



Always open. Always selling.

Discover how various hotel types have adopted Open Pricing and are using it to yield all segments, room types, and distribution channels independently and in real-time, boosting revenue and driving team efficiencies.

Always open, always selling

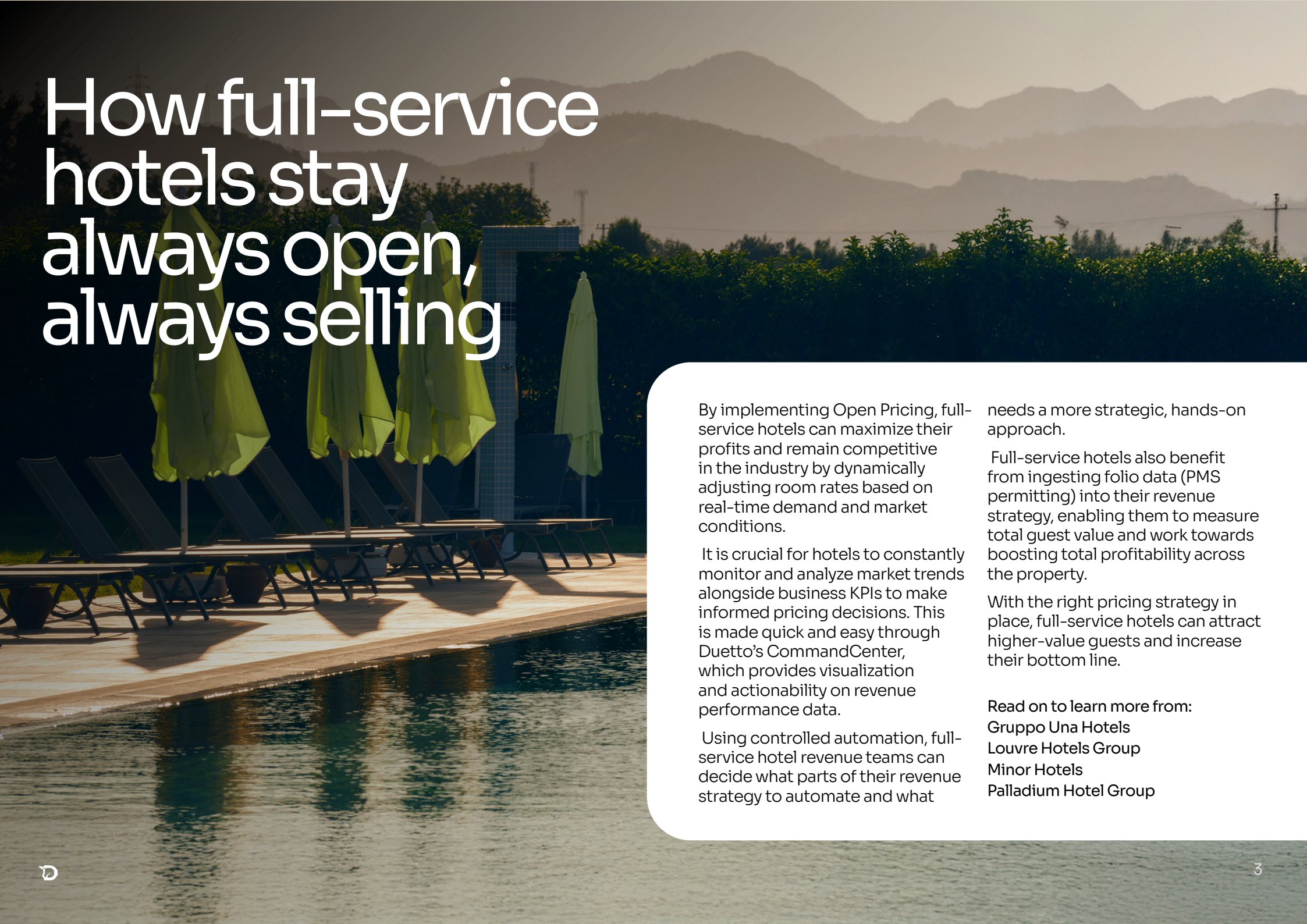


Open Pricing, Duetto's industry-leading innovation, provides revenue managers with a strategic approach to pricing rooms, not just by season or day of the week, but by being much more granular, yielding segments, room types, and distribution channels independently and in real-time.

Open Pricing means the pricing permutations are endless, giving hoteliers increased control and agility to price in line with their customers needs and based on preferences.

Our unique revenue management philosophy has been embraced by thousands of hoteliers around the world. And as we continue to innovate with features like Dynamic Optimization, the number of hotels adopting Open Pricing and Duetto continues to grow.

We are constantly building on the foundation of Open Pricing to deliver greater organizational efficiencies, provide rates calculated to convert and empower revenue teams to drive higher profit. Read on to learn about our latest developments, and discover how hotels worldwide are using Open Pricing to optimize their revenue.



