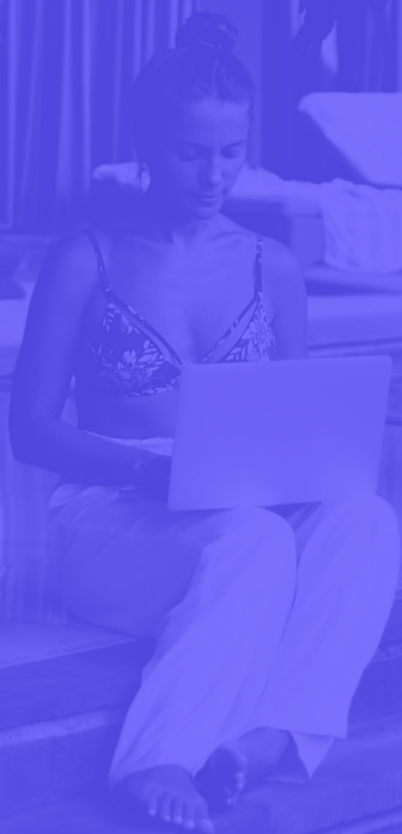# ALWAYS OPEN.
ALWAYS SELLING.

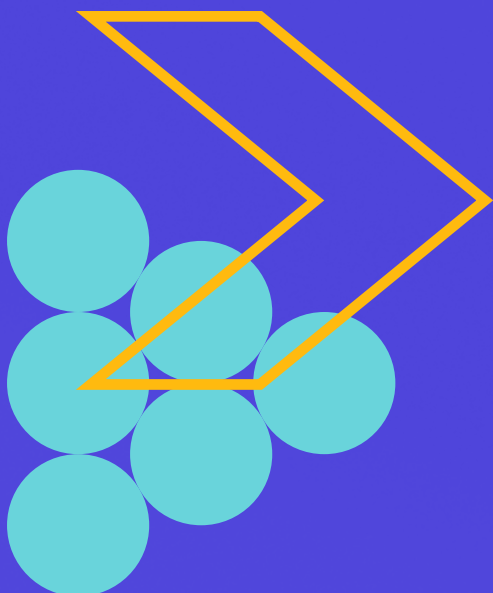*How boutique and independent hotels increase revenue and drive profitability with Duetto*

Always open, always selling

Open Pricing, Duetto's industry-leading innovation, provides revenue managers with a strategic approach to pricing rooms, not just by season or day of the week, but by being much more granular, yielding segments, room types, and distribution channels independently and in real-time.

Open Pricing means the pricing permutations are endless, giving hoteliers increased control and agility to price in line with their customers needs and based on preferences.

Our unique revenue management philosophy has been embraced by thousands of hoteliers around the world. And as we continue to innovate with features like Dynamic Optimization, the number of hotels adopting Open Pricing and Duetto continues to grow.

We are constantly building on the foundation of Open Pricing to deliver greater organizational efficiencies, provide rates calculated to convert and empower revenue teams to drive higher profit. Read on to learn about our latest developments, and discover how hotels worldwide are using Open Pricing to optimize their revenue.

# How boutique & independent hotels stay *always open, always selling*

Boutique and independent hotels embrace Open Pricing for efficient revenue management. Duetto's user-friendly system enables them to balance strategy and control with the flexibility to develop more complex revenue avenues when the opportunity arises.

Boutique and independent hotels often differentiate themselves through unique experiences, and Open Pricing enables them to be creative with pricing strategies and promotional offers. This could include special rates for specific events, packages that combine accommodations with local experiences, or other innovative offers to attract a diverse range of guests.

Open Pricing allows boutique and independent hotels to innovate in their pricing and optimization efforts. On-demand pricing adjustments based on immediate demand fluctuations, as well as dynamic optimization where prices change frequently based on various factors like booking pace, competitor rates, and market demand, help them optimize on every opportunity.

