

How can smart data be best utilised in our industry ?

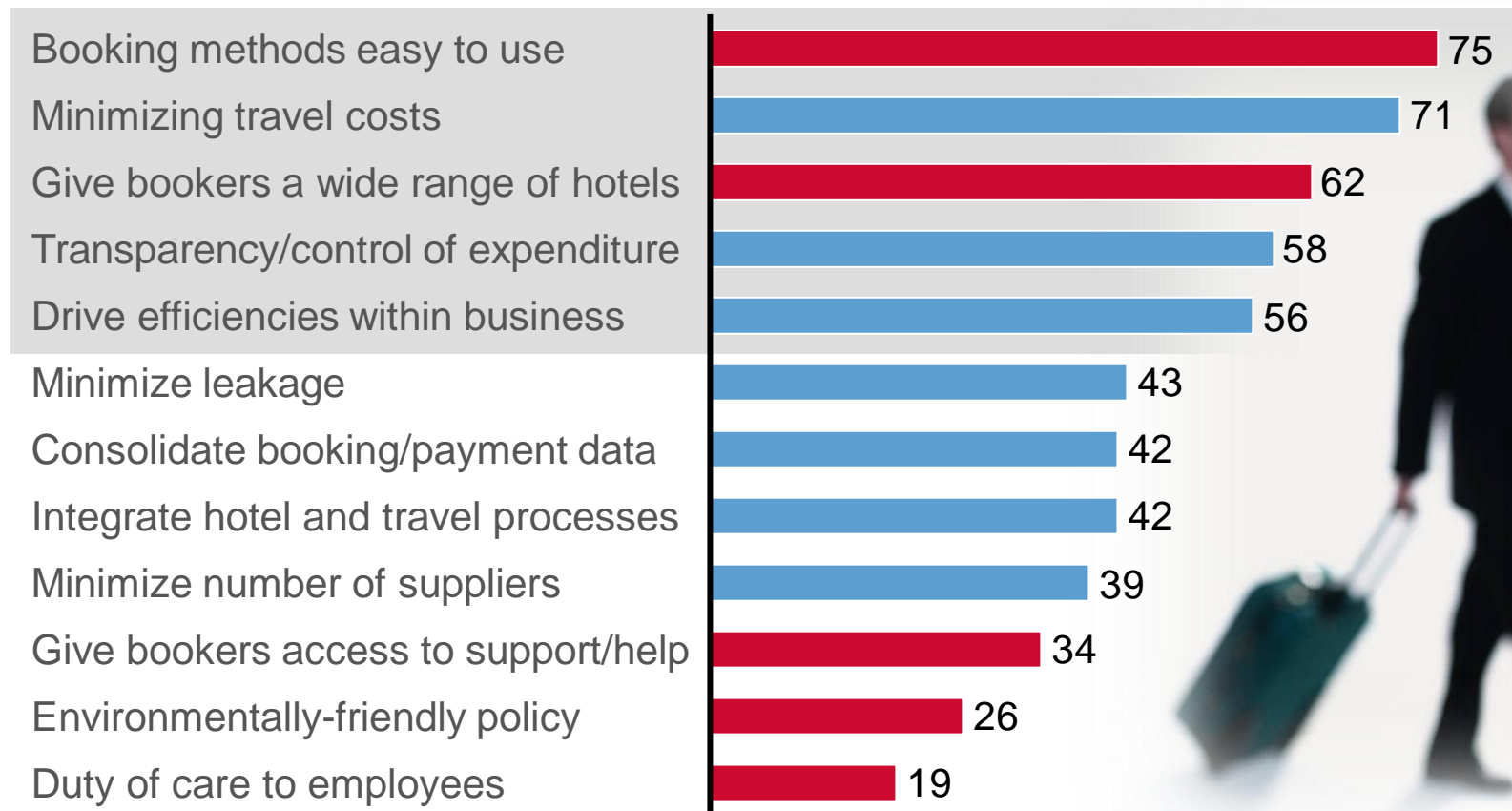
4th September 2014

1. What do the Corporates want ?

Importance of objectives in travel hotel management

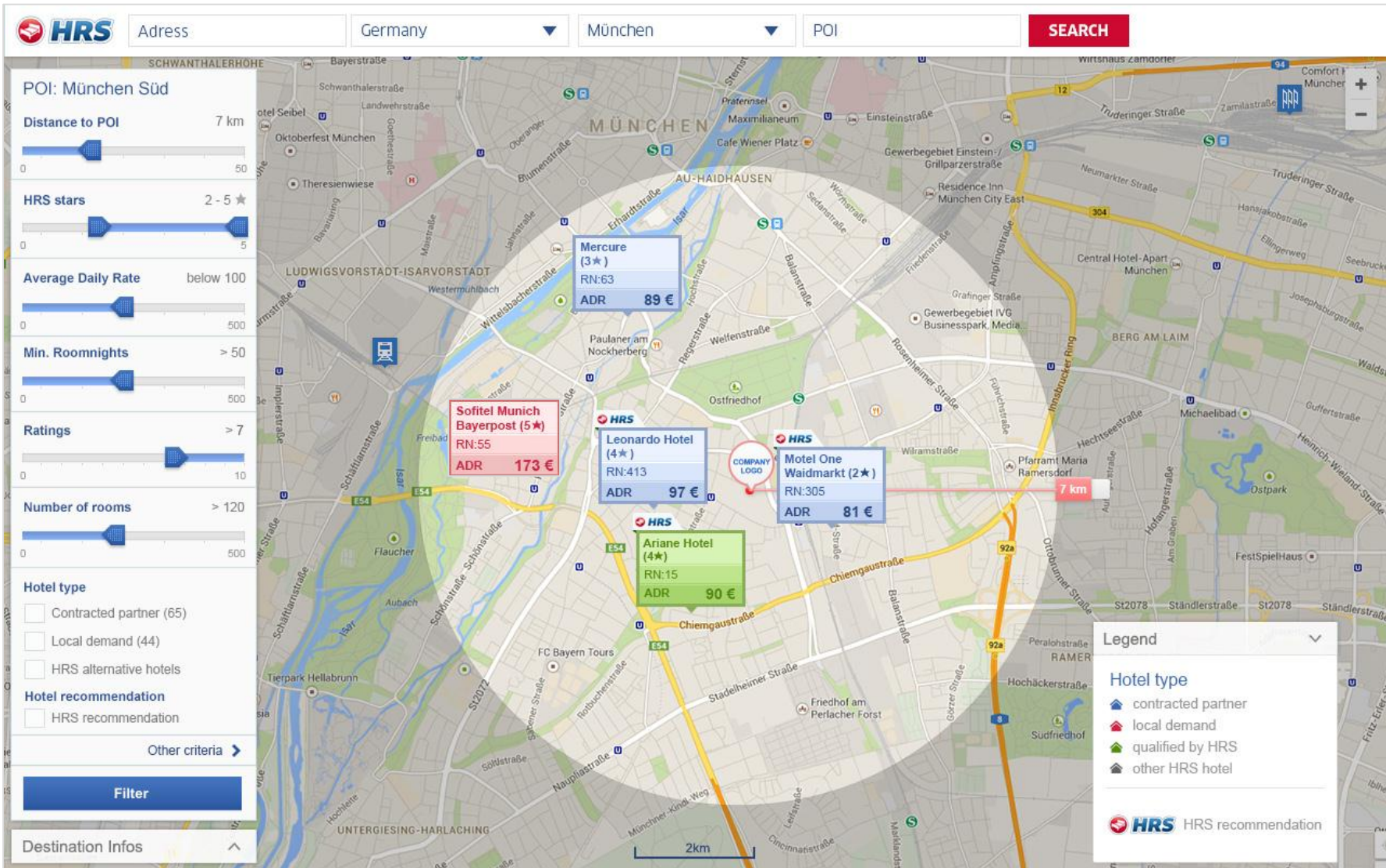
Percentage of respondents

■ Reduce total cost of trip
■ Increase employee satisfaction



Source: HRS Global Survey, 2013 (n = 250)

2. How does HRS select hotels for Corporates ?



The screenshot displays the HRS Corporate search interface. The top navigation bar includes the HRS logo, a search bar with 'München' entered, and a 'SEARCH' button. Below the search bar, a map of Munich is shown with several hotel results overlaid. On the left side, a sidebar contains various filters: 'POI: München Süd', 'Distance to POI' (0-50 km), 'HRS stars' (2-5), 'Average Daily Rate' (below 100), 'Min. Roomnights' (> 50), 'Ratings' (> 7), 'Number of rooms' (> 120), and 'Hotel type' (Contracted partner, Local demand, HRS alternative hotels). A 'Filter' button is at the bottom of the sidebar. The map shows several hotel results with their names, star ratings, room numbers (RN), and Average Daily Rates (ADR). A legend in the bottom right corner explains the hotel types: contracted partner (blue), local demand (red), qualified by HRS (green), and other HRS hotel (grey). The HRS recommendation logo is also shown.

Hotel Name	Stars	RN	ADR (€)	Hotel Type
Mercur	3★	RN:63	89 €	Contracted partner
Sofitel Munich Bayerpost	5★	RN:55	173 €	Local demand
Leonardo Hotel	4★	RN:413	97 €	Qualified by HRS
Ariane Hotel	4★	RN:15	90 €	Qualified by HRS
Motel One Waidmarkt	2★	RN:305	81 €	Other HRS hotel

3. Content matching is the future...



Dear Virginie,

Please join me and many of the region's business travel leaders on 1 April at the beautiful, brand new, 5-Star [Westin Singapore](#) as we gather for a day of networking, education, and discussions about our industry's hottest topics.

Check out the agenda below to see some of the great topics we will be covering.

