

Cvent Passkey Glossary

Product and Housing Terminology

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Cvent Passkey Glossary of Terms

Access Code

A unique set of alpha and/or numeric characters used by a specific attendee type to gain access into the attendee website to create a new reservation.

Acknowledgement Number

An alpha/numeric identifier generated by Passkey after a reservation record is created. The identifier is listed on the guests' hotel acknowledgement and is used to reference a hotel reservation within Passkey. This acknowledgement number is NOT the hotel confirmation number; that number is generated separately by the hotel (see Hotel Confirmation Number). The last digit of an acknowledgement number refers to the occupant position in the reservation. 0=primary, 1=guest 2, 2=guest 3, 3= guest 4.

Actualized

Refers to rooms nights stayed and paid.

Add-On

A Passkey feature that allows additional non-room items to be sold during the online or call center form booking process that are fulfilled by the hotel. Examples are: Breakfast, Rollaway, Early check in and Spa Services.

Affiliate

An additional organization associated to an event in Passkey. Users of the affiliated organization will have access to the event based on their existing user account permissions.

Allocate

A Passkey feature that supports the process of assigning inventory to a specific sub block based on their block request specifications. Feature is used in conjunction with Subblock Requests.

Amenities

Added features and services that a hotel may provide. Please note, some amenities may be provided at an additional cost.

For example:

1. Internet Access
2. Voice Mail
3. In-room movies
4. Health Club
5. Etc.

**Please note that amenities do vary from hotel to hotel.*

ARI

Acronym for Availability, Rates and Inventory. ARI is integration from a hotel's distribution or rate management system to Passkey for automating upsell opportunities with inventory over and above the contract group block.

Attendee Type

A specific event delegate designated in Passkey for the purposes of controlling inventory/rates/business rules and to enhance pick up reporting. See Subblock for more details.

Attrition

A clause included in a hotel contract indicating the number of room nights that must be actualized to avoid financial penalty.

Base Room Type

The base room type is what Passkey will use as a comparison point for determining upsell when using the Dynamic Upsell Feature to track Room Type Upsell.

Bell Curve

The per room night room block expressed as a percentage of the peak night. The distribution of inventory is calculated by dividing the amount of inventory on each night by the amount of inventory on peak night.

Bundle

A Passkey feature that allows parameters to be pre-established and applied during the event creation process.

Campaign

A Passkey feature used to design and send outbound communication to attendees and planners.

Cap Rules

Inventory cap rules provide hotel users with control over how inventory is managed and sold. A choice of three options are available in Passkey to set as a default for future events. Cap 1 (the default setting) sells rooms until the Reservation Close Date. Cap 2 sells rooms until the sum of all rooms hits 100% including rooms sold from Primary Inventory. Cap 3 sells contracted rooms until each room night hits 100% including Primary Inventory sold.

Citywide Event (The Passkey Definition)

The designation given to an event within Passkey created and managed by a licensee that is not a hotel. Citywide event could relate to a single or multi-property event and licensees are generally Corporations, Convention & Visitors Bureaus, Third Party Planners or Sport Organizations.

Close Date – Call Center

Similar to Close Date – Event, the date and time just the call center form will be closed to make new, modify or cancel reservations within a particular event for users that have “Call Center” access to Passkey.

Close Date – Event

The date that overall housing for the event closes within Passkey. After this date and time, all new reservations, changes and cancellation can no longer be processed by any booking method within Passkey and should be referred directly to the hotel.

Close Date – Hotel

The day that Event Housing closes within Passkey for a hotel. After set date, all requests for new reservations, changes and cancellations should be referred directly to the hotels and should no longer be managed in Passkey. Transfer of date (one way or two way) will stop on hotel close date.

Close Date – Web

Similar to Close Date – Event, the date and time just the event website will be closed for attendees to book, modify or cancel online through the attendee website.

Commerce

See Merchant Account Processing

Commission

A percentage of the booked and actualized revenue charged to hotels in return for housing services.