Read on to learn more from:

- Adriatic Luxury Hotels
- Heure Bleue Palais
- Sandman Hotel Group
- The Remington Orange
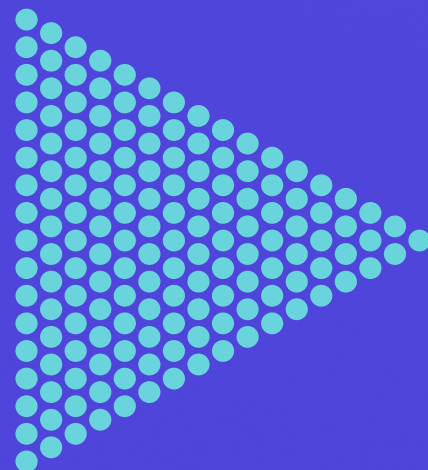
Duetto

Adriatic Luxury Hotels use Open Pricing to maximize last room availability

Adriatic Luxury Hotels

Joined Duetto: 2020

Property details: Eight hotels

Guest demographic: Domestic and international leisure travelers

Apps used: GameChanger, ScoreBoard, BlockBuster

Adriatic Luxury Hotels is a collection of the finest independent luxury hotels in Dubrovnik, Croatia.

The company's portfolio of eight hotels operates Duetto's full suite of Revenue Strategy solutions: GameChanger for pricing, ScoreBoard for forecasting and reporting, and BlockBuster for group business optimization.

Open Pricing drives efficiencies

- The ability to set up supplements for each room type individually has helped Adriatic Luxury Hotels to optimize revenue per room type.

- Open Pricing enables the team to configure Duetto to each market, hotel, and room type and set up rules to automatically flex rates accordingly.

- Duetto learns from both the market and the revenue team operating it, helping to drive more accurate pricing decisions.

"

"Open Pricing helps you easily and quickly set up and change room type, house level pricing, and availability rules to maximize your revenue."

– David Taylor, CEO,
Adriatic Luxury Hotels

Building creative revenue strategies

· Being able to easily navigate through daily data and statistics helped the Adriatic Luxury Hotels revenue team to be quick, creative, and more efficient in their strategies.

· Using Min/Max bounds to set rate parameters enables revenue leaders to safeguard automated price optimization while empowering property-level revenue managers to implement local strategies.

· Open Pricing enables hotels to yield all segments, room types, and distribution channels independently and in real-time, right down to selling the last room available.

"Open Pricing has helped us to maximize our last room availability which has increased ADR."

– **David Taylor,**
CEO, Adriatic Luxury Hotels

Duetto›

Heure Bleue Palais boosts total guest spend

Heure Bleue Palais

Joined Duetto: 2022

Property details: 33-room boutique hotel

Guest demographic: International leisure travelers

Apps used: GameChanger, ScoreBoard

Heure Bleue Palais is set in a beautifully converted Moroccan riad in the port city of Essaouira. This five-star hotel, part of the Relais & Châteaux collection, offers 33 unique rooms and suites, all looking into the traditional courtyard patio and garden.

Opened in 2004 after extensive renovation, the hotel also offers a traditional Moroccan hammam and spa, an outdoor pool overlooking the medina and ocean, and an a la carte restaurant and bar.

As a boutique hotel with limited rooms to sell, optimizing rates for each room type and night is vital to the hotel's success.

Moving away from BAR

- Before adopting Duetto, Heure Bleue ran its revenue on a BAR strategy.

- The hotel shifted from a restrictive rates strategy to a more flexible one, incorporating Duetto's Open Pricing methodology.

- Heure Bleue uses Duetto AutoPilot to ensure all room rates are optimized in line with market demand.

- The hotel started to see increased revenue results within four months of going live with Duetto.

> "
>
> "Open Pricing has helped us attract a more interesting clientele that is willing to spend more on other services provided by the hotel and thus it helped us to adjust the pricing for our spa services and restaurant."
>
> **- Eric Molle,**
> General Manager, Heure Bleue

Duetto

The results*

ADR: **+37%**

RevPAR: **+115%**

Occupancy **+29%**

*June 2022 to June 2023 compared with June 2021 to June 2022

Tech stack:
PMS: MEWS
CRM: SiteMinder
Booking engine: SynXis

Always Open, Always Selling

Sandman Hotel Group reports record-breaking rates

Sandman Hotel Group is one of Canada's fastest-growing, family-owned hospitality companies, operating in 57 Canadian destinations, as well as three in the UK and one in the US.

