

Case Study

Re-strategizing Revenue Keeps edyn Ahead

edyn

edyn, London

Joined Duetto: April 2019

Property details: 2,800 rooms

Guest demographic: A mix of long-stay based business with injections of demand from transient guests.



edyn offers lifestyle
aparthotels with self-contained
apartments across its Locke
and Cove brands, as well as
The Moorgate in London and
Wittenberg in Amsterdam.

Results with Respect to the Pandemic

- In August and September 2020 some edyn properties were trading at 95% occupancy, and retailing at good rates.
- Working with their Duetto Customer Success Manager, the edyn team set up length of stay pricing rules, targeting mid and long-term stays, creating lower prices for those staying longest in order to remain competitive.
- It's predicted that the rest of 2021 will continue to be positive for edyn.
- Despite the pandemic, edyn continued with its rapid expansion, with five new properties being opened in 2020, including Dublin, Cambridge and Munich, and plans to continue to open 5-6 properties a year moving forward.

Apps used:



GameChanger



ScoreBoard

“It is so easy to change any price in Duetto; if we miss something or if we don't increase enough we know Duetto will automatically adjust and push up the price ahead of this.”

Emmanuel Lacour
Group Director of Revenue

How edyn Leverages Duetto

Using ScoreBoard

ScoreBoard made it easy for edyn to understand the different levels of demand and which properties were going to be the most resilient.

Using Pricing Rules

The revenue team at edyn used Duetto to set pricing rules for minimum rates based on length of stay.

Using Automation

AutoPilot Schedule and AutoPilot for Restrictions is helping them implement strategy faster.

Using Short-Term Forecast

Duetto's short-term forecast enabled edyn to set a parameter of as little as two weeks to benchmark against, rather than relying on same time last year data.

Apps used:



GameChanger



ScoreBoard

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“We spent time analyzing the dynamic situation. It is hard for any RMS to forecast this [a pandemic] but as the forecast is based on the last few weeks that was very helpful. I’m not looking at forecast accuracy, but the pricing is right based on pick up and regrets and that is good enough for me.”

Emmanuel Lacour
Group Director of Revenue