



# Demand Outlook & MICEview become 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.

# Why are we joining?

## Why are we joining?

Seerio's founders Tobias and Wojciech, driven by passion for data and their experience as former sales directors of hotel chains, share the vision to change the inefficient and outdated methods of gathering market intelligence.

Through joining Demand Outlook & MICEview and creating a unified data set, Seerio will command an unprecedented scale of European meetings market data with more than 2 million events, over 300.000 accounts and upwards of 500 participating hotels across 32 destinations in 17 countries.

What does that mean for you?

- one unified data set and data platform in Europe
- holistic view on the total European market
- more detailed numbers to act on
- competitive advantage through more informed decisions

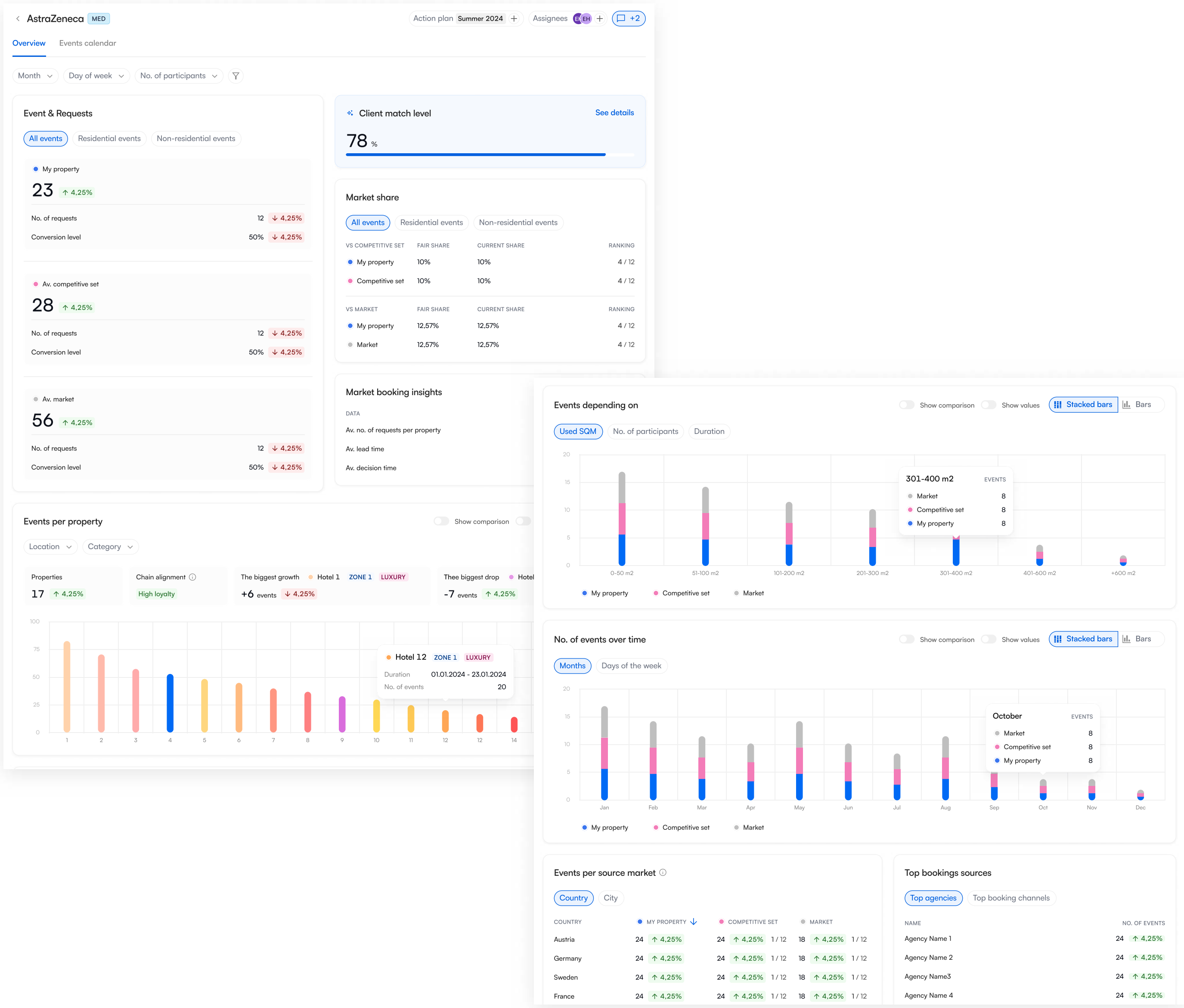
# What is new?