How full-service hotels stay always open, always selling

By implementing Open Pricing, full-service hotels can maximize their profits and remain competitive in the industry by dynamically adjusting room rates based on real-time demand and market conditions.

It is crucial for hotels to constantly monitor and analyze market trends alongside business KPIs to make informed pricing decisions. This is made quick and easy through Duetto's CommandCenter, which provides visualization and actionability on revenue performance data.

Using controlled automation, full-service hotel revenue teams can decide what parts of their revenue strategy to automate and what

needs a more strategic, hands-on approach.

Full-service hotels also benefit from ingesting folio data (PMS permitting) into their revenue strategy, enabling them to measure total guest value and work towards boosting total profitability across the property.

With the right pricing strategy in place, full-service hotels can attract higher-value guests and increase their bottom line.

Read on to learn more from:

Gruppo Una Hotels
Louvre Hotels Group
Minor Hotels
Palladium Hotel Group

Gruppo UNA refocuses revenue on total profitability and Open Pricing

Gruppo UNA is an iconic Italian chain with 52 properties located across Italy, from city center destinations to rural retreats and coastal idylls.

Gruppo UNA's strength is its distinctive Italian character, and its portfolio comprises the three brands UNA Esperienze, UNAHOTELS, and UNAWAY that best represent three ways of experiencing hospitality, aimed at the upper-upscale, upscale, and smart segments respectively.

The group signed its directly managed properties onto Duetto in 2022.

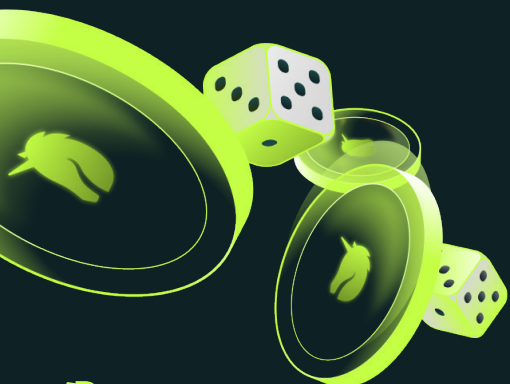
“We chose Duetto because it is the most dynamic in the market and the most user-friendly. It is a solution that helps you dynamically manage your room pricing but also helps with total profit management. All of our revenue managers look after a cluster of hotels. Therefore, one of the reasons why we wanted to go with an RMS was to ensure everybody had the same tools and could move from working on one hotel to another without thinking about how the tools change. The only thing that changes is the trends and behaviors of the single hotels, not the tools.

When looking at our commercial and marketing strategies, we take into account the peculiarities of each hotel. So, strategies are clustered by group or type of hotel. In some properties, non-room revenue reaches almost 40% of the total revenue. If we are just looking at room revenue, we are missing a big part of the cake. We love that BlockBuster lets us compare displacement using the total revenue and not just rooms. This will help us a lot in driving total profitability.”

Gruppo UNA

— Luca Vallasciani, Director of Revenue

Vallasciani heads up the entire revenue operation at Gruppo UNA. This is centralized out of the company's head office in Milan for the managed properties. A team of cluster revenue managers are overseeing all directly managed properties. Offering such a wide selection of properties - from conference center hotels to luxury resorts - the group also has a wide guest demographic. Business hotels attract a more domestic market, while tourist hot spots such as Venice and Rome attract more international demand. As such, the commercial strategies vary depending on the hotel type.



Adopting Open Pricing

Part of the Duetto onboarding involved training the whole team on the system and Open Pricing.



“ The onboarding was smooth for the connectivity part. I was impressed by the way the team brought us to the goal. We just had to follow the instructions. As soon as we saw the potential of Duetto we expanded Open Pricing to all our other rates that were not dynamic. We want all rate codes and all segments to be completely dynamic now.

In the early days, the algorithm still needs to learn how every single hotel and its market works. But, once it recognizes that the demand is high or low, the reaction of the system is exactly what we expected, and where we want to go.

What I enjoy most about using Duetto is Open Pricing; the possibility to have a very flexible and dynamic way to manage pricing. And the second thing is that the revenue strategy platform enables me to manage all the revenue strategies in one place and dynamically work on micro market segmentation. So, I don't need to do one part of the job in the channel manager and another part in the PMS. ”

Gruppo UNA

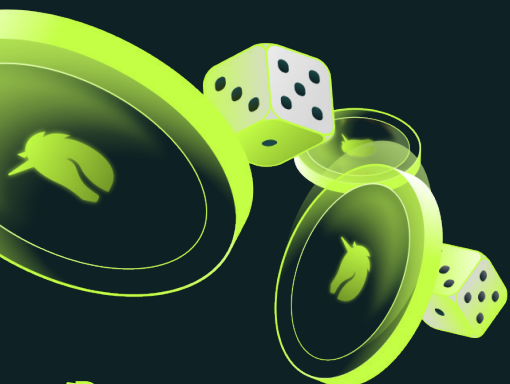
— Luca Vallasciani, Director of Revenue

Before adopting Duetto's Open Pricing methodology, Vallasciani and his team were using spreadsheets for their analysis and working manually in the PMS to select and set rates. The hotels had only two or three different discounts that they were offering, and the revenue manager had to go in and choose these daily. Once the hotels were onboard with Duetto this process became dynamic and automated, with Vallasciani now expanding this out to all rate codes and segments.

