



BLASTNESS

GROWING YOUR BUSINESS

Blastness

Growing your Business



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BLASTNESS
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Blastness provides technologies, services, consultancy, training and support for the development of independent accommodation facilities.



**Turnover increase
of the official website**

reduction of intermediation costs



**Optimization
of Revenue Management**

increased profit margin



Our Results

15
years

**More than 15 years of experience
and a team of over 50 professionals**
for disintermediation and revenue optimization

1^{gear}

**No.1 CRS provider in Italy
for five-star hotels**
for 8 consecutive years



Over 750 facilities in portfolio
independent hotels, guest houses, farmhouses, resorts,
business hotels, historic residences, groups
and hotel chains



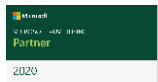
**Over 130 hotel websites
created every year**
with an average of 1 new site every 3 days



Google Strategic Partner
selected amongst the agencies with greatest
development potential in the EMEA area



Google Premier Partner
for business specialization
and the high level of investment



Microsoft Advertising Partner
for the excellent results generated by the Pay Per Click
campaigns on Microsoft platform



**Over 620 million euros
handled by Blastness systems**
in over 1,5 million reservations



Partnership model



BLASTNESS

GROWING YOUR BUSINESS

Blastness contractually guarantees its clients a return on the investment by financing their development projects and by linking the payment for supplied services and technologies to the achievement of shared and agreed goals.



Production data gathering and performance audits



Establishing and sharing a multi-year activity plan

R.O.I. Return On Investment contractual formula



Defining and sharing goals



The Global Hospitality Partner



CRS



Web



Web
Marketing



Web
Advertising



Revenue



Intelligence & RMS



Development



Branding

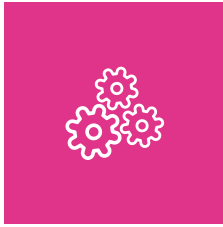




CRS



Central Reservation System:
Integrated platform with Booking Engine,
2-way XML Channel Manager, Rate Checker,
Upselling Tools, PMS Manager,
GDS Manager, GDS Distribution
and CRO (Central Reservation Office).



Booking Engine

- ✓ Full responsive interface with customized template
- ✓ Flexible dates calendar
- ✓ Dynamic Packaging and Booking Engine for Services
- ✓ CRO for quotes and direct booking
- ✓ Advanced features
 - ✓ Mixing of rate plans
 - ✓ Virtual room management
 - ✓ Ota-Website rate comparator
 - ✓ Rate disparity automatic edit
 - ✓ Messages during purchase
 - ✓ Pre and post stay e-mail with customizable template
 - ✓ Discount codes, companies, agencies
 - ✓ Family Discount policies
 - ✓ Offers and Packages area integrated in the website
 - ✓ Alternative special offers
 - ✓ Secret special offers
 - ✓ Mobile/tablet devices offers
 - ✓ Geolocated offers
 - ✓ Gift vouchers
 - ✓ Recovery strategy

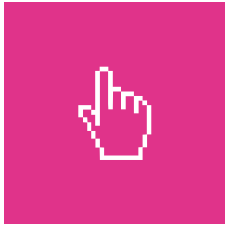


Channel Manager

- ✓ Connection with over 200 OTA/wholesaler
- ✓ Connection with over 30 CRS/GDS
Relais & Chateaux, Small Luxury Hotels,
Preferred Hotels & Resorts, Synxis etc.
- ✓ GDS seamless direct connection
- ✓ Connection with over 70 PMS
- ✓ Connection with metasearch engines
Google Hotel Ads, Tripadvisor,
Trivago, Kayak, Skyscanner
- ✓ Advanced features
 - ✓ Allotment management
 - ✓ Rate cluster management
 - ✓ Single channel availability management
 - ✓ Room amount limit per channel
 - ✓ Advanced product derivation
(multiple and by period)



Web



Web design and web development on a proprietary CMS (Content Management System) or an open-source platform customised to produce fully responsive and adaptive websites with personalised web graphics, research on the logo, brand and corporate identity, integrated newsletter platform with the database of the booking system and with FOX Business Intelligence, personalised templates, training sessions, registration, management and assistance for domains and e-mail, web assistance via phone or e-mail with a dedicated team to update and give evolving maintenance of the websites.



Web Marketing



SEO (Search Engine Optimization):
technical and meta-information optimisation
of the site, creation of strategic positioning
content, assertion and optimisation
of the Google My Business file,
preliminary analysis for website strategic
positioning, inter-domain and booking engine
traffic analysis, user experience analysis,
periodic ranking to monitor positioning
and conversion analyses.



Web Advertising



SEA (Search Engine Advertising):
pay-per-click configuration and campaign
management for research engines,
meta-engines and social networks,
re-marketing and re-targeting campaigns,
conversion analysis tracking
and campaign progress reporting.



