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Marketing **Suite** 
by Hotelbeds

CASE STUDIES

JR九州ホテル
Blossom
ブラッサム新宿

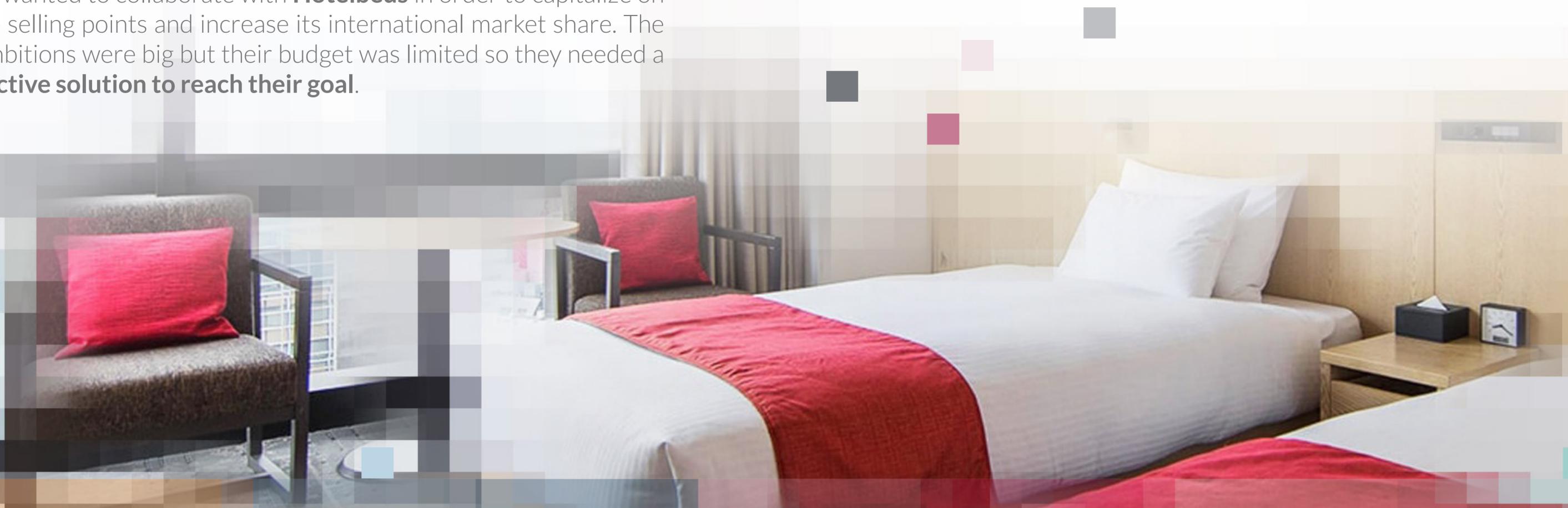
OVERVIEW

The **JR Kyushu Hotel Blossom Shinjuku** is located in Shinjuku, one of Tokyo's sub-centres and a hub of commerce and culture. Surrounded by bustling commercial and office districts, the hotel offers a comfortable and calm space in which guests can relax after a busy day. Only a 3-minute walk from **JR Shinjuku Station's** south exit, the hotel offers excellent transportation access.

The hotel wanted to collaborate with **Hotelbeds** in order to capitalize on its unique selling points and increase its international market share. The hotel's ambitions were big but their budget was limited so they needed a **cost-effective solution to reach their goal**.

OPPORTUNITY

The **JR Kyushu Hotel Blossom Shinjuku** is in a **premium location** for international travellers and yet their current market share in that segment is small. The hotel therefore identified long-haul traveller bookings as a great area for growth, particularly as the much longer booking lead times and length of stay mean they are of **higher value**. An increase in long-haul bookings would also allow the hotel to balance out the market mix segmentation and **maximize last-minute yielding opportunities**.

