

English Lakes Harnesses Domestic Demand

English Lakes Hotels Resorts & Venues is a family-run business that operates a small collection of hotels in the Lake District and Lancashire in the north of England - The Wild Boar and Low Wood Bay on the shores of Lake Windermere, The Midland in Morecambe, and Lancaster House in Lancaster.

The group closed all its properties on March 28, 2020. Four properties reopened in early July 2020, and Lancaster House, the group's most corporate property, reopened fully in early August 2020.

The Client: **English Lakes** | Joined Duetto: **2018** | Rooms: **307**

Guest demographic: A mix of leisure, corporate, and events guests

How English Lakes Leverages Duetto

Using GameChanger

Using GameChanger's AutoPilot gave English Lakes phenomenal results on optimized rates, with prices reaching record levels on some nights.

Tracking Market Demand

Monitoring changes in booking curves and pre-empting sudden spikes due to travel restrictions in other markets helped the team optimize opportunities when they arrived.

Strategizing Ahead

By working with Duetto, English Lakes is now looking to increase the direct bookings share of the total mix, which is something they have always done well with.



"Duetto's most powerful feature is that we have it all automated. I place full trust in Duetto. Rate changes are made instantly and automated across all our systems. A few clicks and it's on our site and Booking.com within minutes."

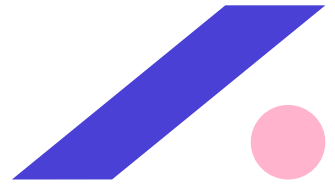
Ben Berry

Director of Sales and Purchasing
English Lakes Hotels Resorts & Venues



Results with Respect to the Pandemic

- Working with their Duetto Customer Success Manager, English Lakes was guided through changes to the automated revenue management system to fully capture the surge in demand, resulting in rate increases of up to 40%.
- Length of stay across the English Lakes portfolio was 1.9 nights before COVID, after reopening it increased to five nights.
- 2021 is proving to be a busy year so far for English Lakes, with more than 150 weddings booked at Low Wood Bay alone.



“We had months where we had nothing. We were closed with fixed costs. But year to date we are making up for a lot of lost time and revenue. The room rates we have achieved through automated pricing has made up for that and we have seen record weeks in terms of rates and occupancy.”

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