

Case Study

HRS Marketplace

The new Life style Boutique Hotel in Midtown



„We used to spend half our days soliciting new accounts. With HRS Marketplace we have business coming to us. This is a no-brainer!“

Nathan Goodman Jr., Area Director of Sales and Marketing, DREAM HOTEL GROUP

With HRS Marketplace, a highly targeted approach simplifies the lead process

Positioned in the heart of New York City's Theater District, only blocks away from the Rockefeller Center, The Time New York does not have a location problem.

The 193-room hotel is popular with tourists and business travelers alike. Guests cherish the relative quiet off-Broadway location.

„We are surrounded by a huge number of corporate accounts,“ says Nathan Goodman Jr., area director of sales and marketing for the DREAM HOTEL GROUP. „Law firms, advertising and marketing agencies, among others – we've had a few tough nuts to crack, accounts we simply had not been able to win. With HRS Marketplace, we managed to get into three out of five of those accounts.“

The Time New York

Opening Date:	1999
Location:	Midtown
Rooms:	193
Category:	Four stars
Ø Rating:	8.5 (booking.com)
Volume:	94% (45% business)

HRS Marketplace brings visibility to properties



Introduction

The Time New York is located in Midtown's Theater District in Manhattan. In 2015 the property underwent a \$ 30 million David Rockwell redesign that turned it into a modern lifestyle boutique hotel. The Time has a large percentage of tourists. Of course, depending on the season, this business fluctuates frequently. Almost half of the visitors to The Time are corporate clients due to the many media and entertainment companies located in the vicinity. In fact, a good share of national and international celebs are among them – they like to stay under the radar of paparazzi.

Even though The Time had been firmly established in the market, some corporate accounts just seemed difficult to get. Enter HRS Marketplace.



Case presentation

When The Time joined HRS Marketplace in early 2017 everything changed for the better. Out of five inquiries received, three turned into bookings. Included were two corporate accounts - Allianz and Air France – that years of soliciting had not translated into rooms booked. „We really were able to fill in the gaps“, says Nathan Goodman Jr. The new bookings resulted in more than \$ 30,000 in revenue. Instead of spending a lot of time soliciting, business came to The Time. In fact, two additional accounts were acquired without even going through HRS Marketplace.

HRS Marketplace was a producer -- compared to its competitor Market Leads and its less targeted approach



Result

Nathan Goodman Jr. can now see pricepoints of competing hotels. He loves the ranking tables provided by HRS Marketplace and can accurately gauge The Time's pricing which helps to better position the property. „The value of HRS Marketplace surpasses that of any other tool I know“, says Goodman, „you really do become visible!“ In his view, dividends were paid from the moment The Time joined HRS Marketplace.

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