Pay-per-click campaigns with no risk and no fixed costs



Over 38,000 reservations and over 26 million Euros of direct reservations handled by Blastness campaigns over the past twelve months



Setup, management and cost per click at Blastness expense

variable payment according to the value
of the tracked reservations



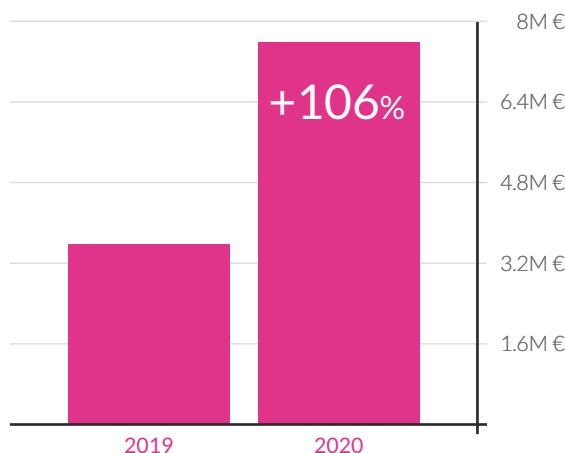
Bid Management System

Artificial Intelligence & Machine Learning
for campaign optimization



Post-emergency Covid-19 Pay Per Click campaigns trend

Engines and meta-engines represent the room sales channels that restarted at the highest speed in the summer of 2020, generating reservations volumes higher than the same period in 2019, despite the limited international tourist flows.



Comparison of the conversion value of all the Google Ads campaigns

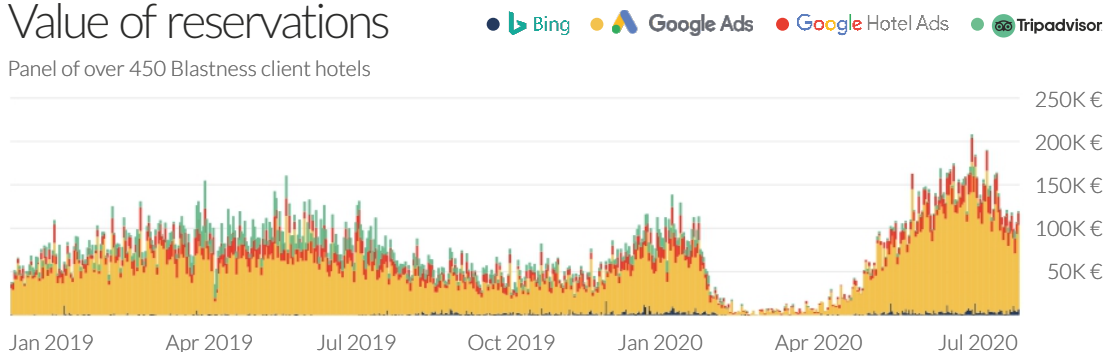
Panel of over 450 Blastness client hotels

All the languages, all the Countries
July - August 2019 vs 2020



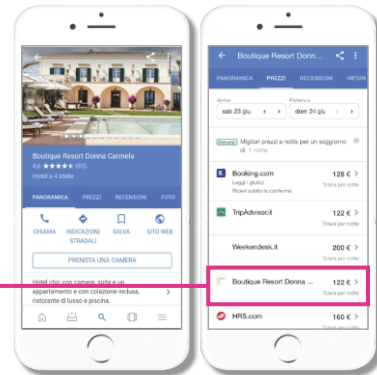
Value of reservations

Panel of over 450 Blastness client hotels





Google Hotel Ads
is the new strategic tool
for hotel disintermediation
that allows official website rates
to be published
in hotel's Google My Business
and on Google Travel platform.



“Blastness is a Google Partner certified company, working closely and directly with the Google team that specialises in handling partners who are felt to be strategic in the development and implementation of scalable and technologically advanced solutions for companies, in this case for companies in the hotel sector.
As such, Blastness is in a position to receive significant technical support from Google, in both sales and training, and at the same time guarantee the maximum requirements for creation, management and optimisation of Google AdWords and Google Hotel Ads campaigns.”

Dr. Tomaso Uliana
Strategic Partner Manager - **Google Italy**



Google Premier Partner

Blastness obtained the highest recognition of quality for Google Partner agencies



Acceleration Event Dublin 2018

Blastness was selected to take part as one of the best 100 agencies of the Google Strategic Partner programme in the EMEA area



Travel Forum Dublin 2018

Blastness took part in the event for Google Partner agencies as a leader in the travel sector



Google Ads Scripts Workshops London 2018

Blastness technicians took part in the event



Blastness & Google Roadshow 2018

Blastness organised the 1st Italian roadshow in partnership with Google



Blastness & Google Virtual Roadshow 2020

Blastness organised a virtual roadshow in partnership with Google



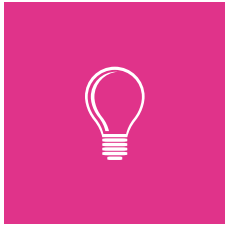
Revenue



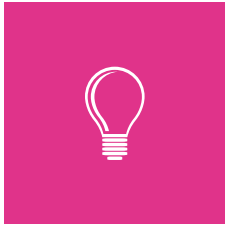
Revenue management training
and consultancy, strategic positioning,
market segmentation analysis
and optimisation, ongoing monitoring,
profitability and margins analysis.



