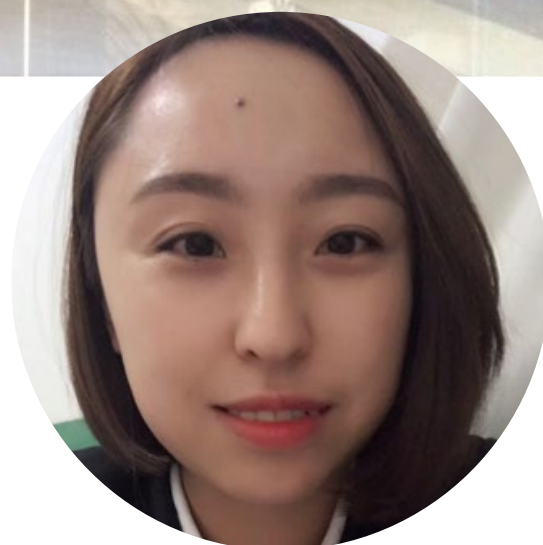


Case Study HRS Marketplace

An international platform can better demonstrate our strengths.

The HRS platform helps us source more customers, and increase market share. It enables us to fully demonstrate our strengths, and quickly adjust and optimise pricing according to market changes.

Zheng Ming Jin Jiang Hotel, Sunny Wang



Quality platform and considerate service

The partnership with HRS has not only provided us with a larger number of steady customers, but has also kept us updated on price fluctuations and hotel ratings which helps us to make timely adjustments accordingly.

HRS offers excellent back office services and responds to requests promptly. Whether it is a language barrier or a question about the usage of the portal, they are always there to help us.

Zheng Ming Jin Jiang Hotel

Opening Date:	xx
Location:	Nangang District, Harbin
Number of Guest Rooms:	179
Class:	Four-star Level
Ø Rating :	7.0
Volume:	16,000 rooms/night

Detailed Case Description



About Zheng Ming Jin Jiang Hotel

Zheng Ming Jin Jiang Hotel is a four-star business hotel catering for foreign guests, and is a subsidiary of Jin Jiang International Hotels (Group) Company Limited, which is ranked among the top five hotel chains in the world and has four listed subordinate companies. The hotel is located in Nangang District, Harbin, which is the political, economic and cultural hub of the city, neighboring an exhibition hall as well as a number of department stores and business streets. The hotel was opened in December 2001 and the most recent renovation took place in May 2009. It has 28 floors and 175 guest rooms (suites). It is characterised by top-class interior design and exceptionally welcoming ambience.

The hotel has convenient access to Taiping International Airport, which is only a 35-minute drive away, to Harbin Train Station, which is just around the corner, and to Harbin West Railway Station, which can be reached within 20 minutes by car.



Case Presentation

At the beginning, the hotel's customer base was underdeveloped and booking volumes were also relatively low. The hotel was in dire need to partner with major business customers to improve its customer base and sales. Also, due to significant price fluctuations, it was difficult to manage the online channel, or to respond and adjust quickly enough. After entering into cooperation with HRS, we started adopting HRS's solutions, which helped us understand and clarify such concepts as hot sale pricing, agreement pricing, and network pricing, and to deal with price fluctuations. Though HRS is an all-English platform, it can be used efficiently.

The HRS back office team offers holistic service and responds promptly. Whether it is a language barrier or a question about the usage of the portal, they are always there to help us.



Result Analysis

Leveraging the HRS system, we managed to draw more business customers, and also signed up several big orders, which helped us stabilise our customer base and improve our sales accordingly. A major advantage of the HRS system is that it provides automatic reminders in the event of price fluctuations or a decline in the rankings. HRS staff are always helpful and respond quickly whenever we have a difficulty in operating the system or handling pricing policies.

Current customer base structure: agreement customers 40%, online bookings + OTA 20%, and individual customers 15%-20%.

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