

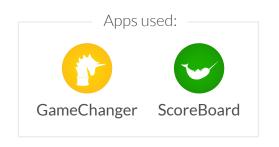


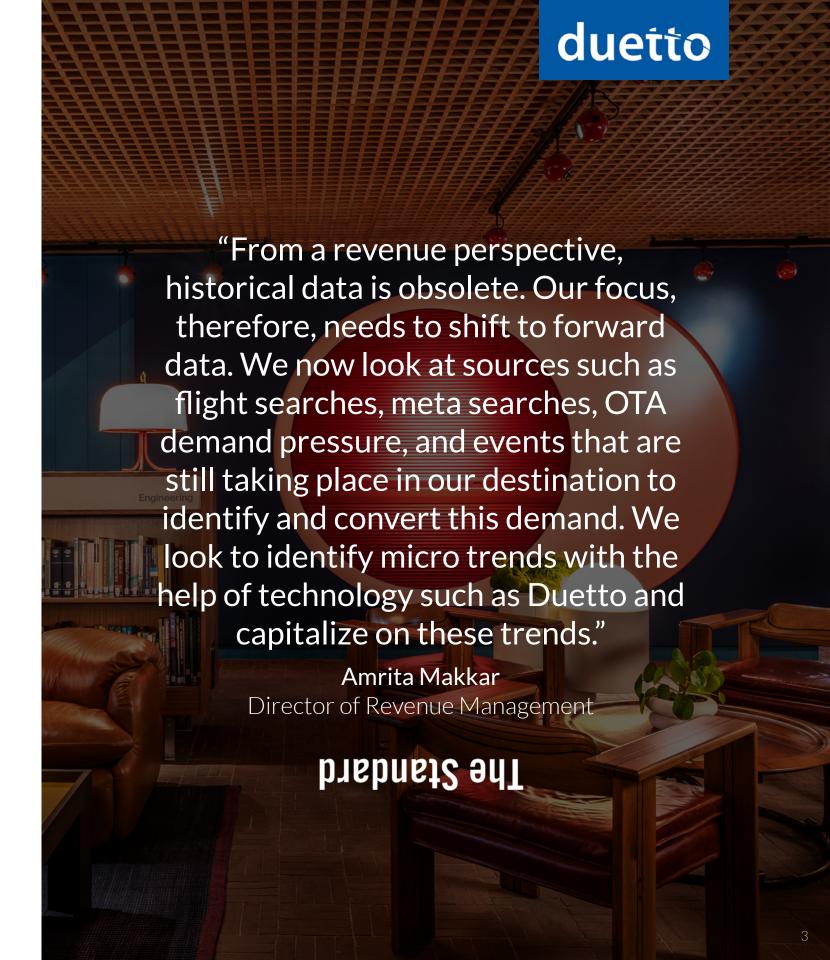


The Standard, London is the city's first property from US lifestyle brand, The Standard, and was opened in July 2019 in King's Cross. With the hotel's top-end suites retailing in the thousands of pounds, The Standard is competing against London's finest.

## Results with Respect to the Pandemic

- Duetto's short-term forecasting reports were extremely helpful for The Standard, London to establish short-term trends and helped them with their pricing strategy.
- The hotel achieved 100%+ RGI in its re-opening week after lockdown, smashing the comp set in its ADR achievements.
- After experimenting with room type pricing, length of stay discounts, and creative packages to help attract the domestic market, the hotel is now seeing increasing demand for its higher room categories.





## How The Standard Leverages Duetto

## **Using Short-Term Forecasting**

Using Duetto's short-term forecasting reports enabled the hotel to compare pick up trends from the latest four weeks versus the last 10 weeks, and exclude STLY data.

## **Using Room Type Pricing**

The Standard, London has used Duetto's room type pricing strategy to monitor future demand and set pricing rules based on demand occupancy rather than committed occupancy on the books, allowing a greater degree of flexibility.