Intelligence & RMS



Business Intelligence,
automated reports from CRS and PMS,
personalised control panels,
customer satisfaction and
Revenue Management System platforms.



Business Intelligence

- ✓ Automated reports from CRS and PMS available in cloud and mobile app
- ✓ Customized control panels
- ✓ LOG and conversions analysis
- ✓ Possibility of customizing segments, rooms, rates, operators
- ✓ Performances vs. budget and forecast, by channel and by segment
- ✓ Comparisons with historical data and on the same date
- ✓ Rate Shopper, with analysis of rate changes per room and channel
- ✓ Customer satisfaction platforms




DISPONIBILITÀ NON PROVATA

Daily Weekly Monthly Yearly

WEEKLY (DAL 26-01-2019 AL 01-02-2019)

AVAL NOT FOUND: 243
LOG: 4.476

The dashboard displays two charts. The left chart is a gauge chart showing the percentage of DAL (Data Availability) for the week of 26-01-2019 to 01-02-2019. The gauge has a scale from 0% to 100% with markers at 0%, 25%, 50%, 75%, and 100%. The needle points to 5%, indicating a very low DAL. The right chart is a bar chart showing the number of DAL by week. The x-axis represents weeks from 26-01-2019 to 01-02-2019. The y-axis represents the number of DAL, ranging from 0 to 100. The bars show a significant peak in DAL for the week of 26-01-2019, reaching approximately 100 DAL, and then a sharp decline for subsequent weeks.



BLASTNESS INTELLIGENCE

HOME
REPORTS
TOP 500
TOP 1000
COMPANIES
REGULATORY FACTS
SUMMARY
TOOLBOX
ABOUT

[Personalize Subscribers](#)

27/10 - News Center - 07/09/2018

Company Search
Expanded Search
Companies
Stocks
Stocks & Bonds
Customer Single Services
Desktop Single Dependability Factors
Risk Daily View
Forecast 27/10
Daily Report 27/10
Forecast 27/10
Risk Shaper
Risk Shaper

+ Add New Filter

+ Add New Filter

DETTAGLIO MENSILE

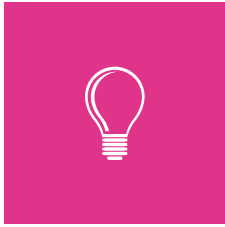
+ FILTRI

+ Add New Filter

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+ Add New Filter

Company	Occupation	ACR	Risk	Flow	Star At	Star Supp	Regula	Action	Rat	PuL	PuL	PuL	PuL	PuL	PuL	Positivity	H	M	C1	C2	C3	C4	C5	C6	C7	
Jan 1 Nov 2019	27/10 - News Center	1	1,807	30	Star 100		2019 - 2019 - News 01		+2	+3	+4	+2				180	100	140	162	101	107	125				
Jan 2 Nov 2019	27/10 - News Center	1	2,734	42	Star 100		2019 - 2019 - News 01		+2	+3	+5	+5				190	107	140	162	173	142	128				
Dec 3 Nov 2019	27/10 - News Center	1	2,128	35	Star 100		2019 - 2019 - News 01		+2	+5	+5					190	147	108	152	101	102	140				
Jan 4 Nov 2019	27/10 - News Center	1	3,210	40	Star 100	Star 200	2019 - 2019 - News 01	Positive	+1	+2	+5					190	154	108	144	173	140	150				
Jan 5 Nov 2019	27/10 - News Center	1	3,660	61	Star 100		2019 - 2019 - News 01		+2	+4	+5					195	157	108	160	143	173	140	140			
Jan 6 Nov 2019	27/10 - News Center	1	3,764	57	Star 100		2019 - 2019 - News 01		+1	+1	+4					190	150	108	162	173	140	150	124			
Dec 7 Nov 2019	27/10 - News Center	1	3,768	81	Star 100		2019 - 2019 - News 02		+1	+1	+5					200	149	105	164	173	140	150	124			
Jan 8 Nov 2019	27/10 - News Center	1	4,201	65	Star 200		2019 - 2019 - News 02		+1	+1	+4					210	158	104	173	140	177	152	140			
Jan 9 Nov 2019	27/10 - News Center	1	4,270	54	Star 100	Star 200	2019 - 2019 - News 02	Positive	+1	+1	+1	+5				195	153	104	160	173	173	157	102	140		
Dec 10 Nov 2019	27/10 - News Center	1	2,828	46	Star 100	Star 200	2019 - 2019 - News 01	Positive	+1	+5	+2	+2	+7			190	143	108	144	173	14					



Revenue Management System

- ✓ Automated and semi-automated rate handling
- ✓ Rate strategy management with online and mobile app availability
- ✓ Mixer: Revenue Management algorithms and competitors monitoring
- ✓ Room Cluster: possibility to manage strategies by type of room
- ✓ Alerts: flexible setting of information to be received
- ✓ 2-Way: availability flexible management
- ✓ Sell Limit: protection of availability by sales channel