## What is new?

-  Unified, Europe-wide data base
-  New, easy-to-work-with User Interface
-  Revolutionary account management powered with PMS market data
-  Property vs Comp Set vs Market comparison
-  365 days of forward-looking data
-  More advanced account analytics with an account-matching algorithm
-  Advanced, personalized dashboards featuring daily performance & total account management
-  Improved advanced searching options
-  Lost business analytics

# Revolutionary account management powered with PMS market data

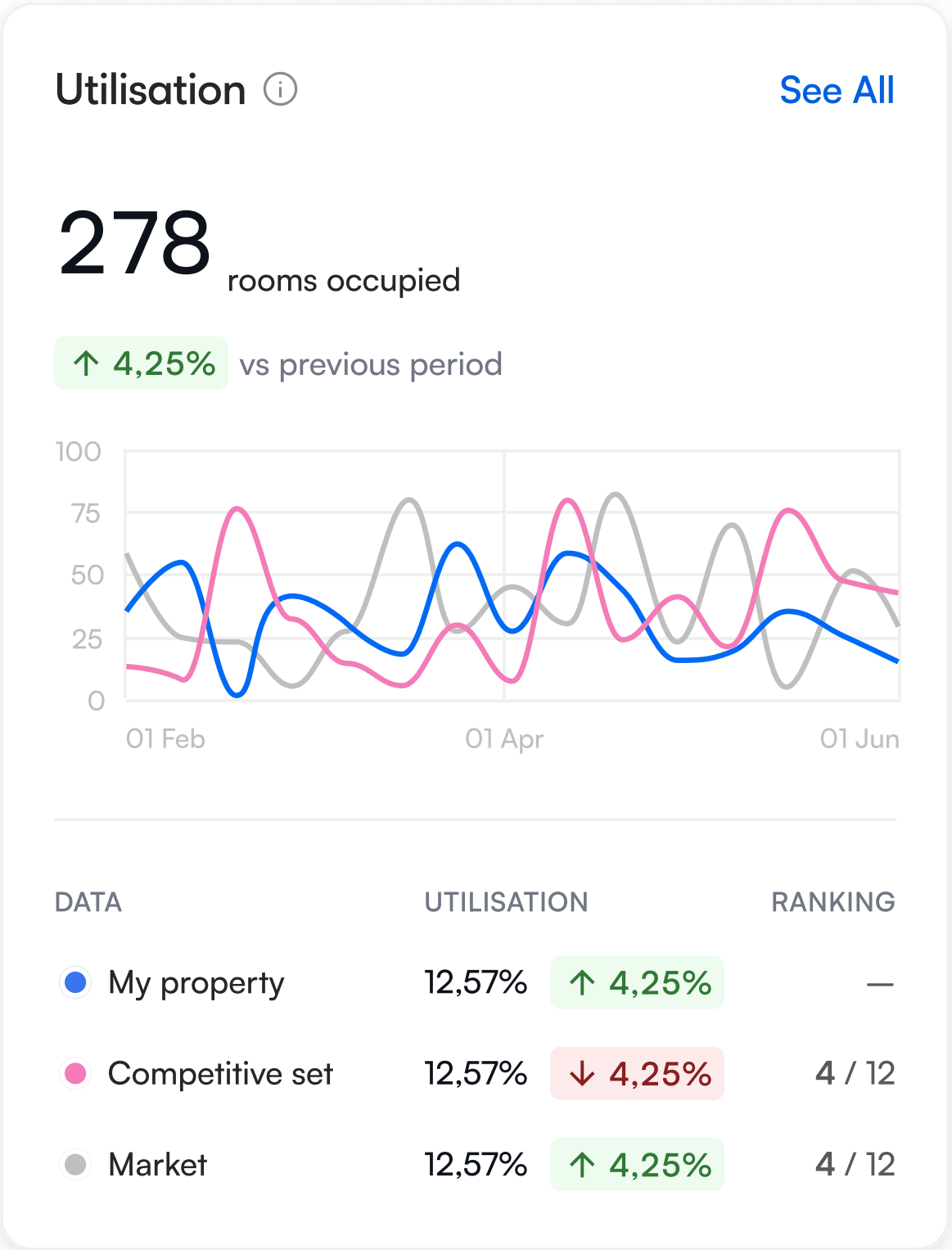
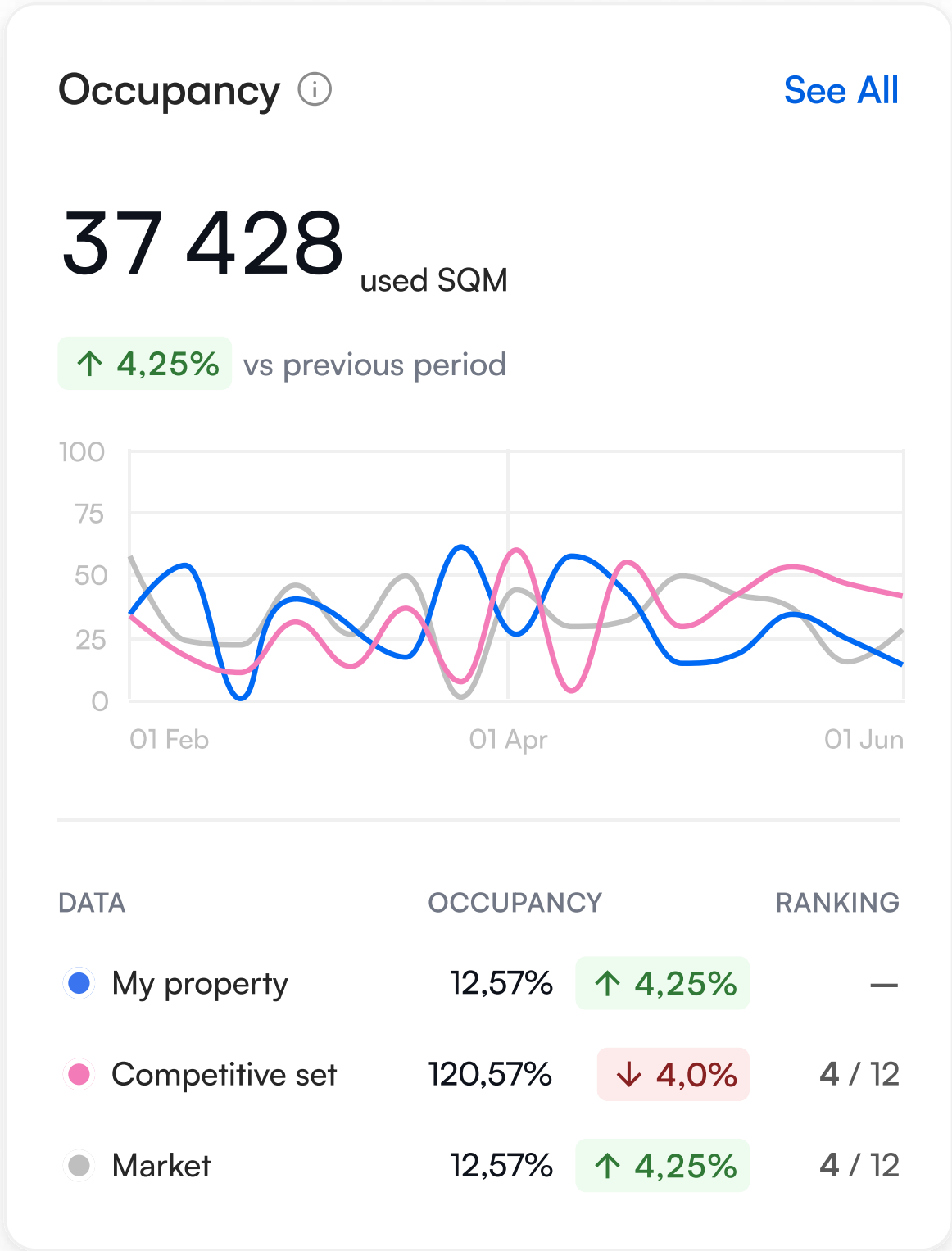
- Understand lead time and decision time per account
- Find out how many hotels they are contacting with a single request
- Track conversion ratios per account in your property, comp set, and market
- Understand the number of meetings booked by the account's different office locations



