Duetto>

Forward-looking Data Gives Park Royal a *Revenue Boost*

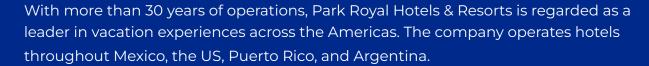
Park Royal Hotels & Resorts

Joined Duetto: 2022

Property details: 11 hotels, 2000 rooms

Guest demographic: International leisure travelers

Apps used: GameChanger, ScoreBoard



Park Royal Hotels & Resorts has four distinct brands:

- · Grand Park Royal Luxury Resorts
- · Park Royal Beach Resorts
- Park Royal City
- Park Royal Homestay

Connected Tech Stack Brings Efficiencies

- Before adopting Duetto, Park Royal was using different Excel files to create reports and for data analysis.
- As part of the Duetto onboarding, the team also made internal changes to drive efficiencies through new processes.
- Now, Duetto is seen as an important complement to the Revenue Management team, helping them to control and analyze prices, and make more accurate rate changes.



"Having a tool where we can analyze all the information and with the same tool be able to make decisions to change prices dynamically is one of the biggest strengths."

Rafael Sandoval

Commercial Director
Park Royal Hotels & Resorts





Insight Into Future Demand Boosts ADR

- Park Royal saw strong overall growth and an immediate uplift in advance bookings.
- Adopting Duetto's Open Pricing methodology has enabled the Park Royal revenue team to grow rates in line with demand.
- Using segmentation has helped the team price more accurately.



"We can already see the hotel's future performance. Duetto allows us to implement strategies for specific dates and periods where we really need it. We are dynamic during high seasons and work better within each sales channel."

Rafael Sandoval

Commercial Director
Park Royal Hotels & Resorts



Revenue Boost





Results: Full year 2022 versus first half 2023