BLASTNESS INTELLIGENCE

Pagina 3 Subsezione 1-Solerti

HOME SETUP INFO REPORT CRIS REPORT CRIS SHOPPER REQUEST LOGIN SURVEY CLOUD ADMIN

KTD: Punteggio del Principio Gestito: 8.38%

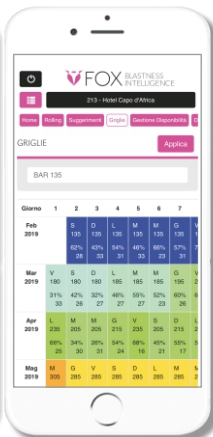
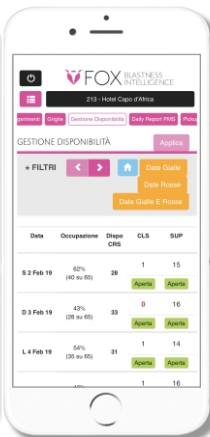
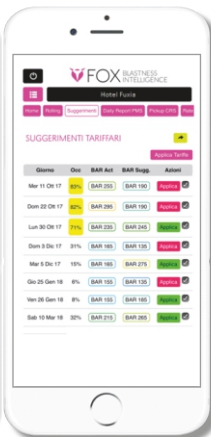
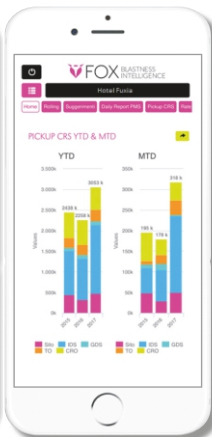
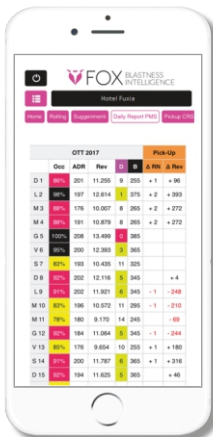
CALENDARIO SETTIMANALE

Una

Rate Checker

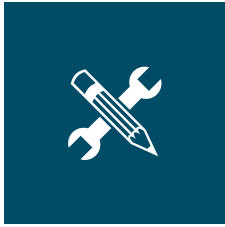
Applia Modifica

Settimana	Lun	Mar	Mer	Gio	Ven	Sab	Dom
40 1 Ott - 7 Ott	L 1 € 265 H: 280 MC: 264 95% - 62 su 65 Rev: 13.259 ADR: 182 Rpar: 174 R: 1g 3p 7p 14g	M 2 € 245 H: 249 MC: 248 85% - 54 su 65 Rev: 13.257 ADR: 185 Rpar: 162 R: 1g 3p 7p 14g	M 3 € 345 H: 385 MC: 340 95% - 62 su 65 Rev: 13.257 ADR: 215 Rpar: 205 R: 1g 3p 7p 14g	G 4 € 345 H: 364 MC: 332 95% - 61 su 65 Rev: 13.256 ADR: 202 Rpar: 189 R: 1g 3p 7p 14g	V 5 € 385 H: 429 MC: 396 100% - 65 su 65 Rev: 13.259 ADR: 202 Rpar: 202 R: 1g 3p 7p 14g	S 6 € 255 H: 280 MC: 263 88% - 57 su 65 Rev: 11.400 ADR: 201 Rpar: 176 R: 1g 3p 7p 14g	D 7 € 385 MC: 292 100% - 65 su 65 Rev: 13.248 ADR: 204 Rpar: 204 R: 1g 3p 7p 14g
41 8 Ott - 14 Ott	L 8 € 385 H: 396 MC: 403 100% - 66 su 65 Rev: 13.410 ADR: 203 Rpar: 206 R: 1g 3p 7p 14g	M 9 € 365 H: 385 MC: 353 90% - 60 su 65 Rev: 12.250 ADR: 204 Rpar: 188 R: 1g 3p 7p 14g	M 10 € 365 H: 385 MC: 373 91% - 59 su 65 Rev: 11.796 ADR: 199 Rpar: 181 R: 1g 3p 7p 14g	G 11 € 365 H: 385 MC: 339 90% - 62 su 65 Rev: 12.659 ADR: 204 Rpar: 195 R: 1g 3p 7p 14g	V 12 € 375 H: 418 MC: 318 98% - 64 su 65 Rev: 12.607 ADR: 187 Rpar: 194 R: 1g 3p 7p 14g	S 13 € 375 H: 396 MC: 388 97% - 63 su 65 Rev: 12.765 ADR: 203 Rpar: 195 R: 1g 3p 7p 14g	D 14 € 365 H: 385 MC: 287 90% - 60 su 65 Rev: 12.521 ADR: 208 Rpar: 193 R: 1g 3p 7p 14g
42 15 Ott - 21 Ott	L 15 € 375 H: 396 MC: 272 98% - 64 su 65 Rev: 13.447 ADR: 205 Rpar: 202 R: 1g 3p 7p 14g	M 16 € 375 H: 396 MC: 293 98% - 64 su 65 Rev: 12.810 ADR: 200 Rpar: 197 R: 1g 3p 7p 14g	M 17 € 365 H: 394 MC: 297 95% - 62 su 65 Rev: 12.324 ADR: 198 Rpar: 187 R: 1g 3p 7p 14g	G 18 € 365 H: 393 MC: 314 91% - 58 su 65 Rev: 11.559 ADR: 187 Rpar: 179 R: 1g 3p 7p 14g	V 19 € 365 H: 317 MC: 296 92% - 60 su 65 Rev: 9.290 ADR: 174 Rpar: 181 R: 1g 3p 7p 14g	S 20 € 335 H: 317 MC: 308 88% - 57 su 65 Rev: 9.290 ADR: 174 Rpar: 181 R: 1g 3p 7p 14g	D 21 € 335 H: 337 MC: 285 82% - 53 su 65 Rev: 8.162 ADR: 154 Rpar: 125 R: 1g 3p 7p 14g