# 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.

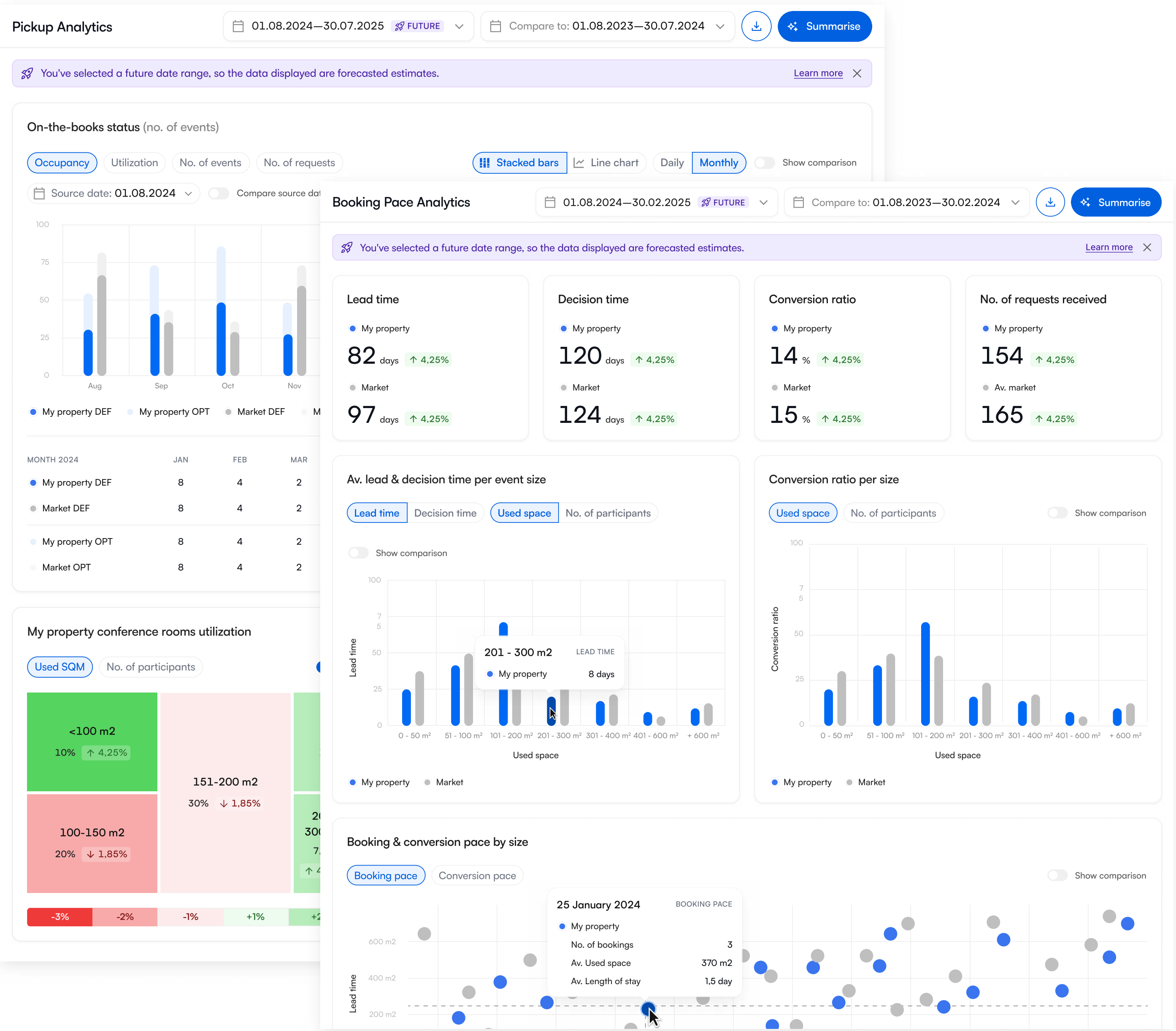
Why? As we increase the amount of total account management information for all partners, we need to ensure better data security and compliance with European regulations.