The company contracted with Duetto in 2019, onboarding all its properties during COVID 2020. In total, 64 hotels with 11,461 rooms, are now live on Duetto.

During the lockdown, the Duetto Customer Success team trained the Sandman Hotel Group revenue team on Duetto and its Open Pricing methodology. The Duetto CS team provided scenarios on how Open Pricing would work during high and low-demand periods. Scenarios were tailored to relatable examples, such as how to apply Open Pricing for stay dates during the Montreal Grand Prix.

Today, Sandman Hotel Group makes full use of the entire Duetto Revenue Strategy Platform, with GameChanger for pricing, ScoreBoard for forecasting and reporting, and BlockBuster for group business optimization. Most properties run on Autopilot, following an Open Pricing strategy.

Maximizing the most profitable channels

Over the last year, the company has pushed for better distribution across all channels, especially direct channels. Open Pricing has played an important role.

The Sandman Hotel Group's revenue strategy is now able to price dynamically based on the day of the week, segments, demand periods, channels, occupancy, and much more.

For example, Ling Tong, Assistant Director of Revenue Management, Sandman Hotel Group, uses Open Pricing to decrease discounts on high-demand dates. High-cost channels are also priced higher to shift demand to more profitable direct bookings.

"During high-demand dates, we price less profitable channels higher to direct bookings to more profitable channels," confirmed Tong.

Strong revenue growth

During the early days of using Duetto, the revenue strategy at Sandman Hotel Group was all about driving occupancy because of lockdown restrictions. However, since mid-2022 that has changed.

"As restrictions lifted in Canada, we saw good ADR growth. The majority of our properties are on AutoPilot and some of the hotels are surprised to see how much Duetto is pushing our BAR rates. We've seen some record-breaking rates compared to pre-COVID years," said Tong.

"We're seeing good ADR overall at all properties, with BlockBuster allowing us to collaborate with hotel GMs and sales teams on group rates. On high-demand dates, we have seen Duetto push our rate up beyond what we would have previously pushed had we been managing rates," Tong added.

The results speak for themselves. In the last 12 months, RevPAR* across the whole portfolio has increased 38%.

*June 2022 to June 2023 compared with June 2021 to June 2022

The Remington Orange sees immediate ADR uptick With Duetto

The Remington Orange is an 82-room hotel located in New South Wales, Australia. The hotel went live with Duetto in April 2023. Within the first month, Hotel Manager, Alex Tran – confessed 'jack-of-all-trades' at the property – was already seeing phenomenal results. He provides us with a 'before' and 'after' look at his revenue strategy, and talks about how Open Pricing has blown his mind.

Before Duetto

The Remington Orange opened in December 2020. It is the second luxury regional hotel in the Remington portfolio. The hotel boasts 82 rooms and suites, as well as event spaces for corporate conferences and weddings. The hotel is located close to Orange Airport and is 3.5 hours drive from both Sydney and Canberra.

As a pre-opening property, Tran's revenue priority was to build a foothold in the market and gain occupancy. ADR was simply seen as a bonus.

"My hotel career had been mostly operation-centric and whilst I would like to believe I had a revenue strategy, it was purely reactionary and a self-learning process," admitted Tran.

"I would describe our revenue setup as relatively standard: static discounts with discounted rate codes opening and closing with occupancy. BAR was static as well. This forced me to react to spikes in occupancy and demands manually. STLY or STLW reports were also done manually."

"Time-consuming and user-unfriendly"

Groups are a big part of The Remington Orange's business, yet before implementing Duetto's BlockBuster group optimization tool, Tran admits block quotes were done on a "feel" basis.

"Whilst I am confident in my rate quoting, I needed a better way to teach my staff to do so to prevent an operational bottleneck at my doorstep," he said.

"Whenever I would see a cluster of room pick-ups for the same date, I would go into the Opera Cloud Admin and increase my rate. This was a time-consuming and user-unfriendly process. I also did not have the time to micro-manage my rates beyond 45 days from the stay date, which led to a potential loss of revenue in the long term.

"Comp set comparison was too time-consuming and therefore left aside. I needed a better way to track my comp sets," he added.

