

## Case Study

# Segmented Revenue Strategy Delivers Success for Noble House



Noble House Hotels & Resorts operates a collection of independent lifestyle resorts, hotels, and restaurants throughout the United States and Canada. The owner/operator is also one of the six founding partners of the Curator Hotel & Resort Collection, which was founded in 2020. Through a competitive process run in 2021, Curator selected Duetto as a preferred partner for revenue solutions based on the full suite of revenue applications and cloud-based revenue strategy solutions.

### Noble House Hotels & Resorts

**Joined Duetto:** 2021

**Property details:** 3100 Rooms

**Guest demographic:** Varied - leisure, business, groups

**Apps Used:** GameChanger, ScoreBoard, BlockBuster

## How Noble House Hotels & Resorts Use Duetto

### Revenue Strategy

Teams are freed up to spend more time focusing on strategy and compression nights, than reporting and data entry. The combination of machine and human insights helps build profitable, demand-based strategies.

### Open Pricing

Many of the Noble House properties have multiple room types and as such, they needed a system that enabled them to yield all segments, room types, and distribution channels independently and in real-time. Room-type pricing strategies have proved very successful.

### Flexible Segmentation

As traveler patterns change and business travel slowly returns in a new 'bleisure' format, flexible segmentation enables Noble House properties to constantly adapt to changing market needs.



*"There are a couple of things that really separate this product. One is the ease of use. And then there is tracking that can be embedded into a website, which is one of the things I think that we have always been missing. To be able to track what's happening on your website, and understand what is happening in the funnel, has been a big game changer for us."*



**Darrell Stark**

VP, Revenue Management & Distribution  
Noble House Hotels & Resorts

## Revenue Results = Summer Success

In terms of revenue achievements, outstanding performances were enjoyed by many properties, including:

- Kona Kai Resort & Spa – RevPAR up 14%, ADR up 10%
- Portofino Hotel & Marina - RevPAR up 29%, ADR up 2%
- The Edgewater – RevPAR up 42%, ADR up 10%

(Jun to Sep 2022 versus Jun to Sep 2021)



*“Our goal is to make lasting improvements so we can grow the business the right way. The long-term gains of having one streamlined platform that all our properties use will be very beneficial. And it really makes our lives a lot easier.”*



**Ian McClendon**

General Manager at The Edgewater Hotel,  
part of the Noble House Hotels & Resorts portfolio

## Curator + Duetto = An Unbeatable Strategy Through Scale

Curator brings together scale and independence, giving independent hotels a higher level of performance through cost-effective operating agreements with preferred services and solutions providers, such as Duetto. When it was time to evaluate revenue management systems, Noble House was able to leverage Curator's preferred terms and pricing for their bundled GameChanger, ScoreBoard, and BlockBuster applications to derive additional operational cost savings in revenue management. Curator made possible significant cost savings on the Duetto platform, further improving profits and asset value for the entire portfolio. This, in addition to Duetto's ability to deliver increased performance returns through sophisticated technology and flexible management tools, results in a valuable partnership for Curator members and creates a win-win opportunity for independent hotels.