# 365 days of forward-looking data

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



# 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"/>	<div>IT</div> Google	248	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>EHJCAR+2</div>	
<input type="checkbox"/>	<div>IT</div> Johnson & Johnson	220	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>+2</div>	
<input type="checkbox"/>	<div>MED</div> AstraZeneca	126	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>EHJCAR+2</div>	
<input type="checkbox"/>	<div>MOT</div> Tesla	101	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>EHJCAR+2</div>	
<input type="checkbox"/>	<div>IT</div> Roche	99	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>+2</div>	
<input type="checkbox"/>	<div>IT</div> FIFA	80	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>+2</div>	
<input type="checkbox"/>	<div>MOT</div> BMW	79	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>EHJCAR+2</div>	
<input type="checkbox"/>	<div>IT</div> Johnson & Johns...	68	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>EHJCAR+2</div>	
<input type="checkbox"/>	<div>IT</div> IBM	55	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>EHJCAR+2</div>	
<input type="checkbox"/>	<div>IT</div> European Athletics	42	70%	76%	55%	10%	<div><div></div>87%</div>	12	<div>EHJCAR+2</div>	

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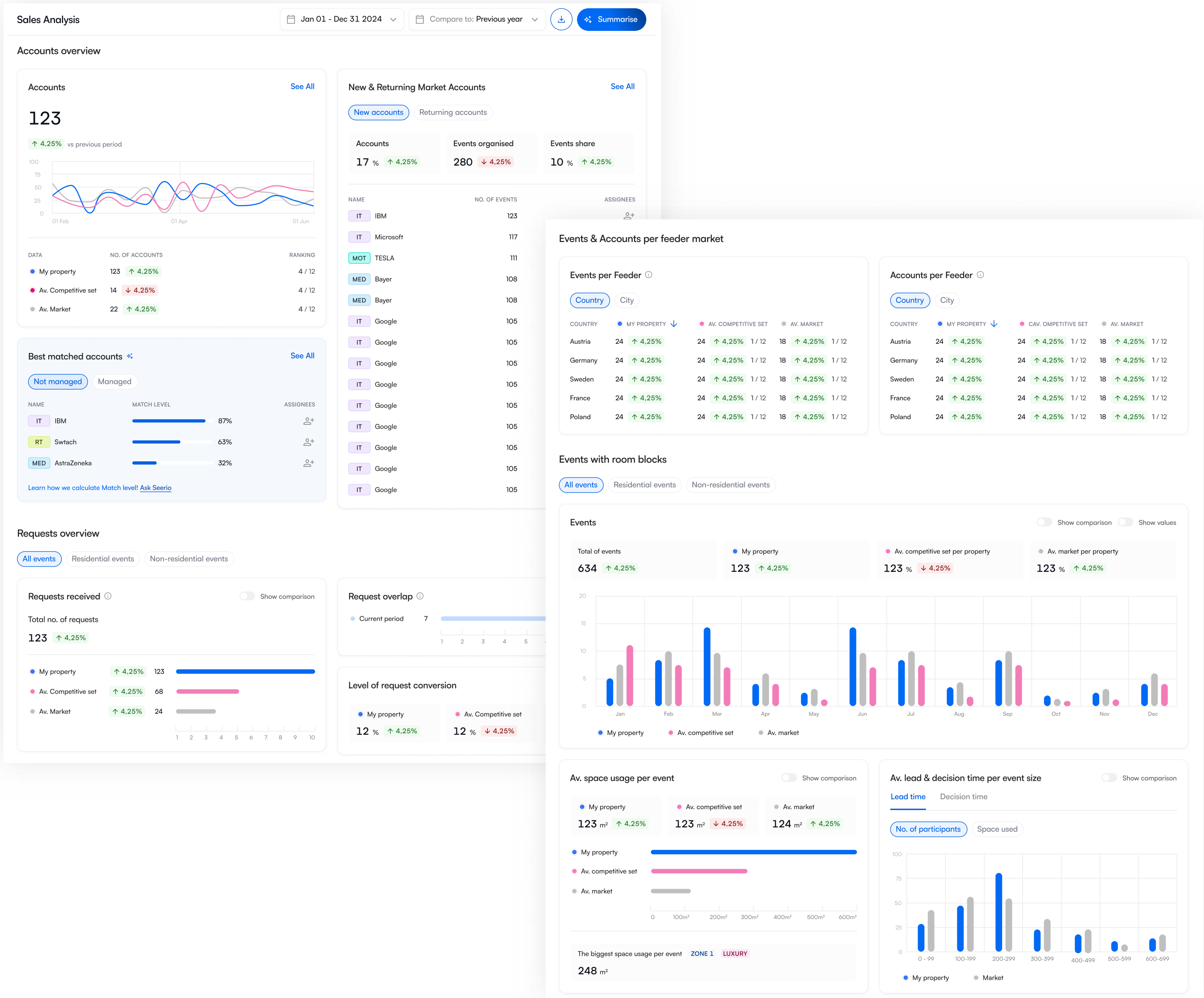
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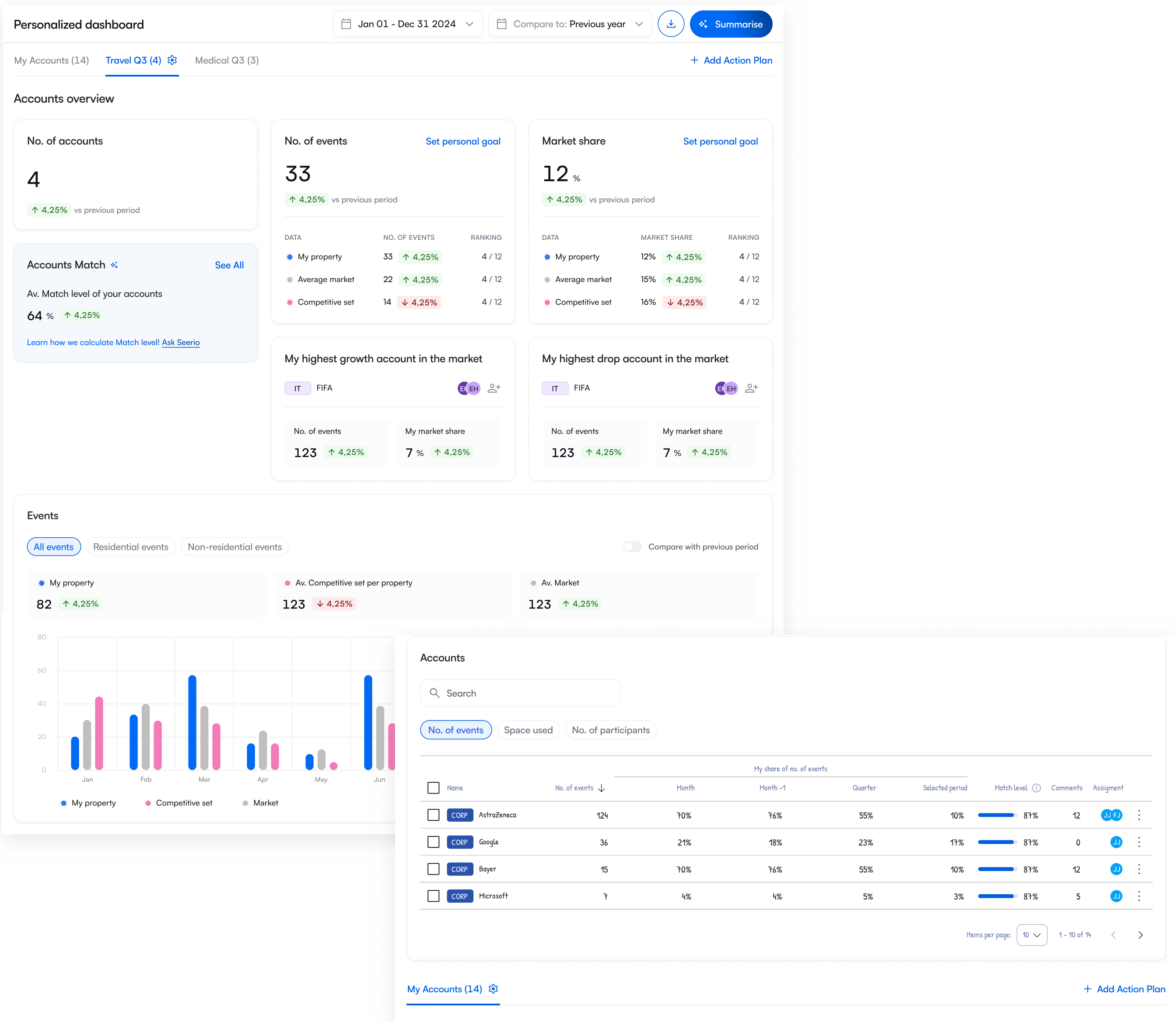
# Advanced sales analytics dashboard

- 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.

