



simpleguide | **FuturePace**

The future of pace reporting is here

FuturePace delivers enhanced pace reporting, helping destinations and their stakeholders make informed, strategic decisions. Proactively plan for the future with greater accuracy in the calculation of pace targets.

Pace reporting trifecta

FuturePace was designed with improved data processing for greater accuracy in the calculation of pace targets. Powered by Simpleview's business intelligence team, FuturePace includes full dynamic integration with your CRM data and ongoing support from the [2Synergize](#) team.

With FuturePace, users are promised the pace reporting trifecta:

Improved pace reporting

Improved pace target calculations come from using booking data instead of arrival data to show recent trends in meeting planning cycles. The actual room flow of an event is spread out over time instead of counting all the room nights in the month of the arrival date.



Dedicated support

2Synergize is available for full onboarding and training of your team, as well as unlimited support for interpreting your pace trends and suggesting actionable strategies. We conduct quarterly subscribers meetings for you to learn about updates, get the latest updates from Tourism Economics, and share and learn with your peers. We can also help you educate your hotel community about your FuturePace reports.



Secure 24/7 access

Through its integration with your CRM, FuturePace gives subscribers secure 24/7 real-time access to long-term (eight-year) pace reports and short-term five-year same time last year (STLY) pace production.





FuturePace stands out because it's led by former DMO professionals, like Suzanne, who understand our process and how we need to communicate value to stakeholders. I love that it is fully integrated with my CRM data. The portal is easy to navigate and allows for custom goal setting. My favorite aspect is the dedicated support available; I feel comfortable asking questions and appreciated the thorough onboarding process. The report is already proving its value — I've used it to demonstrate my team's success to stakeholders and to identify future need periods to target."

– **Michelle Moore, CDME, CMP, HMCC, CHIA**
Senior Director of Meeting Sales & Services
Experience Kissimmee



Make smarter and faster decisions

FuturePace helps sales leaders and business analysts make informed decisions for their destinations. With accurate, real-time pace reporting, decision-makers can see if their destination is on pace to meet their goals for any given period. When paired with MINT+, subscribers can prospect for meetings in their identified need periods.

Simpleview CRM integration offers real-time data

Through its integration with the Simpleview CRM, FuturePace gives subscribers real-time access to reporting. Users can drill down on specific information, such as losses and cancellations, intended to help them immediately understand variances or areas of concern.



Give your destination the **data-driven decisions it deserves.**

2Synergize, LLC is a Simpleview consulting agency specializing in the DMO industry, with a laser focus on helping destinations and partner organizations gain a competitive edge in the meetings and events market.

LET'S TALK

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