Development



Strategic consultancy, business planning,
strategic development plans,
feasibility research, project management
and Real Estate asset analysis.



Branding



N

NERO**HOTELS**

Marketing and communication, positioning and visibility, event planning and sponsorship, participation in trade fairs, partnership and co-marketing with high-range companies, press office and magazine.





NERO**HOTELS**

NERO Hotels: best places at right places

- ✓ Online and offline marketing
- ✓ Creativity
- ✓ Strategic communication
- ✓ Corporate image
- ✓ Branding
- ✓ Design
- ✓ Events planning and sponsorship
- ✓ Participation in trade fairs
- ✓ Partnership with high-range companies
- ✓ Press office
- ✓ NERO Lifestyle magazine

N

NERO**HOTELS**

The world of

NERO**LIFESTYLE**

NERO**HOTELS**

NERO**CHAMPAGNE**

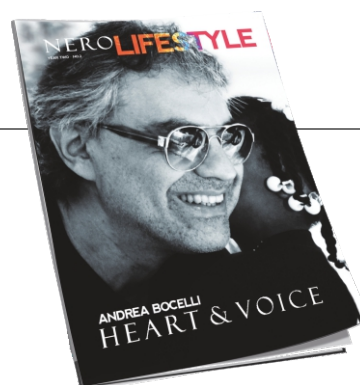
NERO**GOLF**

NERO**EVENTS**

NERO**ART**

NERO**MUSIC**

nerolifestyle.com





Our Values



BLASTNESS
GROWING YOUR BUSINESS

The Blastness approach, which is based on values such as professional ethics, honesty, transparency and the search for excellence, especially values human relationships, both inside its own team and also with those of clients and partners. One of the greatest objectives Blastness have achieved, and one of the factors of the company's success, is the recognition of the brand values by clients and market.

References

“ I am proud to have believed in Blastness and in the people at Blastness from the foundation of the company, which has been able to win, maintain and grow the regard and esteem in which it is held year by year. The results are there to be seen, with tangible proof. Undisputedly the number one in Italy. ”

Italo Mennella

President - **Associazione Albergatori Taormina**
President - **Ente Bilaterale Regionale Turismo Siciliano**
General Manager - **Miramare Hotel , Taormina**

“ I have been working with Blastness for many years and it has been a very good choice. During this long time working together we have grown together both in terms of professionalism and in production, after starting out with a few technological applications we now handle all of our five hundred rooms with the services that Blastness provides. The most important thing is that Blastness provides a group of professionals who apply themselves with passion to their work, putting relationships and human contact first. These young people show that, even at this time when personal relationships and those with clients are difficult, computerisation can co-exist with the basic values of personal relationships, respect and friendship. ”

Giovanni Cher

Sales Director - **Sogedin Hotels**

“ Our collaboration with this company has been the culmination of my work in the hotel business. For over ten years we have been meeting the continuous changes determined by digitalisation together with Blastness, and we have always been backed by a team of experts who are extremely well qualified and are available to the hotel just as if they were our own internal staff. I have always felt like a partner and never like a client, and in every programme, NERO Hotels first of all, which for me represents the best approach to hospitality. ”

Roberta Bonfanti

Owner - **Grand Hotel Imperiale, Forte dei Marmi**

“ The Metropole has been working with Blastness for many years now and the relationship is both solid and fruitful. The team stands out because of its professionalism, skill and constant availability, which are vital qualities in our daily relationship, together with being genuinely nice! Over time we have customised a lot of our work tools, and now we can't do without them and there is constant support from the team. ”

Chiara Visentin

Sales & Marketing Director - **Metropole Hotel, Venezia**

“ When you have to check sales optimisation in relation to demand, occupation rates and the targets of eleven hotels, the FOX business intelligence platform, together with all the reporting, is one of the tools that we cannot do without. And I should definitely stress the high level of training and availability of the entire staff, who are always ready to help us in sorting out the requests from company. ”