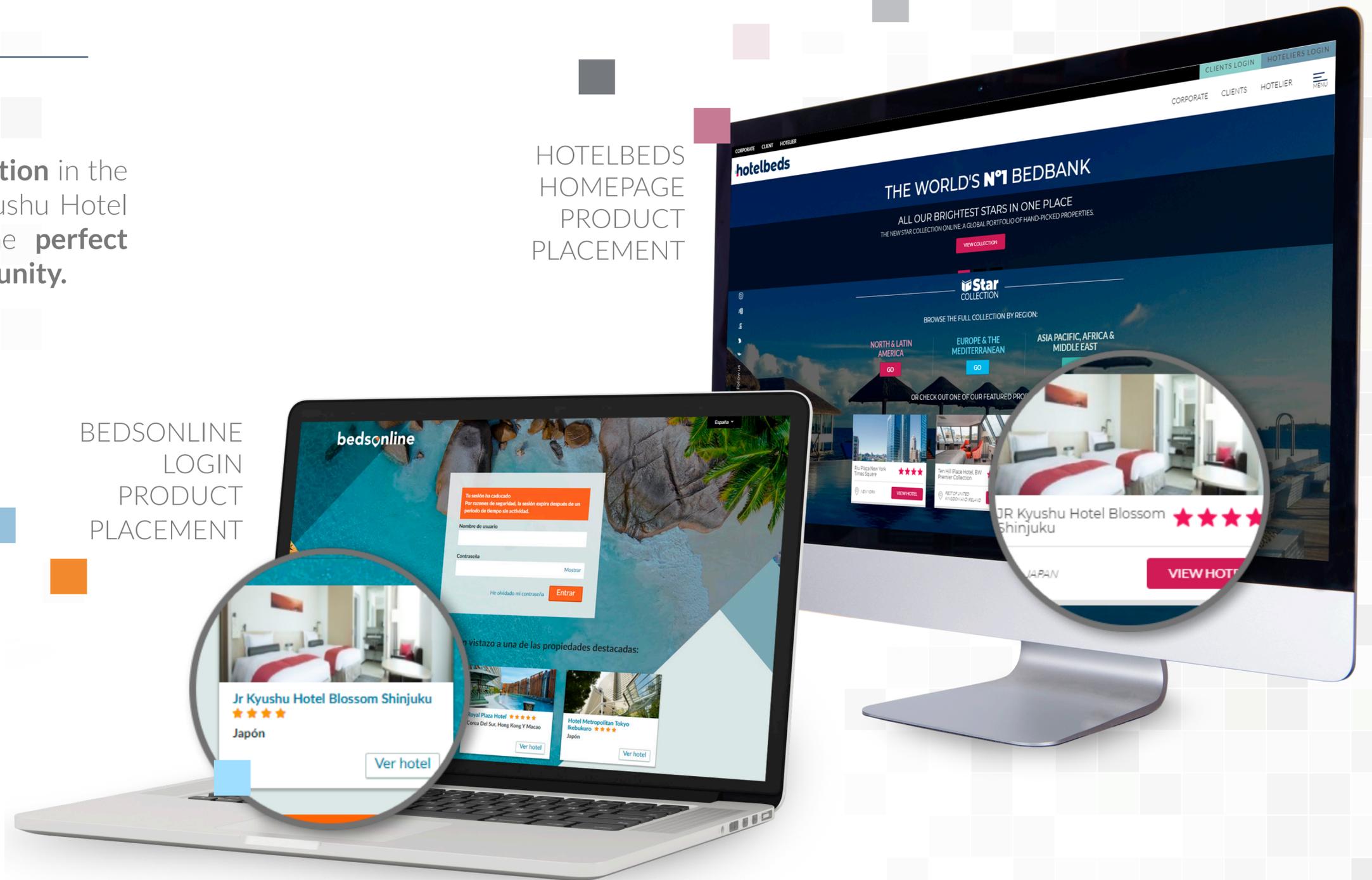


SOLUTION

Hotelbeds' global reach and **strong position** in the source markets that interest the JR Kyushu Hotel Blossom Shinjuku meant we were the **perfect partner for tackling this growth opportunity.**

