

CASE STUDY

Out-pacing compset despite COVID closings

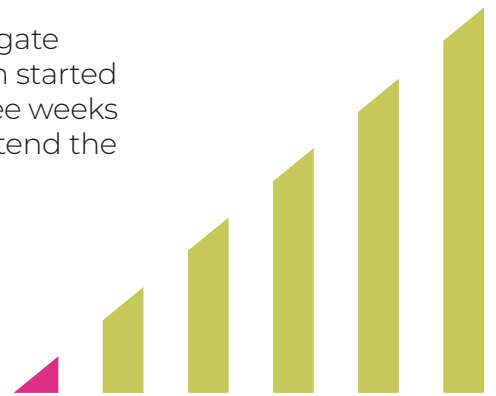
Located in the middle of Amsterdam's Oosterpark, Hotel Arena has over 100 years of history, the last 29 being operated first as a hostel and today as a 140-room boutique four-star hotel. All under the same ownership. The property offers F&B and a host of meeting facilities, including one meeting room in a converted chapel.

The Client: Hotel Arena, Amsterdam | Joined Duetto: February 2021 | Rooms: 140

Guest demographic: Leisure guests coming from the US and the UK. Also focused on groups and meetings.

How Duetto Helps

- Using GameChanger, the hotel adopted minimum yield increments between its room types, with Supreme rooms yielding at least €20 more and Suites €75 more than BAR level. In periods of high demand Duetto will automatically increase on those increments.
- Using ScoreBoard, the team created a tailored pick up report, which is accessed daily, in order to monitor future ADR. New pricing rules are based on that report.
- The hotel used the Duetto short-term forecast in order to navigate through the uncertain demand caused by COVID-19. The team started with forecasting on just two weeks of data, pushing out to three weeks once the hotel reopened. As demand returns, the team will extend the data window.



"I'm confident that when it's really busy we can really push up the rate and the last rooms to sell are going to go at rates that we haven't seen before."

Nicolas Stockman

Revenue Manager

Hotel Arena



The Results

- Despite closing three times due to COVID, the property continues to out-pace its comp set.
- Expectation is that summer 2021 will be very strong.
- Room type rate restrictions led to an immediate increase in bookings for higher value room types.
- Using a short-term forecast helped the team roll out revenue strategies for the near future, even when closed.



“Duetto looks at future data much more than at history, while the other legacy revenue management systems base everything on history and some pick up,”

Nicolas Stockman

Revenue Manager
Hotel Arena