Introducing Duetto

Tran brought on Duetto to help him automate the hotel's pricing, enabling it to react to changes in occupancy and demand.

Within a month of onboarding, The Remington Orange was already seeing substantial revenue increases as well as enjoying team efficiencies.

"May was the first full month with Duetto and we saw fantastic results. Both April and May finished at 50% occupancy so it is virtually an apple-to-apple comparison. ADR went from $217.08 to $238.73 and I would credit a huge portion of that to how much more aggressive we were able to be with Duetto," Tran said.

Duetto has helped the hotel deliver a more dynamic and creative revenue strategy, delivering a 10% uplift in ADR in the first month of operating.

Tran deployed several new revenue strategies, including:

- Room type differentials dynamic based on availability
- Discounted rates dynamic based on occupancy
- OTA rates are also now dynamic based on occupancy to help reduce the commission cost at higher demand periods

"These strategies were never possible for me before using Duetto as I would not have the time to micro-manage a strategy of such complexity. Duetto essentially saved me a full-time salary point," Train explained.

"The beauty about this increase is that it came at almost no increased operational cost and is therefore almost pure profit. It will be interesting to see how far I can push my revenue across the entire calendar year."

Competing with OTAs using Open Pricing

Despite limited revenue management experience, Tran was quick to see the benefits of Open Pricing.

"Open Pricing as a concept blew my mind. This is where my relative inexperience in the revenue management field is showing. Having said that, it is a credit to the Duetto UI team that such a complex concept is broken down so seamlessly that even a relative newbie like myself can grab hold of it and run with it," Tran said.
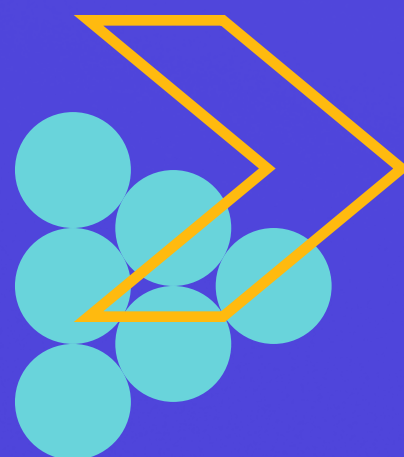
One of the biggest opportunities for Tran was using Duetto's Open Pricing methodology to go "toe-to-toe with the OTAs."

"I am now able to keep my inventory on OTA, but I am much more in control of the rate presented there and steer traffic towards my direct sources much better," Tran explained.

"As with many hotels, OTA is one of our strongest performing segments. However, I am now able to fully control the rate shown on OTAs based on my occupancy. This leads to either a scenario where guests would book on OTA at an inflated price or they would go direct at a lower price. Win/Win.

"Additionally, I am now much more able to control promotions on my OTA by treating it as a separate segment. This means that I can chase occupancy through aggressive promotions when required (for example, under a certain occupancy threshold) or seamlessly pivot to an ADR chasing strategy after said threshold," Tran added.

"Open Pricing has allowed me to maximize revenue at the smallest level - such as Room Type rate differentials. However, as it is simply automation, there is no time cost attached to the extra revenue beyond the setup time. All the little revenue boosts do add up quite quickly."

The Duetto revenue strategy platform

Our integrated revenue solutions help hotels to maximize revenue, optimize groups business, and streamline forecasting and budgeting.

GameChanger
GameChanger for pricing helps maximize booking revenues and profits. It empowers hotels to sharpen revenue management strategies through innovative technology.

ScoreBoard
ScoreBoard enables revenue teams to create forecasts in minutes, create custom reports and receive business insights instantly in interactive dashboards.

BlockBuster
BlockBuster helps you discover the optimal blend of group and transient business at the right rate, at the right time.

Advance
Made possible by world-class data integrations, Duetto Advance combines market and event data with real-time streaming analytics for continuous optimization to maximize profitability.

OpenSpace
Automate dynamic pricing for event space bookings, improve conversion, and unlock incrementality.

**Discover how Duetto could help boost your revenue.
Try our ROI Calculator today**
https://www.duettocloud.com/tools/roi-calculator