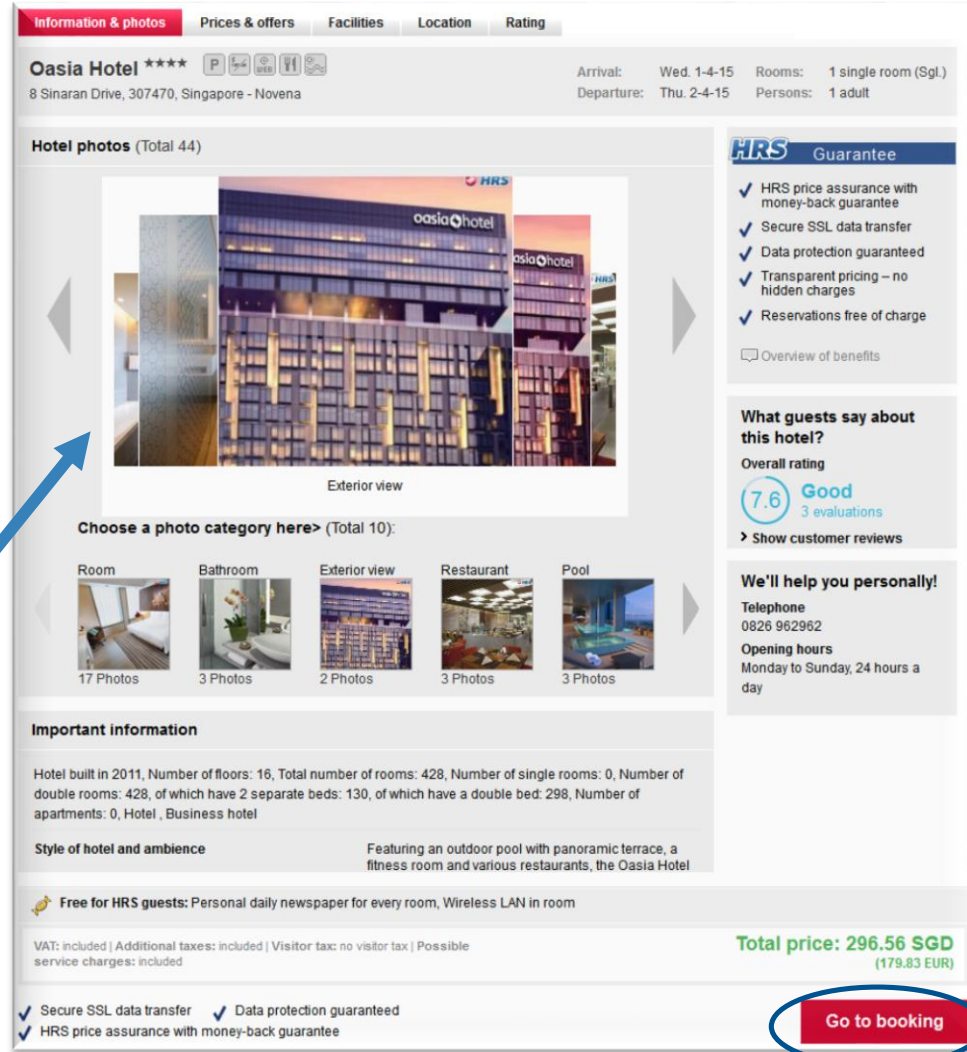


Register today !






I look forward to welcoming you to the
ACTE Singapore Executive Forum!

We found the perfect hotel for you to attend this meeting!
This hotel is available, it matches your profile and respects your travel policy.

Book your hotel




Information & photos Prices & offers Facilities Location Rating

Oasia Hotel ****     

8 Sinaran Drive, 307470, Singapore - Novena

Arrival: Wed. 1-4-15 Rooms: 1 single room (Sgl.)
Departure: Thu. 2-4-15 Persons: 1 adult

Hotel photos (Total 44)



Exterior view


Choose a photo category here> (Total 10):

- Room 17 Photos
- Bathroom 3 Photos
- Exterior view 2 Photos
- Restaurant 3 Photos
- Pool 3 Photos

Important information

Hotel built in 2011, Number of floors: 16, Total number of rooms: 428, Number of single rooms: 0, Number of double rooms: 428, of which have 2 separate beds: 130, of which have a double bed: 298, Number of apartments: 0, Hotel, Business hotel

Style of hotel and ambience Featuring an outdoor pool with panoramic terrace, a fitness room and various restaurants, the Oasia Hotel

 **Free for HRS guests:** Personal daily newspaper for every room, Wireless LAN in room

VAT: included | Additional taxes: included | Visitor tax: no visitor tax | Possible service charges: included

Total price: 296.56 SGD
(179.83 EUR)

✓ Secure SSL data transfer ✓ Data protection guaranteed
✓ HRS price assurance with money-back guarantee

HRS Guarantee

- ✓ HRS price assurance with money-back guarantee
- ✓ Secure SSL data transfer
- ✓ Data protection guaranteed
- ✓ Transparent pricing – no hidden charges
- ✓ Reservations free of charge

[Overview of benefits](#)

What guests say about this hotel?

Overall rating

7.6 **Good**
3 evaluations

[Show customer reviews](#)

We'll help you personally!

Telephone
0826 962962

Opening hours
Monday to Sunday, 24 hours a day

Go to booking

Thank you