

# Growing Your Business MISSION

Blastness was born with the mission to be partner for the development of business of its hotels customers, growing and expanding its range in a changing landscape.

The company established itself as a supplier of technology platforms, activities, services, consultancy, training and support aimed at the development of electronic distribution and especially of the website as a direct channel for sales.

In its development *Blastness* aggregates expertise and specialized resources, exploring new channels, new methodologies and new market segments.

Thanks to the module *Blastness Distribution*, it extends its contribution on all business segments for the hotels partners, to be the transverse and complementary answer to franchise, representation and management.

# SOLUTIONS **Guaranteed ROI**

Solutions and systems focused on Return on Investment and supported by Project Finance methodologies.

*Blastness* operates both for simple supply of systems and services and as a partner for the client, sharing the plan of activities and ensuring contract to cover the costs in relation to achieving the growth targets set.

The approach is always focused on the measurement of profitability of each specific activity or technology used.

The partnership projects encourage strategic experimentation and allow an extension of know-how in all areas of operations and hotel management.

The various contractual solutions are as flexible and adaptable to different needs.

## **SUPPLY**

## **PARTNERSHIP**

## **BRANDING**

## **MANAGEMENT**

## **DEVELOPMENT**

# PRODUCTS

Technologies, consulting services and know-how for the development of the hotel business.



## CRS

A platform integrated with a booking engine (web, mobile, social), channel manager wml 2 ways, rate checker, IATA database, gds manager, pms manager, CRO (Central Reservation Office).



## WEB

Web design and web development on CMS (Content Management System), integrated with mobile versions, booking engine and newsletter sending system.



## WEB MARKETING

Visibility actions for the website, SEO, SEM, management of the Pay per Click and Pay Per Inclusion campaigns, themed blogs, social networking, article marketing, We-B for digital press releases and Sentiment Analysis.



## REVENUE

Revenue Management training and consulting services, strategic positioning, analysis and optimization of the market segmentation, continuative monitoring, profitability and marginalization analysis.



## INTELLIGENCE

Automated reports from CRS and PMS, Revenue Management System, personalized control panels, Customer Satisfaction platform.



## DISTRIBUTION

*SMIX PR & Marketing* on/off line: creativity, strategic communications, press office events and celebrities. *SMIX Sales & Distribution* on/off line: new generation platform for hotels' commercial activities. *NERO Hotel Group*: by invitation only.



## GOVERNANCE

Consulting and support in the following areas: operations, top management, advanced management control, F&B, Sales & Marketing, human resources management, image and design, branding.



## DEVELOPMENT

Hotel feasibility study, project management, hotel design & architecture, Real Estate asset analysis.

# PORTFOLIO

Experience and success stories are the main strength of Blastness team.

Today the company is the first Italian provider of booking online systems to 5 star hotels, as a certification of the level of reliability and the ability to customize services.

It counts in its portfolio more than 500 structures: Guest Houses and Historic Houses, Business Hotels and Resorts, Independent Hotels to the most important Hotel Chains.

## HOTEL CHAINS

Abitare la Storia  
Angala Hotels  
Anghel Hotels  
APM Hotels  
Artesole Hotels  
Cerini Hotels  
Concerto Hotels  
D Hotels  
Eden Hotels  
Extro Hotels  
FH Florence Hotels  
Gardena Hotels  
H2C Hotels  
ITI Hotels  
Palenca Luxury Hotels  
Platinum Hotels & Resorts  
Ragosta Hotels Collection  
Roberto Naldi Collection  
Ross Hotels  
Royal Demeure  
Royal Group Hotels and Resorts  
Salvatore Naldi Group  
SINA Hotels  
Soft Living Places  
Sogedin Hotels  
The C Hotels Group  
Uappala Hotels  
UNA Hotels & Resorts  
Unaway Hotels  
Vestas Hotels  
Why The Best Florence Hotels

## INDEPENDENT HOTELS

Algila Ortigia Charme Hotel, Siracusa  
Alla Posta dei Donini & Spa, Perugia  
Athenaeum Personal Hotel, Firenze  
Baglio Villa Sicilia, Selinunte  
BDB Luxury Rooms, Roma  
Borgo Casabianca, Asciano  
Borgo Scopeto Relais, Siena  
Borgo Storico Seghetti Panichi, Ascoli Piceno

