

## Case Study

# HRS Marketplace

Personalised service boosts growth

*“The hotel contacted many companies through the HRS platform, which would have been difficult otherwise.”*

*Grace Liu, Senior Sales Manager of Grand Metropark Hotel Beijing*



## HRS brought us a greater number of potential customers

From 2017 to 2018, HRS recommended our hotel to a total of 15 RFP companies, and we have entered into cooperation with 11 of them. Currently, these RFP companies have created output for the hotel, and laid a foundation for the business market of the hotel. We are looking forward to continuing our cooperation with HRS and gain more and more high-quality global companies as customers through the HRS platform.

### Grand Metropark Hotel Beijing

<b>Opening Date:</b>	May 2016
<b>Location:</b>	No. 2 East Road of the North Third Ring, Beijing
<b>Number of Guest Rooms:</b>	420
<b>Class:</b>	Five-star
<b>Ø Rating:</b>	XX
<b>Volume:</b>	XX

## Detailed Case Description



### About Grand Metropark Hotel Beijing

Grand Metropark Hotel Beijing is situated in the bustling Sanyuanqiao commercial area and close to the Lufthansa Center. It has spacious, well-appointed guest rooms, and offers considerate services. To Beijing International Exhibition Center it is only a 10-minute walk.

The restaurant in the hotel supplies delicious Chinese food, including Shandong cuisine, Sichuan cuisine, and Guangdong cuisine. It also offers Japanese cuisine and an international buffet. There is also a lobby bar with a unique style, where guests can enjoy a drink and relax.

From the hotel it is only a 30-minute drive to Beijing Capital International Airport and a 15-minute drive to the 798 Art Zone.



### Case presentation

When the hotel first started its business, REP orders were very few; there were more local contracts, with a lower occupancy rate. As a newly opened hotel, various markets needed to be developed, so as to seek suppliers, expand guest sources, and increase the number of business guests. Through HRS, the hotel capitalised on a lot of opportunities to reach out RFP companies, and successfully entered into cooperation agreement with 11 of them, which laid the foundation for sourcing business guests. The business market slowly picked up. The online booking channel also improved gradually and was adapted to the markets price fluctuations.



### Result Analysis

Before working with HRS, the hotel obtained some uniformly signed orders from China Travel Service (HK) Group, the parent company of the hotel. Now the hotel has been able to obtain many potential customers through HRS, it can make independent quotations and sign orders to expand its customer sources.

Current customer base structure: network 25%; business and agreement customers 40%-50%; travel agency individual customers 2-3%; meeting group 20%.

**Tel.:** +86 21 51976750  
**E-mail:** [contracting@hrs.com](mailto:contracting@hrs.com)  
**Website:** [hotelservice.hrs.com](http://hotelservice.hrs.com)

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