Concierge Floor

A special floor in a hotel with upgraded services and amenities. The floor may be keyed off from the general public. Rooms on these floors are offered at a higher rate.

Confirmed

A reservation status indicating all room nights have been captured from availability.

Credit Card Authorization Form

A form that authorizes the use of another’s credit card or allows the hotel to charge the credit card before the guests arrive. This form is used when the guest will not have the credit card with them and would like to charge the entire stay on the credit card, or when the guest would like to use someone else’s credit card to pay for their hotel reservation. Forms are Hotel specific.

Current Block

An Event Home inventory row to store the night by night room block as created by a licensee. The current block inventory row is editable.

Cutoff Date – Event

The event level cutoff date is the final date the event organizer will have sole control of the Event Home inventory page. The following day each hotel can co-manage inventory, rates and settings for their hotel in Passkey.

Cutoff Date – Hotel

In a city-wide event, the hotel cutoff date indicates the contracted date for the hotel to stop receiving reservations. It is contractually the date when a group's room and block and negotiated rate expires.

Dashboard

A password secured website designed to display data for quick analysis of activity and provide easy to use management tools. Organizations, hotels and planners have access to various dashboards.

Data Transfer

A direct electronic transfer of information from one system to another.

Delegate

An event attendee.

Delegate Profile

An address book-like listing of attendee names and addresses that can be selected and pulled into a reservation as a method to expedite the booking process. This feature is available in the Multiple Room Booking tool only and is specific to the Subblock group.

Earned Comp

A type of concession found in a hotel contract allowing the event planner to earn complimentary room nights based on inventory sold and actualized. Earned comp policies are stated as a ratio; often 1/50.

Event Code

Synonymous to access code. Code used with the Event Connector api giving access to the appropriate attendee type assigned inventory.

Event Connector

See RegLink.

Event ID

Numeric identifier assigned to each event in Passkey. The event id is required for registration company to enable Event Connector for an event.

Extended Stay

Reservation that includes one or more nights outside the contracted room block.

Extracts

A data file that run nightly for a short list of legacy Passkey customers. File provides snapshot data to access a series of reports from the 'res desk' reporting tool.

Final Reported

An event Home inventory row to store the night by night actualized inventory. The Final Reported row is available for data entry at the room type or sub block level.

Free sell

Inventory made available from the Room Type level to any attendee type enabled to use free sell. Free sell inventory is sold on a first-come-first served basis.

Group Booking Flow

A Passkey feature that streamlines the online and call center form booking process for multiple rooms along with the collection of a group booking contact and use of additional acknowledgements and campaigns. See Group Booking Contact and Master Acknowledgement.

Group Booking Contact

Name and address details for the contact that created multiple reservations within the Group Booking Flow. Contact may or may not be included in a reservation. See Group Booking Flow guide for details.

GroupLink

Connectivity from Passkey to a hotel's PMS or CRS system used for transferring reservation data.

GroupMasterLink (GML)

Connectivity from a sales and catering system to Passkey automating a portion of the event creation process.

GroupMAX

Legacy product name for Passkey.

Guaranteed

A Passkey feature set at the attendee type level to display assigned inventory as 'guaranteed', not available before it is consumed into a reservation. Feature is for reporting and display purposes only.

Guarantee Type

A method of collateral to secure a reservation which can be used to assess penalties in the event of a no show or cancellation within the policy. This is also known as a Payment Plan.

Guest Fees

The cost charged by the hotel for an additional guest(s) occupying a room with a Primary Guest.

Hotel Acknowledgement

Confirmation that is generated by Passkey that serves as an acknowledgement to the customer that their new reservation, modified reservation or cancelled reservation has been processed. It also serves as the customer's receipt of record. Acknowledgement are sent via email and contain all reservation and hotel information.

Hotel Confirmation Number

Number generated by hotel to confirm reservation and different than the Passkey acknowledgement number. This number is used directly by the hotel. Hotels with direct connectivity will automatically send back hotel confirmation numbers into Passkey. Hotels without connectivity can manually enter their confirmations number into RezHUB which will be available through Passkey. See an individual reservation record or room list report for hotel confirmation information.