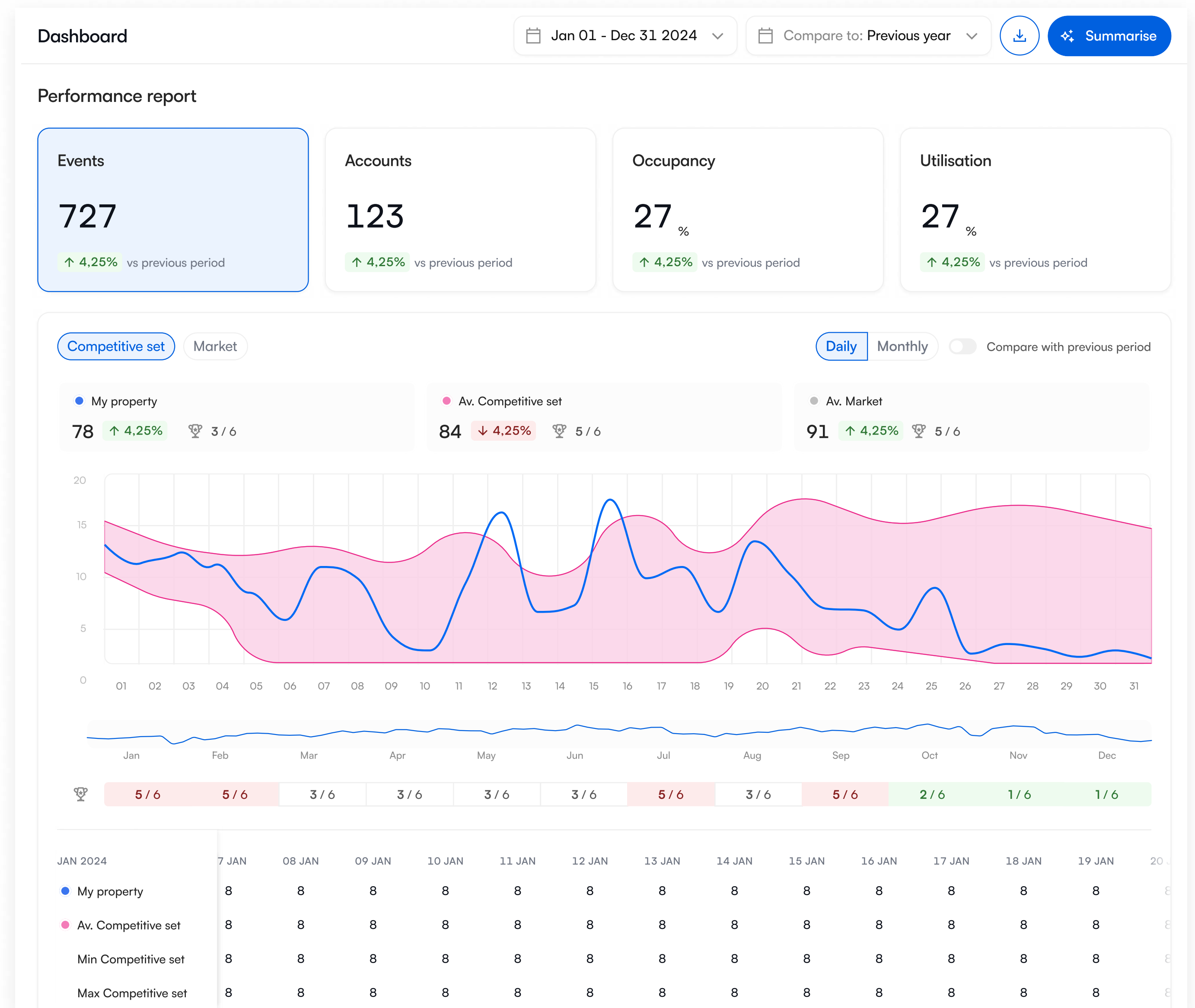


# Personalised dashboards

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



# Daily Performance Report

[illegible]

# Improved advanced searching options

Find the right account by:

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

Accounts

Jan 01 - Dec 31 2024

Search

No. of eventsSpace usedNo. of participantsMonth: 3 selectedDay of weekNo. of participants

<input type="checkbox"/>	NAME	NO. OF EVENTS	MONTH	MONTH-1	LAST 3M	SELECTED PERIOD	MATCH
<input type="checkbox"/>	IT Google	248	70%	76%	55%	10%	
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<input type="checkbox"/>	IT European Athletics	42	70%	76%	55%	10%	

