

THE CHALLENGE

Before moving to Simple Booking Suite, Hotel Artemide was using a tool that was complicated to use and not flexible for management needs. "In a context of high competition like Rome - explains Federico Pacini, director and manager of the revenue structure - is absolutely essential to implement the best strategies for revenue management. Here we vary rates even 30 times per day, therefore we can not afford to waste time and energy."

THE SOLUTION

Finally in 2010, during a trade fair, Federico Pacini met the Simple Booking team and decided to activate a demo, with which he ascertained immediately the enormous simplicity and efficiency of the Booking Engine compared to the ones they had used. Simple Booking integrated perfectly with the channel manager and the PMS of the structure, allowing a very lean management of the distribution.



HOTEL ARTEMIDE DOUBLES ITS REVENUES IN ONE YEAR.

The **Hotel Artemide** in Rome is one of the most prestigious 4 star hotels in the Italian capital. Since its opening, this hotel with 92 rooms and suites has been distinguished for its highest attention to the standards, offering a personal welcome to every guest in every minimum detail. It is always in the Top 10 of the best hotel in Rome on TripAdvisor.

THE RESULTS

Within a year the direct revenue of the Hotel Artemide literally doubled and the number of bookings from the official website reached 6,000 rooms sold.

Results have continued to improve and in the last year alone searches on the website's booking engine have increased by 35%, with an average conversion rate of 3.5 % and an ADR that is around € 270.00. The revenues of the hotel's official website have increased by a further 50 % compared to 2010.

CUSTOMER REVIEW

"The system is comprehensive and easy to use - concludes Pacini - I can confidently say that few booking engines compare favorably, both in Italy and in the rest of the world. With Simple Booking managing hotel fees has become extremely lean and fast. This leaves more time for the staff to devote 100 % to customer care. The image of the hotel has been valued to the fullest and the excellent assistance provided has enabled the Hotel to maximize all year performances".