

Case Study

# HRS Marketplace

Strand Palace in London's prime hotel area West End

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*Kelly O'Neill, Director of Sales, Strand Palace*



## HRS Marketplace provides global exposure for West End London hotel

Theatres, night life and packed with locals and tourists, London's West End is a prime hotel area. Situated in the heart of the West End is Strand Palace, a 4-star hotel that Kelly O'Neill, Director of Sales, praises for its optimal location. It's "easily accessible from the City, Docklands and Trafalgar Square," she says. "The hotel offers an unbeatable location among London hotels."

*“As an independent brand ... we do not have global account managers maintaining global relationships, [so] HRS is able to assist in providing this global exposure.”*

### Strand Palace

Location:	London West End
Rooms:	785
Last partial renovation:	2016
Category:	4 star
Ø Rating:	5,5

*For corporate travellers the proximity to the City, London's financial centre, and a host of prestigious international and national companies makes the Strand Palace the premier destination for convenience and time saving.*



### Profile

- **Location:** in London's ever-fashionable West End
- **Additional services:** It has a Carvery & Grill restaurant, a cocktail bar named The Gin Palace, a lounge bar (tea, coffee and Afternoon Tea), Central London Café and a New York-style brasserie called Joe Allen. It has free Wi-Fi, 24-hour room service, a fitness room and a concierge service
- **Popular:** as well as many business people, Strand Palace attracts travellers who want to visit shows, and other events and sights in the West End
- **Setting the scene:** 785 rooms, singles to deluxe



### Experiences

Housed in a glorious building purpose-built for a grand hotel back in 1909, Strand Palace received an art deco make-over in the 1920s. This West End hotel is around the corner from the famous Covent Garden and is surrounded by iconic architectural and cultural landmarks.

With 785 rooms in total, a mixture of single, double and king room types, the hotel is currently undergoing a multi-million-pound refurbishment. "This will see all guest rooms refurbished to a high level along with complete public space refurbishment," explains O'Neill, "including reception, bar and restaurant." The plan is for the work to be completed in April 2020.

O'Neill is very clear about the motivation behind the decision to partner with HRS: Strand Palace is "an independent brand" and joining forces with a company such as HRS "means added exposure for the hotel on an international distribution platform".

O'Neill discovered HRS because quite a few of the hotel's preferred clients are distributed through HRS. Therefore, it made strategic sense to gain further exposure for the hotel and to try to gain market share and increase hotel occupancy.



### Result

"For our hotel, working with HRS meant an increase in room nights within preferred supplier agreements, along with increases in revenue," says O'Neill. Interestingly, the platform has also provided Strand Palace with a way to market its newly refurbished rooms to a wider clientele base.

O'Neill describes the tie-up with HRS as working "efficiently", notably in the way the hotel now has a method of better reaching customers, though she said it would be "unfair" to say the result has been "better than expectations". Instead, "I would say as a business it has lived up to expectation," she says.

Of course, there are things that could be improved, but overall the "relationship between hotel and HRS has been a success." Furthermore, "... as an independent brand ... we do not have global account managers maintaining global relationships, [so] HRS is able to assist in providing this global exposure."

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