



*Case Study*

# *HRS Marketplace*

Fortune Select Grand, Chennai, India

*“Since we’ve worked with HRS  
the number of arrivals has increased – similarly,  
volume and revenue have both increased.”*

*Arpit Macwan, Reservation & Revenue Manager*

## *HRS Marketplace gives hotels a much better international profile*

“The Fortune Select Grand is the only certified 5-star hotel near India’s Mahindra world city, Oragadam and Maraimalai Nagar areas,” explains Arpit Macwan, Reservation & Revenue Manager.

Opened in 2015, this new hotel has a huge amount to offer, but even more so since choosing to sign up with HRS Marketplace. Macwan says this HRS programme has changed the visibility of the hotel and provided it with a more global reach, in the process helping the hotel to “generate more revenue”.

**“HRS Marketplace has changed  
the visibility of the hotel.”**

<b>Opening:</b>	2015
<b>Location:</b>	45 km from City center
<b>Rooms:</b>	171
<b>Category:</b>	5 stars
<b>Average rating:</b>	8,3

*“The return on investment is huge.”*



## Profile

- **Location:** in India's first so-called Special Economic Zone (SEZ), Chennai, not far from Mahindra World City, Oragadam & Maraimalai Nagar.
- **Additional services:** Wi-Fi, restaurant, swimming pool, spa and body treatment areas, and conference facilities
- **Popular:** the SEZ attracts independent travellers and business people, notably from the automotive industry in Europe
- **Setting the scene:** it has 115 Standard Rooms, Fortune 38 Club Rooms, and 18 suites



## Experience

With 171 rooms in total, comprised of standard, Fortune Club Rooms and top-class suites, Fortune Select Grand is cementing its reputation as one of the best hotels in India for discerning guests.

Arpit Macwan first heard about HRS Marketplace from flyers he received, and he also read about it on HRS Extranet. He soon learned about the HRS Marketplace eRFP programme, for which, explains a delighted Macwan, “you have to pay an annual fee” but there is “zero commission for all reservations”.

The result has been tremendous, and it has transformed the hotel's position in the global market. This is particularly noticeable in regard to the European automotive market, which has helped play a major role in generating more revenue for Fortune Select Grand – “the return on investment is huge,” says Macwan.

Did, however, HRS Marketplace meet the hopes and expectations that Macwan and Fortune Select Grand placed on it? Yes, undoubtedly, he explains, principally by providing the hotel with a more global platform on which to go ahead into the future. This subsequently helped create those all-important extra revenue streams.

“Before using the HRS Market Place programme,” he explains, “the hotel couldn't get the volume it wanted – our visibility just wasn't what we wanted. And from international corporate travellers in particular there was not much.” Since working with HRS Marketplace, Macwan says “the number of arrivals has increased – similarly, volume and revenue have both increased.”



## Summary

HRS Market Place has transformed the visibility of Fortune Select Grand in the global market. This has been particularly noticeable in the European market, with the result that today the hotel gets a lot of bookings from visitors in the automotive trade.

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