HOTELBEDS
HOMEPAGE
PRODUCT
PLACEMENT

BEDSONLINE
LOGIN
PRODUCT
PLACEMENT

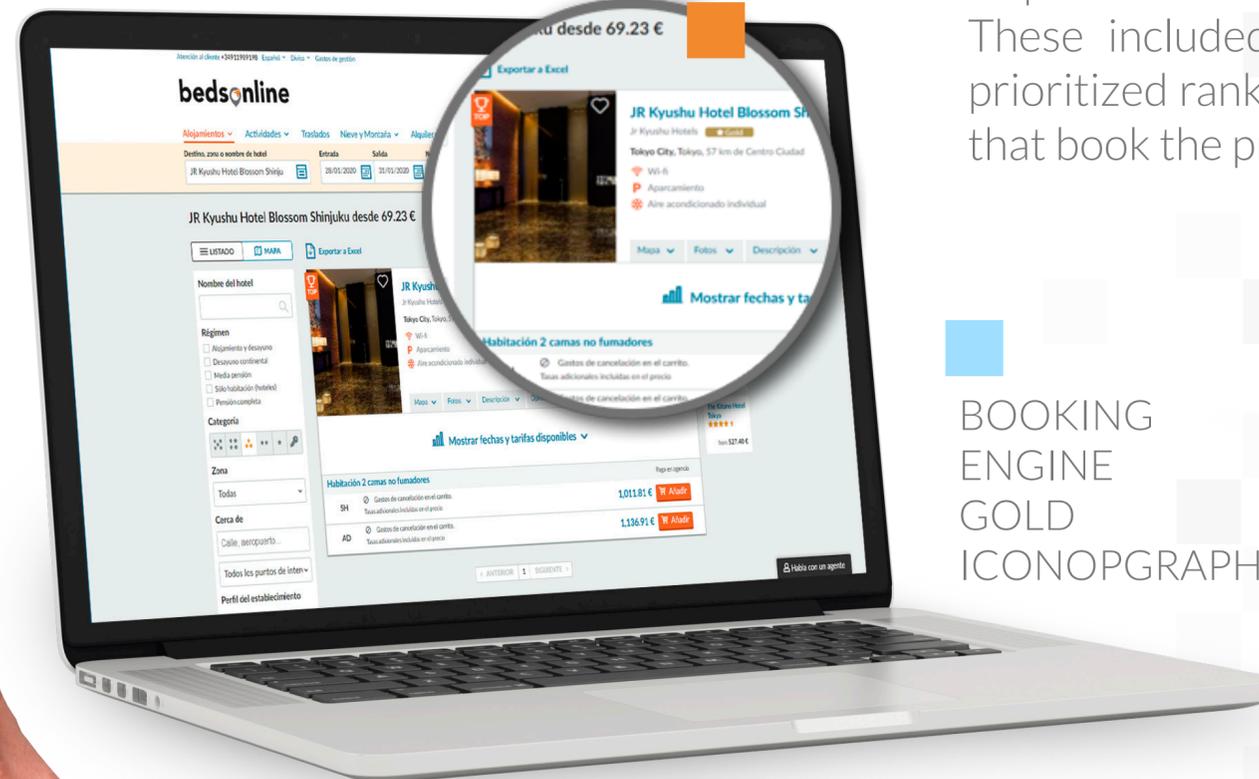


SOLUTION

The Star Collection Gold Programme was the ideal marketing product to achieve the hotel's objectives, not only because the programme gave the hotel **yearly exposure** in the GCC, French, German, Italian, Spanish, American, Mexican and Indian markets, but because it also provided the hotel with tools to position themselves **ahead of the competition**. These included **enhanced business intelligence**, prioritized ranking, training, and rewards for agents that book the property, among many others.

BOOKING
ENGINE
GOLD
ICONOGRAPHY

BEDSONLINE
NEWSLETTER
PRODUCT
INCLUSION



RESULTS

In the **6 months** since joining the programme, the hotel has seen the following results:

66%

INCREASE IN
ROOMNIGHTS YoY

45%

INCREASE IN BOOKINGS
FROM US MARKET YoY

87%

INCREASE IN BOOKINGS
FROM OTHER MARKETS YoY

