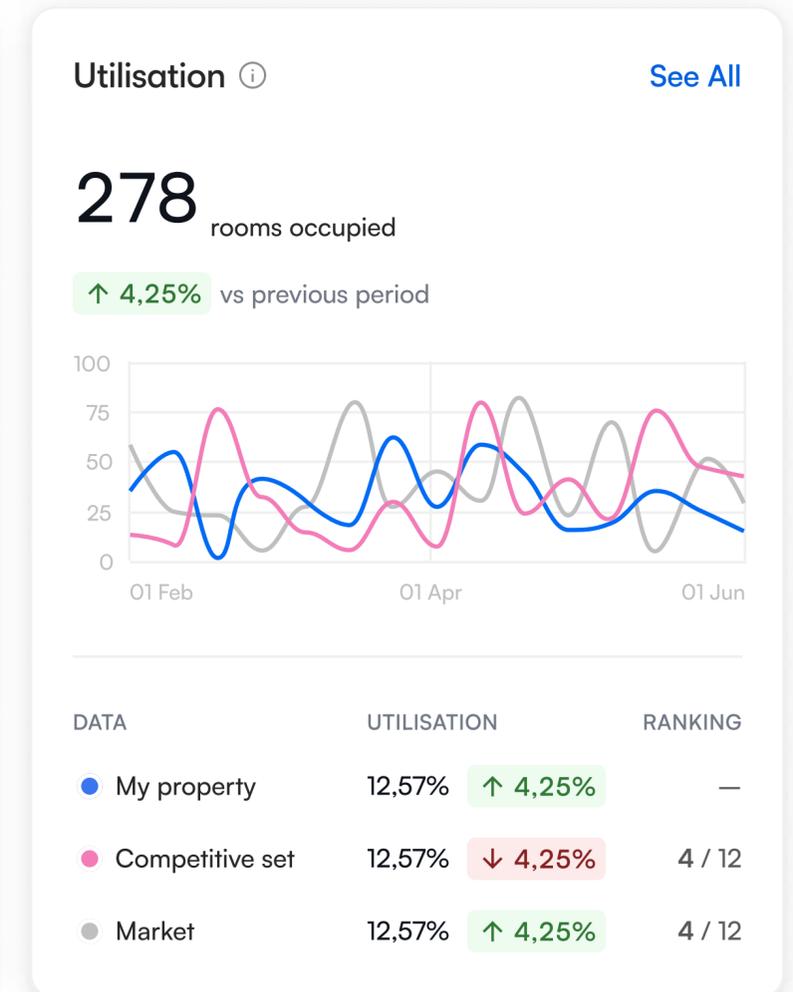
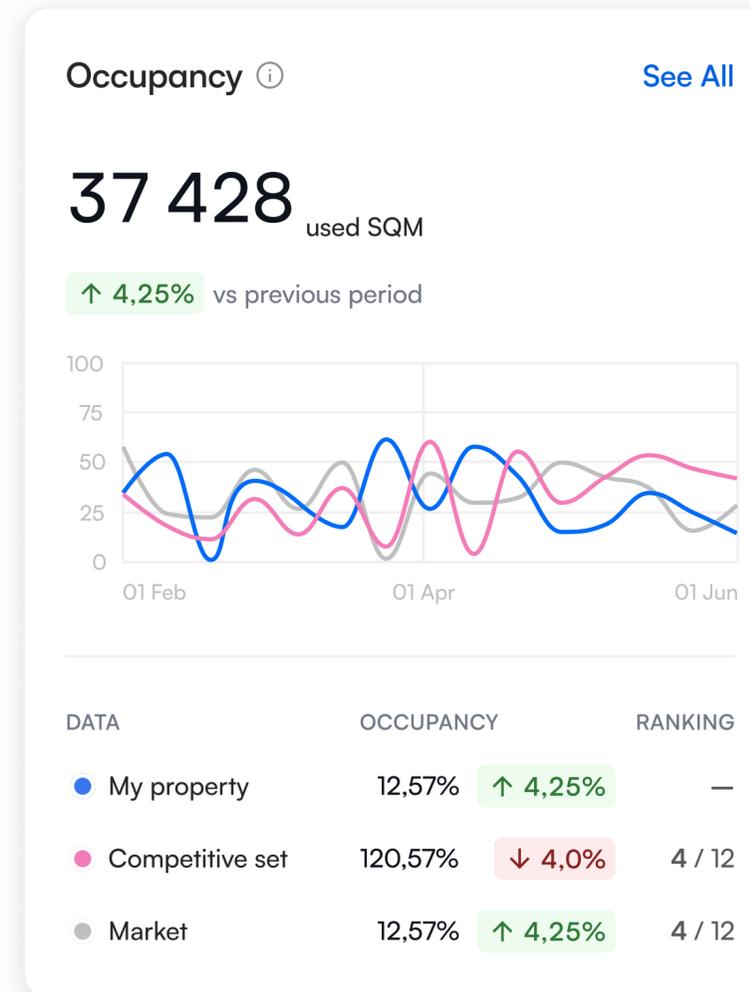
- Understand the market on-the-books status
- Be on the top of the booking and conversion pace changes



Property vs Comp Set vs Market comparison

We will replace the comparison against a particular hotel with a Property vs. Comp Set vs Market comparison.

Why? As we increase the amount of total account management information for all partners, we need to ensure better data security and compliance with European regulations.



Packages and functionalities

We will upgrade the current participating hotel partners to the highest applicable Seerio package for no additional costs in 2025.

Benchmark Package

- Conference Market Share Analysis
- Conference Room Occupancy & Utilization Comparisons
- Event Count & Account Analysis
- Event Size Breakdown
- Length of Stay, Lead Time & Decision Time Insights
- Daily KPI Tracking with Historical & Forward Projections

Sales Package

- Market Insights on Meeting Volume by Account
- Key Account Management for 300,000+ Accounts
- Competitor Booking Alerts
- Account Prioritization for High-Value Opportunities
- Inbound Request Qualification
- Market Share & Trend Analysis
- Competitor Benchmarking for Lost Business
- Account Conversion Metrics & Source Market Analysis
- Team Collaboration Tools & Account Division
- Platform-Based Communication for Team Updates

Forecast Package

- Lead Time, Decision Time & Source Market Analysis
- Future Booking Pace & On-the-Books Data
- 365-Day Forward KPI Benchmarking
- Booking Pace Analytics for Demand Prediction
- Conference Room Utilization Optimization
- Lead & Decision Times by Event Size
- Performance Metrics by Seasonality, Segment & Location
- Request Traffic & Conversion Rate Tracking

Enterprise Package

- Integrated Market & Competitive Insights Across Properties
- Multi-Property Account Management & Competitor Alerts
- Comprehensive Revenue Strategy driven by market data-driven KPI Analysis
- Booking Pace, Lead Time, & Request Conversion Across Properties
- Cross-Property Team Coordination & Account Distribution
- Centralized Data for Unified Decision Support Across Locations



Welcome to the new era
of meetings market intelligence