Moira Cataldi

Corporate Revenue Manager - **SINA Hotels**

“ The Blastness platform manages to combine simplicity of use, scalability and effectiveness with complete business intelligence and revenue management tools. Blastness has been working together with the SINA Group for over ten years in developing electronic distribution with cutting-edge solutions and top-level customer assistance. ”

Pasquale De Nardo

E-Commerce Manager - **SINA Hotels**

“ Right our first time working with Blastness I noticed that the potential of the products being offered would be the future of our sector. We appreciate the special attention to the client, and the excellent professional level of the Blastness team in skills involving revenue management, SEO and web design. Last but not least are the savings obtained from a continual increase in direct bookings. ”

Marco Sarlo

General Manager - **Royal Hotel, Sanremo**

“ I feel that Blastness products involving technology, consultancy work and know-how for business development in the modern hotel business, with their 360-degree vision, are cutting edge. I also feel that the professionalism and skill of the Blastness team is of primary importance: it is a vital support for creating and stimulating new and wide-ranging sales programmes in synergy with our partners. ”

Giuseppe Mariano

General Manager - **Vestas Hotels**

“ I have been using all of the Blastness services with complete satisfaction for ten years. They are a vital tool in running daily business and profitability for my boutique hotel. The high quality of the assistance, the willingness and professional training of their team make Blastness the number one firm in Italy in the sector. ”

Maurizio Testa

Owner Manager - **ThemaTourism, Ilio Hotel, Isola d'Elba**

“ At the Borro our motto is “Welcome to a place like no other” and it couldn't be anything other than that since Blastness became our partner. ”

Simone Pampaloni

General Manager - **Il Borro Toscana, Arezzo**

“ Blastness, a long-standing partner of ours, is a dynamic company that is continually evolving and which, thanks to their technological know-how and highly professional staff, assists the hotel to develop its business by helping it to improve its sales performance. ”

Sergio Campailla

Resort Manager - **Minareto Seaside Luxury Resort & Villas, Siracusa**

“ For the past three years we have enjoyed a partnership based on the professionalism of young people who are always up to date and aware of the continual changes and technological developments. They have allowed us to reach gratifying results in terms of visibility and bookings confirmed online. For the next few years we already have plans in place that will help us to make our sales channel more productive compared with everyone else's. We strongly believe that hotel sites can become the real stars in the direct sale of their rooms. ”

Luigi Polito

General Manager - **Imperatore Travel World**
Owner - **Therasia Resort Sea & Spa, Vulcano, Isole Eolie /**
Garden & Villas Resort, Ischia

“ We began our partnership with Blastness about ten years ago, in a very different environment in terms of online sales. Since then, they have provided excellent strategic support and sales tools that are especially flexible and have enabled us to considerably reduce intermediation costs and to increase direct sales volumes through our website. We have always found Blastness to be an opposite number that is ready to listen to our requirements and to develop solutions that can adapt to the specific needs of our firm. ”

Giuseppe Rossi

General Manager - **Splendide Royal Hotel, Lugano**

“ The Parco dei Principi uses nearly all their tools/services: web design, booking engine, business intelligence, channel manager, PMS integration and web marketing. We are also very satisfied with the assistance from a dedicated team that constantly assists us with great willingness and professionalism and backs us in executing projects. So, to conclude, it is a WIN-WIN partnership. ”

Daniele Saladini

General Manager - **Parco dei Principi Grand Hotel & Spa, Roma**

“ The strong point of Blastness is innovation and flexibility, and that makes them stand out in the market. During these years we have implemented various different products and tried out new revenue management techniques. The products and the services that Blastness provides are customised according to our needs, and are designed to achieve the best result. ”

Nino Tropea

Revenue & Reservations Manager - **Roberto Naldi Collection**

“ We have had Blastness as a partner for various different projects and in different situations. The established, long-standing relationship with Blastness with our hotels has always featured a high level of professionalism linked to flexibility and their ability to adapt to a wide range of needs. ”

Giacomo Guzzardi

Cluster General Manager - **Le Meridien Visconti Rome / Capo d'Africa Hotel /**
Palazzo Scanderbeg, Roma

“ Thanks to the professionalism, seriousness and dedication of the entire staff, as well as meeting budget goals, we felt as though our team had grown and acquired strength, without ever noticing that there were external consultants among us. Blastness is more than a consulting firm, it is an extended family that encompasses and improves you. ”

Alessandra Laterza

General Manager - **Capo d'Africa Hotel, Roma**

“ It feels as if it were yesterday when, in 2010, we started working together in partnership. Since then there have been a series of increases in turnover, and continuous professional success year after year, beating our own most ambitious expectations. Everything that has been done by the Blastness team, during these years was of vital importance in meeting goals; nothing was left to chance, and everything was carefully researched and assessed and, above all, discussed with us. ”