Hotel Direct Event (The Passkey Definition)

Any single property event within Passkey managed by a Passkey Licensee that is a hotel.

In Waiting

A label used in several Passkey reports to refer to inventory nights on a reservation that are in a waitlist status.

Inbound Reservations

Reservations originating in a hotel's system and transferring into Passkey through an integration.

Incidentals

Optional charges that a hotel guest may incur for using hotel services, such as movies, room service, dry-cleaning, phone calls, etc. Incidental charges are not included in the room rate.

Interactive View

A function of the Passkey reporting module that allows for manipulation of a report within the browser.

Inventory

Synonymous to a hotel room or room nights.

Inventory Request

A Passkey feature used by an Organization to acquire inventory from a property for a specific event.

Library

A collection of storage areas within Passkey to hold event elements that can be applied to various events.

Master Acknowledgment

An alpha/numeric identifier generated by Passkey after a Group Booking is created. The acknowledgment is sent to the email of the Group Booking contact listing all individual room reservations associated to the Group Booking.

Merchant Account Processing

A Passkey feature for citywide organization only which allows attendee credit cards to be charged advance deposit at the time a reservation is created and/or a cancel fee at the time a reservation is cancelled. Restrictions apply- see user guide.

Multiple Room Booking (MRB)

A booking channel available through an event dashboard designed to provide efficiency when working through multiple reservation scenarios.

Name Change

Changing the name of a hotel guest from one person to another

Net New Reservations

The total number of new reservations processed minus any cancellations. By running an Event Activity Report in Passkey, net new reservations can be determined for a specific date range or for events over a period set within the report prompts.

No Show

Failure to check into the hotel or cancel a reservation on the expected day of arrival. "No shows" typically incur a penalty assessed by the assigned hotel.

NOR1

An integration option for hotels to provide a post booking upsell opportunity. Hotel customers must contract directly with NOR 1 to take advantage of this connectivity and additional upsell opportunity.

Occupancy

The number of people staying in a room.

Single Occupancy: One guest occupies room

Double Occupancy: Two guests occupy a room

Triple Occupancy: Three guests occupy a room

Quadruple Occupancy: Four guests occupy a room

Open Date & Time – Event

The date and time scheduled to open a group for reservations through Passkey.

Open Date & Time – Web

The date and time to open the website for online reservations. On this date, the website URL will be live and allow attendees to book online.

Open Date & Time – Call Center

The date and time to open the call center form for reservations by users who have access to use that form.

Organizer

A Passkey licensee that is not a hotel.

Original Block

A Passkey event home inventory row to store the initial room block created. The original block is available at the hotel, room type and sub block level.

Outbound Reservations

Reservations originating in Passkey that transfer out to a hotel system through an integration.

Pace

A report option from Passkey that provides the number of room nights booked during one of the following intervals: *custom set intervals, weekly, or monthly*. Pace is used to demonstrate the flow of booking activity over a period of time.

Peak Night

The night(s) holding the highest amount of inventory. See Bell Curve.

Pending

A reservation status indicating that one or more room nights are waitlisted.

Per Key

Number of rooms in a hotel.

Pick Up

Inventory consumed and confirmed into reservations. Pick up can be expressed as peak night, cumulative room nights or in reservations.

Primary Guest

A designation to a room occupant indicating they are the lead. The first person entered a reservation will default to the Primary Guest. If there are multiple occupants per room, any occupant may be given the Primary Guest designation regardless of the data entry order.

Primary Inventory

A Passkey feature that allows a hotel to add non-contracted inventory to Passkey at a parent level for consumption by any/all event attendees during that same dates. This additional inventory is for upsell purposes and rates can vary as created by the hotel.

Promo Cube

A Passkey website feature that allows event and destination highlights to be included as interest points during the website booking process.

Rack Rate

Hotel's published rate for available rooms. Group rates are typically discounted from this rate.

