

## Case Study

# HRS Marketplace

A strong foothold in the business and group markets

*„I was truly amazed from the beginning! What we get from HRS Marketplace are not blind marketing leads. We have received qualified leads that have ended up producing a conversion rate of 50 percent!“*

*Mailene Ogalino-Cline, National Account Sales Manager,  
Pineapple Hospitality, The Alise Chicago*



## *HRS Marketplace puts properties on the map and increases their presence internationally*

The Alise Chicago, a modern boutique hotel set in a historic 1895 building, combines the best of both worlds. Historic charm and cool amenities make it a prime choice for visitors to the „Windy City“. It is the perfect jumping off spot for exploring downtown Chicago. In the Loop and with the Theater District just steps away, business and leisure visitors are poised to take full advantage of all the city has to offer.

StayPineapple hotel group entered the Midwest market with The Alise Chicago in December 2015. The group, with properties on the West Coast and in Boston, faced the challenge of being a newcomer with little brand recognition. HRS Marketplace helped The Alise unlock its potential and gain a strong foothold in the business and group markets.

### The Alise Chicago

<b>Opening Date:</b>	2015
<b>Location:</b>	Downtown
<b>Rooms:</b>	122
<b>Category:</b>	4.5 stars
<b>Ø Rating:</b>	9.1 (booking.com)
<b>Volume:</b>	85% (80% business)

# HRS Marketplace opens doors to business and group markets



## Introduction

The Alise Hotel Chicago is located in The Loop, Chicago's financial and entertainment district. The hotel is in a National Historic Landmark building. Al Capone's dentist was located in the building. Historians still suspect that the dentist office was a façade for Capone's unsavory dealings.

StayPineapple boutique hotels are working hard to redefine hospitality. With bold colors, signature brand bedding, hardwood floors, complimentary beach cruisers and small but fun features like cupcakes and coffee at check-in The Alise Chicago is no exception.



## Case presentation

„The first few months in 2016 were tough“, Mailene Ogalino-Cline recalls. „We had just opened. Guests were assuming they were staying at a hotel run by the previous hotel group occupying the building. We did not have the name recognition and were getting a lot of OTA guests. Numbers were not what we had wanted them to be.“

Enter HRS Marketplace. The system of blind bidding gave The Alise Chicago excellent access to national and international groups and corporate clients – many of which turned into repeat customers. HRS Marketplace offered exposure to global players at a fraction of the time that would have been necessary to initiate and establish these lucrative relationships by following conventional marketing routes. The Alise Chicago has since developed a solid business client share of 80 percent and the group business is very promising.



## Result

Mailene Ogalino-Cline values the extra business HRS Marketplace has provided The Alise Chicago with. Gaining a foothold in new markets, high quality leads and the custom-tailored approach make HRS Marketplace a useful tool to increase the hotel's presence nationally and internationally. The numbers show 50 percent of RFPs resulted in actual bookings and a 12 to 15 percent revenue increase that can be attributed to HRS Marketplace leads.

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