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Filters

GENERAL

Segment

☒ Association

☒ Corporate

☐ Exhibitions/fairs

☒ Government

☐ Internal

☐ Private

☒ SMERF (Social, Military, Education, Religious, Fraternal)

☐ Association

☐ Association

Branch

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Category

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Location

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Placement

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PERIOD

Month

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Day of week

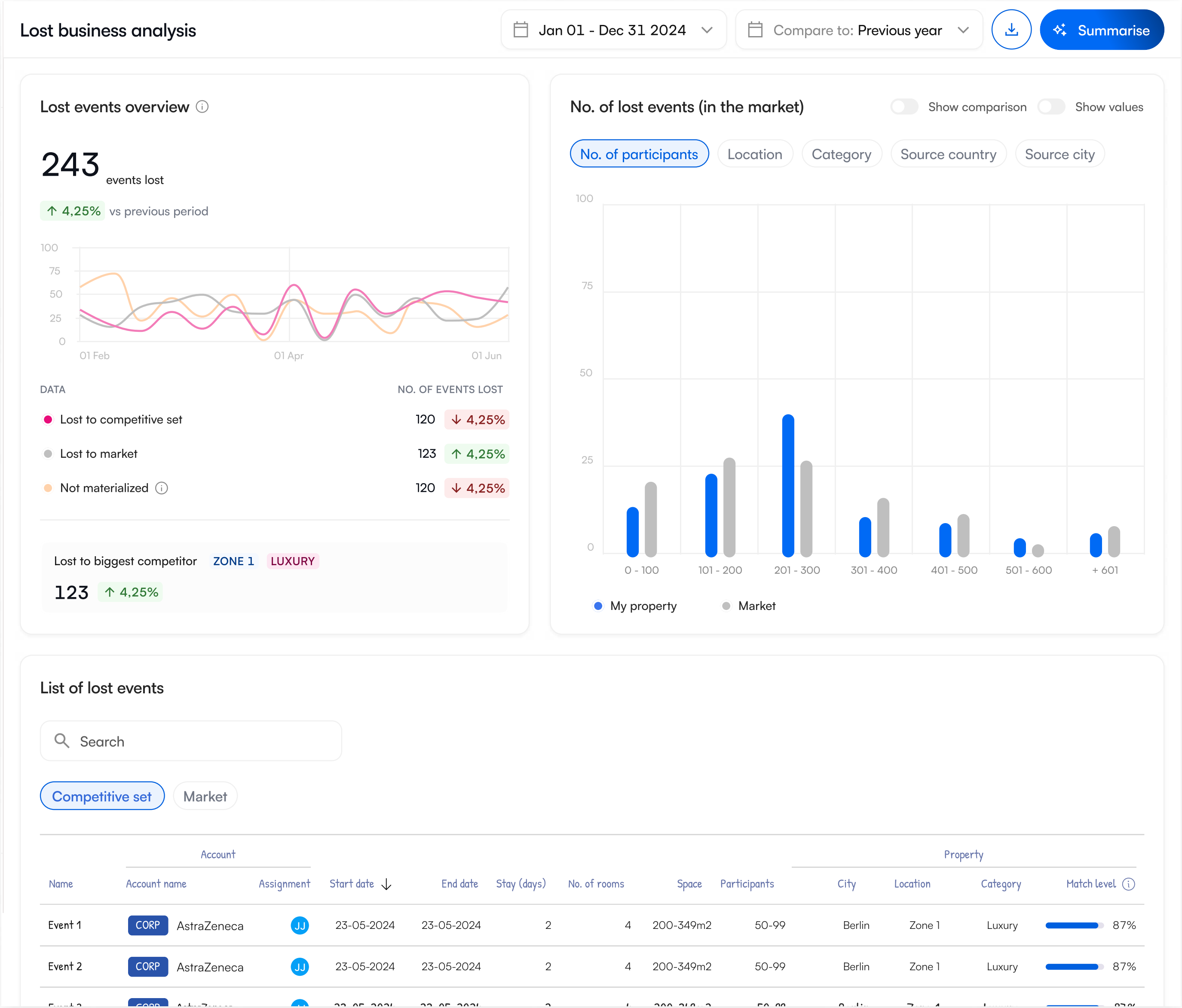
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Clear all

Show results (24)

# Lost business analytics

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





# 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

Includes:

- 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

Includes Benchmark Package, plus:

- 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

Includes Sales Package, plus:

- 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

Includes Forecast Package, plus:

- 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

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