Rate Update

A Passkey event home page feature that will recapture and update the rate for existing reservations since the rate is stamped onto a reservation at the time a reservation is initially made.

Real Time Reports

Any report within Passkey that is current up to the time the report is run. In other words, a Real-Time Report is a "live report" with accurate information up to the second. An example of a Real-Time Report would be any of the Block and Pick-up reports within Passkey.

RegLink

A Passkey feature allowing online registration systems to use standard API to pass an attendee from the event registration website to the event's Passkey housing website. At one type this was branded as Event Connector, but RegLink is the current term in use.

Reservation Access Date

Set date which hotels participating in a multi-property event may access their reservations either manually in RezHUB or automatically through the GroupLink transfer process.

RezHUB

A secure website that allows for PCI compliant delivery of room list data to hotels without integration.

Rooming Lists

A list of individual guest names and reservation details for each room confirmed in a room block.

Room Revenue

The value of all active reservations' rates multiplied by nights + guest fees. Tax is not included in revenue.

Room List Manager (RLM)

A Passkey product that allows a licensee to map and import an Excel-based rooming list into Passkey to automatically make reservations.

Room Night

A single night within a room block or reservation.

Room Type

A specific style, category, or configuration of room within a hotel that determines inventory control and rate.

Run of House (ROH)

Room type that refers to best available room upon check in. Run of House inventory is not bedding specific and typically excludes any specific room type such as club level rooms or concierge level rooms.

Sell Status

A Passkey setting that controls the ability to sell inventory for particular scenarios. Sell status is a hotel, room type and subblock level feature.

Share with

Guest that is sharing the room with someone else.

Sister Property

A hotel associated to one of more additional properties for the purposes of hosting group business.

SmartAlert

A Passkey feature allowing fixed reports and communications to be established for an event. There are two SmartAlert types: Update and Alert. Each type has unique options.

Snapshot Reports

Any report within Passkey current as of 11:59:59 P.M. the previous day. In other words, a Snapshot Report is a “benchmarked report” that is accurate as of the previous day. An example of a report that can be run as a snapshot is a Room List.

Special Billing

Reservations with a payment type other than a credit card (e.g. checks).

SPORG

Acronym that stands for **S**ister **P**roperty **O**rganization. An organization created in Passkey that has individual properties associated. See sister property.

Subblock

A room type that is associated to an attendee type = a subblock. A subblock may be used for control of inventory, rates, and/or reporting.

Subblock Final Pick-Up

A Passkey report providing night by night original block, current block, pick up, final reported and various percentages.

Subblock Group

A Passkey feature that allows a designated entity to be associated to one or more attendee types. Subblock Groups can have assigned contact(s) with access to a specific dashboard for management of reservations unique to the associated attendee types.

Subblock Pick-Up

A Passkey report option providing night by night original block, current block and pick up with the default sorting set to the selected attendee types. This report is dependent on proper use of inventory rows at the sub block level in Event Home.

Subblock Request

A Passkey feature used by Subblock Group contacts to request inventory. The Subblock Request feature allows for creation of an online subblock request form accessible through the Subblock dashboard.

Unassigned

A Passkey event home inventory row available for use when inventory will not be allocated to a sub block or used through free sell.

Unconfirmed

A reservation status indicating required information is missing preventing the reservation from being confirmed. Unconfirmed is a reservation status only allowed when reservations are created through the Multiple Room Booking tool.

Upsell

A step included in the website booking process to suggest a more expensive room type after selection of a room type at lower cost within the same hotel.

Upsell Revenue

The total incremental cost for all active reservations in a room type designated as upsell. Upsell revenue is dependent on proper use of room type and sub block upsell fields in Event Home.

Waiting Room

A Passkey feature supported through a third-party vendor that redirects heavy attendee website traffic to an alternate page until Passkey can support the activity. The waiting room feature must be scheduled through the support team for use.

Waitlist

The status of a reservation night when it is not available but the waitlist feature has been enabled for that night.