Stefano Agostino

General Manager - **Hotel Poseidon, Positano**

“ The partnership between the Hotel Empire Palace and Blastness was created in 2008. Over the years since then, Blastness's partnership with the hotel has extended to supervision of revenue management and web marketing work, contributing to the financial growth and better positioning of the hotel. They are definitely a competent and reliable partner. ”

Pietro Centineo

General Manager - **Empire Palace Hotel, Roma**

“ In eight years working together with Blastness, we have been able to count on fundamental support for handling room rate strategies, as well as very powerful tools to closely follow the performance of the business and the sales channels. The result in terms of sales was confirmed with 20% average annual growth, especially on the direct sales channel, an excellent outcome for a boutique hotel like the Relais La Sommità. But perhaps more than the financial goals, the most important value lies in the quality of the relationship that is established with Blastness: a partner-friend, or rather, a friend-partner. ”

Gianfranco Mazzocchi

CEO - **La Sommità Relais, Ostuni**

“ I find that the really lucky thing about our partnership with Blastness, which now goes many years, has been to consider them not as a supplier but as a partner with which to share sales strategies, analyse progress and find common satisfaction in results. Top-level technology, and highly qualified staff, who are attentive and innovative. ”

Giuseppe Marchese

General Manager - **Ragosta Hotels Collection**

“ Blastness is a partner that helps us to grow and stimulates us to always do more. The great professional level is only surpassed by the still greater human factor. ”

Alberto Garcia

General Manager - **Lifestyle Suites, Roma**

“ Twelve months has passed since the implementation of the Blastness CRS at the Brunelleschi and it is time to take stock: we are very happy. We have found an online reservation system that finalises the work done on our website and which allows us significant scope for customisation. The implementation of Blastness CRS, the link with the channels, the personalisation of the IBE, the configuration of the GDS have meant a lot of work and have put the team under stress, but I can now say that I have taken the right decision at a historic moment at the Brunelleschi. ”

Claudio Catani

General Manager - **Brunelleschi Hotel, Firenze**

“ Villa & Palazzo Aminta in Stresa use the services provided by Blastness on a daily basis with excellent results. We are very happy with the choice that we made and we will definitely recommend our other colleagues to consider moving to this system. ”

Daniela Zanetta

Owner - **Villa e Palazzo Aminta, Stresa**

“ Skill, professionalism, absolute willingness to help and quick replies, and above all the ability to get round obstacles, both large and small. That is the real value added we have found in Blastness from the start of our partnership. All that has been translated into concrete and tangible results. We consider Blastness our left hand, and together we can applaud our successes, both present and future. ”

Andrea Girolami

Co-founder - **Tridente Collection**

“ Blastness has been a partner that is able to anticipate and take the opportunities in the market. In a frenetic sector like tourism, it is vital to be able to have an integrated system that guarantees simple and efficient handling through a single control panel. The Blastness team is unequalled. They are creative, focussed on success and above all quick and intuitive and the Tridente Collection couldn't have found a better partner throughout all these years. ”

Davide Musto

Chief Commercial Officer, PR & Marketing - **Tridente Collection**

“ In Blastness we have found a partner that has believed in the potential of electronic distribution and above all in our Apogia Hotels chain website. Over the past few years we have managed to significantly increase direct sales levels in our seaside hotels, which have over 1500 rooms on the Adriatic coast. The Google brand protection campaigns have produced especially good results, and revenue volumes that are far beyond any expectation, so as to help a gradual and profitable disintermediation process. ”

Davide Bellassai

Manager - **Apogia Hotels**

“ I have been using Blastness consultancy since June 2017 and thanks to their guidance on revenue management I have significantly increased the revenue from our site. ”

Veronica Revel Chion

Hotel Manager - **Royal e Golf Grand Hotel , Courmayeur**

“ I would like to mention the people: it is nice to think that a company that provides services that are so technologically advanced is made up of people that you can interact with. I like the idea that Blastness is the best supplier of services and technology in its field, but above all I think of those people who help us and support us every day (and also put up with us). ”

Silvia Manganaro

Sales & Marketing Director - **Il Salviatino, Firenze**

“ I have been using the systems and services supplied by Blastness for over ten years (in various hotel companies). I have always been able to make use of a Senior Revenue Manager, a creative office which specialises in hospitality, business intelligence platforms like FOX, a team of SEO specialists and web engineers, which makes Blastness an absolutely vital strategic partner for developing your business, whether in a small hotel or medium-to-large ones. Finally, their partnership with Google can only create added value. ”

Gianluca Giglio

Chief Operation Officer - **LHP Hotels & Suites**

“ At Blastness I found people who have taught me a lot in handling the world of hotel promotions and pricing, including marketing and revenue. Blastness isn't just a simple service supplier, but an excellent partner! ”

Paola Gallo

General Manager - **Santo Stefano Spa Relais, Biella**

“ Blastness represents an important point of reference for the entire Compagnie Des Hotels group, which currently has nearly 600 rooms. Blastness isn't just a supplier of excellent IT services; the company's main strength is its staff: their assistance, professionalism, training, the wish to reach common goals as well as constant support in creating tailor-made strategies are the elements that really make the group stand out. ”

