

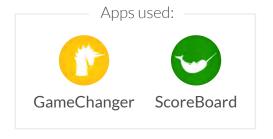


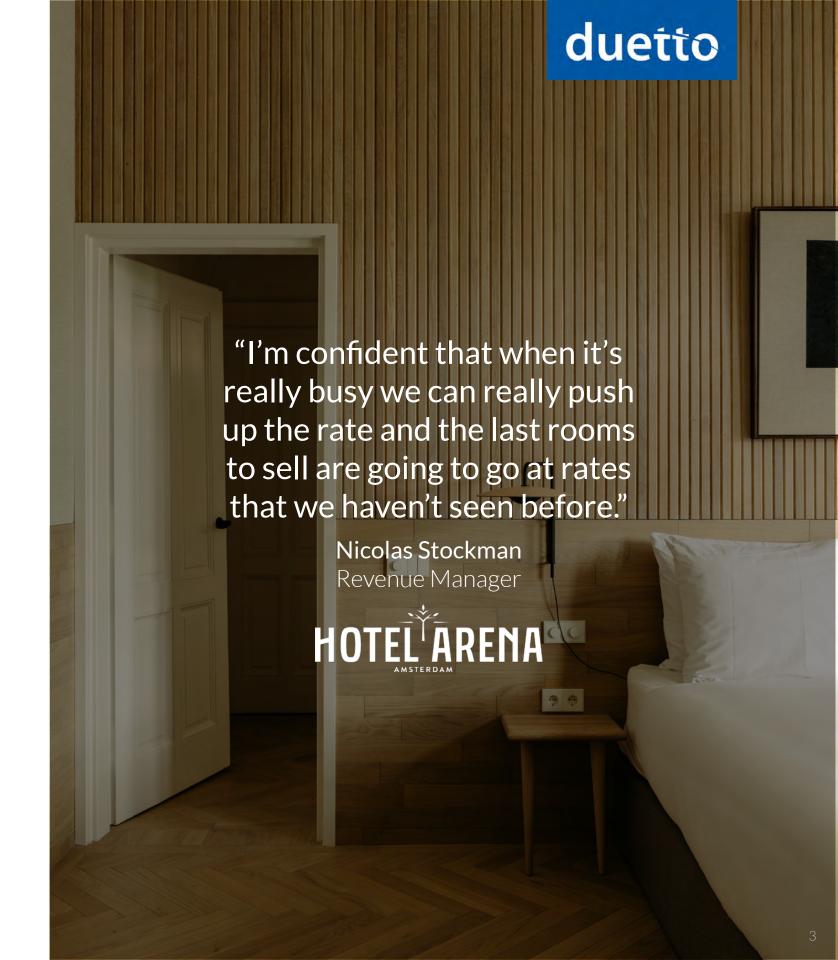


Located in the middle of Amsterdam's Oosterpark, Hotel Arena has over 100 years of history, the last 29 being operated first as a hostel and today as a 140-room boutique four-star hotel. All under the same ownership. The property offers F&B and a host of meeting facilities, including one meeting room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

## Results with Respect to the Pandemic

- 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.





# How Hotel Arena Leverages Duetto

#### 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

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.

#### **Using Short-Term Forecast**

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.

