

*Case Study**HRS Marketplace*

City Lemon Tree Premier
in the heart of Hyderabad, India

*“We enjoy the flexibility
and the user-friendliness
we get from HRS.”*

*Abhijeet Ausekar,
Director of Sales-Hyderabad Region*



HRS has met the company's hopes and expectations

Located in HITEC City, next to the likes of HSBC and Amazon, Hyderabad's City Lemon Tree Premier described itself as an “upper midscale” hotel. It benefits from this central location and its proximity to various internationally renowned corporations.

Lemon Tree Hotels (LTH) is a big recent success story: the company only opened its first hotel in May 2004, but by 2017 it had grown to become India's third largest hotel chain – its scale can be seen in the fact that by 2018 it had 50 hotels in 31 cities with around 5,000 rooms and over 5,000 employees.

Lemon Tree Hotels have three classifications: the five-star Lemon Tree Premier; the four-star Lemon Tree Hotels and Red-Fox, which are three-star. The different classifications are reflected in their rates, with Lemon Tree Premier averaging INR5,500-6,500, Lemon Tree Hotels between INR4,500 and INR5,500 and the Red-Fox INR3,500-4,000.

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increase in the number of room
nights received due to HRS”**

Opening:	2010
Location:	Central
Rooms:	267
Category:	4 stars
Average rating:	5.0

City Lemon Tree Premier has been working with HRS for more than four years and is delighted with the relationship.



Profile

- **Location** in HITEC City, Hyderabad, the capital of the southern India state of Telangana
- **Additional services:** Wi-Fi, several bars and restaurants, swimming pool, fitness centre, 24/7 business centre and conference facilities
- **Popular:** it principally attracts business travellers, for example people who might be visiting corporations in the near vicinity, such as Amazon and HSBC. It has an estimated 70–75% business people as guests
- **Setting the scene:** it has a total of 267 rooms, including 21 suites, with the most recent renovations in mid-2017



Experience

Abhijeet Ausekar, Director of Sales-Hyderabad Region, says that City Lemon Tree Premier has been working with HRS for more than four years and they are delighted with the relationship. Previously, with another platform, “it was always a challenge when it came to negotiating with businesses for rates and so on.” Using HRS has, in contrast, certainly met the company’s hopes and expectations.

Ausekar describes a typical scenario: “If you are negotiating a rate on a different platform, then there is a chance that the rate negotiated is not correctly loaded.” For example, “The rate might be INR5,000, but while loading this could change. But with HRS, this is not a problem, because whatever the rates we negotiate with a company, the same rates are shown on the HRS platform.”

Best of all, says Abhijeet, “We enjoy the flexibility and the user-friendliness we get from HRS.” He describes it as a kind “live bidding” process, which is “very competitive”.

This is supported by Amit Bhatia, Assistant Head of Revenue. He says that if you use a “different platform, you are not able to view what the competition is offering.” But with HRS, he explains, “we are able to view what competitor hotels are offering – obviously, the hotel’s name is not visible, which we really respect, but at least we get to know exactly what hotels are offering.”



Summary

HRS has had a positive impact on City Lemon Tree Premier and both Abhijeet Ausekar and Amit Bhatia would be happy to recommend HRS to other hotels. “We’ve had a very positive experience with HRS,” says Bhatia, “and we have definitely seen an increase in the number of room nights received due to HRS.”

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