

Case Study

HRS Marketplace

Connecting you with business
travellers worldwide

“Reliability in booking and the certainty of your stay are the positive aspects of cooperating with HRS. As regards business travel solutions, we consider the HRS Marketplace to be highly satisfactory.”

Damiano Carvelli, Reservation Manager Hotel Nord Nuova Roma

With HRS Marketplace, you can reach business travellers from all over the world

In the very heart of Rome, in a historic building dating back to 1937, stands Hotel Nord Nuova Roma. The hotel embodies tradition and innovation in its renewed design: the elegant and welcoming atmosphere, characterized by an ancient style that blends with modern décor, makes for a pleasant stay for its guests in the Italian capital.

Its 157 rooms extend for 7 floors and have air conditioning, satellite TV, minibar, a safe and free WiFi connection with fibre optics available throughout the hotel.

Thanks to its central location, the hotel sparks the interest of business customers able to satisfy their needs in a facility offering free WiFi, conference rooms, panoramic terrace and fitness area.

Hotel Nord Nuova Roma

Location:	Historical centre of Rome
Rooms:	157
Category:	3-star
Ø Rating:	8.2 HRS rating

How Nord Nuova Roma Hotel acquired new business customers thanks to the HRS Marketplace



Facility profile

- **Excellent location:** In the middle of the historical centre (in the immediate vicinity of Palazzo Massimo, Terme di Diocleziano and Palazzo Altemps)
- **Additional services:** Free WiFi, conference rooms, panoramic terrace and fitness area
- **Excellent rating:** Excellent user ratings and reviews



Case study

The collaboration between HRS and Hotel Nord Nuova Roma began more than ten years ago at the end of 2005, but only at the end of 2017 did this collaboration become fully consolidated through the signing of the Marketplace agreement.

Italy also benefited from this new business trend, that is, the increase in business-travel volumes on a global level in recent years. In 2017, HRS selected the hotel as a perfect destination for corporate customers. In a series of meetings held between the facility's Reservation Manager and the HRS Hotel Sales Manager, hotel management considered HRS Marketplace solution as a means to **reach new business customers**, especially those from the international corporate domain.

Thanks to HRS Marketplace, the hotel owner was able to preserve a **highly advantageous distribution cost** (2.5% versus the current market average of 18%), and, effectively, offer its facilities to large multinational customers participating in several Requests for Proposal.

Furthermore, a greater focus on business travel through HRS allowed the hotel to extend the duration of overnight stays and reduce the no-show rate, an area for improvement in which Hotel Nord Nuova Roma's management has always sought to make progress.

As stated by Damiano Carvelli, the Hotel Nord Nuova Roma Reservation Manager: "Collaborating with HRS means having a reliable partner who guarantees the certainty of your stay".



Results

- **Participation in 6 RFPs** as incremental business
- **Guarantee of payments at check out** instead of deferred payments
- **Increase in the average length of overnight stays** to 2.6 days
- **Reduction of no show rate**
- **Acquisition of new corporate customers** of large size and international calibre thanks to the use of the **Marketplace**

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