Borgobianco Resort & Spa, Polignano  
Boutique Hotel Ilio, Isola d'Elba  
Caesar House Residenze Romane, Roma  
Casa Howard, Firenze - Roma  
Castello Dal Pozzo Oleggio Castello  
Castello Di Gargonza, Monte San Savino  
Castello Vicchiomaggio, Greve in Chianti  
Chervò Golf Hotel & Resort, Pozzolengo  
Colonna Pevero Hotel, Porto Cervo  
Empire Palace Hotel, Roma  
Grand Hotel Atlantis Bay, Taormina  
Grand Hotel Baglioni, Firenze  
Grand Hotel Cavour, Firenze  
Grand Hotel Continental, Siena  
Grand Hotel Et De Milan, Milano  
Grand Hotel Imperiale, Forte Dei Marmi  
Grand Hotel La Chiusa di Chietri, Alberobello  
Grand Hotel Mazzarò Sea Palace, Taormina  
Grand Hotel Minareto, Siracusa  
Grand Hotel Minerva, Firenze  
Grand Hotel Parker's, Napoli  
Grand Hotel Principe di Piemonte, Viareggio  
Grand Hotel Villa Cora, Firenze  
Grand Visconti Palace, Milano  
Hotel Art by The Spanish Steps, Roma  
Hotel Bellavista Terme, Montegrotto Terme  
Hotel Borgo San Felice, Siena  
Hotel Byron, Forte Dei Marmi  
Hotel Calzaiuoli, Firenze  
Hotel Capo d'Africa, Roma  
Hotel Cenobio dei Dogi, Camogli  
Hotel De La Ville, Firenze  
Hotel Desirée, Isola d'Elba  
Hotel Expo Verona, Villafranca di Verona  
Hotel Hermitage, Isola d'Elba  
Hotel L'Orologio, Firenze  
Hotel Manfredi, Roma  
Hotel Mascagni, Roma  
Hotel Metropole, Venezia  
Hotel Olivi, Sirmione  
Hotel Palazzo Guiscardo, Pietrasanta  
Hotel Portofino Kulm, Camogli  
Hotel Poseidon, Positano  
Hotel Punta Tragara, Capri  
Hotel Relais Castello della Castelluccia, Roma  
Hotel Relais Il Chiostro di Pienza, Pienza

Hotel Santa Maria Novella, Firenze  
Hotel Savoy, Roma  
Hotel Splendide Royal Roma, Roma  
Hotel Tornabuoni Beacci, Firenze  
Hotel Veneto Palace, Roma  
Hotel Villa Athena, Agrigento  
Imperiale Palace Hotel, Santa Margherita  
Ismolas Resort, Pula  
JK Place, Firenze - Capri  
La Sommità Relais, Ostuni  
La Suite Hotel & Spa, Procida  
Lanthia Resort, Santa Maria Navarrese  
Maison La Minervetta, Sorrento  
Maloja Palace Hotel, Maloja  
Mondial Resort, Marina Di Pietrasanta  
Nazionale Hotel & Conference Center, Roma  
Palace Hotel, Bari  
Palace Hotel Villa Cortine, Sirmione  
Palazzo Decumani, Napoli  
Palazzo Guiderocchi, Ascoli Piceno  
Palazzo Manfredi, Roma  
Palazzo Niccolini al Duomo, Firenze  
Palazzo Vecchietti, Firenze  
Palazzo Viviani, Montegridolfo  
Parco dei Principi Grand Hotel & Spa, Roma  
Park Hotel Faloria, Cortina d'Ampezzo  
Pontevecchio Suites, Firenze  
Pratello Country Resort, Peccioli  
Relais Maresca, Capri  
Relais Todini, Todi  
Risorgimento Resort, Lecce  
Romanico Palace Hotel, Roma  
Romeo Hotel, Napoli  
San Firenze Suites and Spa, Firenze  
Straf, Milano  
Tenuta Il Burchio, Inicisa Valdarno  
Tenuta Monacelle, Selva Di Fasano  
Terme Manzi Hotel & Spa, Ischia  
The First Luxury Art Hotel, Roma  
Tombolo Talasso Resort, Castagneto Carducci  
Uptown Palace, Milano  
Villa Campestri Olive Oil & Resort, Mugello  
Villa Crespi, Orta San Giulio  
Villa Las Tronas, Alghero  
Visconti Palace Hotel, Roma  
Zubebi, Pantelleria