Simona Polizzi

Web Sales Manager - **Compagnie des Hotels Group**

“ We thought carefully before choosing Blastness, but the choice has turned out to be very much a winning one: complete assistance in creating the website and, above all, an ideal partner in revenue analysis. Which is not to speak of continual, and sincere, willingness to help. ”

Marco Giovidelli

Director of Sales - **Ramada Plaza, Milano**

“ The package of services offered by Blastness is complete and easy to use. The usability of all their products has notably improved daily operations, both in the office and out, thanks to the extremely useful FOX app. The customer help service is always courteous and ready to assist you. ”

Andrea Tartaglia

Revenue Manager - **Blue Globe Hotels**

“ Right from the first contact, Blastness has put over a feeling of competence and deep understanding of the Internet world and the best sales and revenue strategy to adopt. Willingness to help and the spirit of partnership characterise this company and its representatives. ”

Michele Citton

General Manager - **Palazzo Giovanelli, Venezia**

“ I have used Blastness for around five years and they have always supported me in managing my business. It is an excellent booking engine, both simple and intuitive. The staff is excellent. I must, above all, thank their people for their professionalism and patience, as they are always ready to solve any kind of problem. ”

Francesca Palenca

Owner & Manager - **San Pietro Boutique Rooms, Roma**

“ Over time, Blastness has always, and increasingly, shown itself to be an efficient, flexible partner, and - something that is certainly not a secondary issue - one that is made of real people. So all round it is a tool, or rather a series of tools, but above all it is a team. At this point we couldn't do without our partnership. ”

Roberta Callarà

Sales & Marketing Director - **Savoy Hotel, Roma**

“ We have been working with Blastness for just over a year and right from the start we have been very happy with our choice. It is a very good company with result-orientated professionals; the tools and the technology they provide are first class. I am delighted to have hired them. ”

Flavio Scannavino

General Manager - **De' Ricci Hotel, Roma**

“ The partnership with Blastness began a few months ago and we have not been disappointed, as we immediately found the same passion, vision of growth and development for the world of tourism. The services and technical assistance are competent and specialised with detailed statistics and close collaboration for sales strategies. I can state with absolute certainty that I have chosen a complete, all-round partner. ”

Alessandro Materazzi

Executive Business Manager - **Miramare the Palace Resort, Sanremo**

“ Professionalisms, willingness to help and partnership are certainly three characteristics that can be found in the Blastness team. I am happy with the work done so far and sure that I can further improve the results that have been achieved to date. ”

Pietro Apicella

President & CEO - **Chervò Golf Hotel SPA & Resort, Pozzolengo**

“ For me, Blastness is synonymous with dynamism, flexibility, and adaptability to any new kind of sales and marketing strategy that has to be implemented. At the same time, it is synonymous with stability and security, a guarantee for day-to-day work and future plans. ”

Michele Centonze

Sales & Marketing Director - **Sextantio, Matera**

“ Blastness has been, and will definitely be in the future, a partner for Riva del Sole Resort & Spa which has brought development and unparalleled benefits, with increases in turnover and profits beyond every expectation. As far as we are concerned it isn't just any other service provider, but an excellent partner, with highly skilled and dedicated staff, as well as great ethical sense. ”

Managing Director - **Carlo Castelli**
Riva del Sole Resort & Spa, Castiglione della Pescaia

“ We couldn't do without Blastness now! They stand out not just because of their continually updated tools, which are easy to use but also because of the willingness to help and how nice they are. ”

Hotel Manager - **Michela De Martino**
Lord Byron Hotel, Roma

“ We found a work group with whom we can grow together, sharing the knowledge and also the risk of running a company nowadays. At this point they are an integral part of our company. ”

General Manager - **Marcello Meggiorini**
Pierre Hotel, Milano

“ The Blastness system is very intuitive and easy to use, in terms of managing availability, pricing and offers. The Help Desk support and Assistance is always ready to provide the best technical information to manage all the products. Revenue consultancy is always ready to help us in short and long-term strategies. ”

Sales & Marketing Manager - **Maximiliano Colussi**
Concordia Hotel, Venezia

“ A dynamic, young company which has great professionalism and skill. A partner that would be impossible to replace. ”

Owner & Manager - **Gabriella Liconti**
Firenze & Continentale Hotel, La Spezia

“ With a tailor-made project we started off on this path, from which we are already getting the first results (which it should be said were immediate) both in revenue terms and also from our professional viewpoint. The approach to a new "sales" approach always brings disarray in well-established systems, but thanks to both the technological and consulting support, the move has been practically painless. We find that the Blastness experience is more than positive, and we hope that it will be so even more in the future. ”

General Manager - **Paolo Guidotti**
Certaldo Hotel, Certaldo

“ We have been working with Blastness for several years and we have found them to be willing to help, professional, courteous and quick. ”

General Manager - **Massimo Fraus**
Berchielli Hotel, Firenze

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