Louvre Hotels Group: Open Pricing makes good first impression

Louvre Hotels Group completed integration, onboarding, and go-live for its owned and leased hotel assets within the Duetto revenue strategy platform in May 2023. More than 250 hotels, totaling 22,000 hotel rooms, are now revenue-optimizing with Duetto's GameChanger and BlockBuster applications.

The France-based company offers a global portfolio spanning budget to luxury properties, delivered through its many brands, including Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Inn, and Première Classe; in addition to the five brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand Tempting Places. The group also has a distribution agreement with the Barrière Group.



Working together

Onboarding more than 250 hotels in one go required excellent communication and organization on both sides. Education was a central pillar to this, with the Duetto Resource Hub proving a valuable asset.

The Resource Hub is Duetto's knowledge base, providing users with articles and How To videos to help them get the best out of the software.

Open Pricing makes good impression

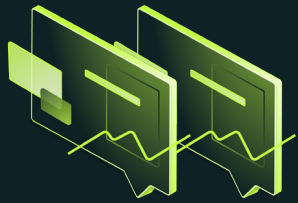
The team at Louvre immediately took to Open Pricing as a way of managing rates across the portfolio.

“ The Resource Hub is an excellent source of knowledge. It helped us to teach hotel staff about Open Pricing, recommendations, restrictions, autopilot, and other settings.

It's an easier and more logical way to manage our properties since it's priced dynamically, and it offers the possibility of working the rates and not on opening/closing rates. ”

Tarciane Almeida

— RM Tools & Systems Manager, Louvre Hotels Group.



8%

Louvre Hotels Group
portfolio ADR increase

How Louvre Hotels uses Open Pricing

The revenue team at Louvre Hotels Group takes full advantage of Open Pricing, using dynamic discounts to flex rates in line with demand.

Before Duetto, the team worked with minimum length of stay (Min LOS) strategies. Now, promotions, segments, etc., are all flexed up and down as the market changes, freeing up the team to work on other revenue strategies.

Open Pricing also keeps all channels open, flexing rates according to the hotel or brand's strategy. This keeps the properties visible on all channels.

The results are in

Within months of implementation, Louvre Hotels Group was starting to see an increase in revenue.

For example, according to Almeida, Duetto was rolled out at the beginning of the high season in Spain. Comparing year-on-year, the hotels in Spain saw an uptick of 10% in room revenue.

In total, comparing the 12 months of June 2022 to June 2023 with the same time the year earlier, the Louvre Hotels Group portfolio has seen ADR increase by 8%, RevPAR jump by 25% and occupancy grow by 10%.

“ This is very important. We want the hotels to be shown as much as possible to be able to drive higher rates and revenue

Duetto helps us save time and be more efficient, therefore we not only have more profitability, but we focus on what is more important ”

Tarciane Almeida

— RM Tools & Systems Manager, Louvre Hotels Group.



Minor Hotels uses Duetto to optimize the full demand curve

Minor Hotels has long been seen as an innovator in the hotel revenue management space. NH Hotel Group is Minor Hotels' division in Europe and the Americas and a trusted partner of Duetto since 2016 when the strategic decision was made to move all its 350 properties into Duetto as part of its digital transformation plan.

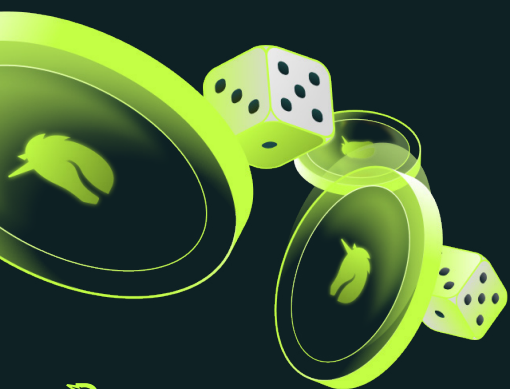
More than six years on, the group continues to run successful revenue strategies using the Duetto platform, with continued uplift in ADR, RevPAR, and occupancy.

Duetto's Open Pricing methodology is at the heart of Minor Hotels' revenue strategy in Europe and the Americas.

“Open Pricing gives us the ability to have unlimited price points that allow you to optimize your full demand curve. This technique allows us to fluctuate prices based on demand, supported by defined pricing rules. Open Pricing also allows us to dynamically change discounts for referenced rates. This way, yielding and optimizing can be easily achieved, without closing availability across channels.”

Cori Galindo,

— VP Commercial Growth, Minor Hotels Europe and Americas.



Running revenue on Autopilot

Driving revenue efficiencies is also at the heart of the Minor Hotels' strategy. The company uses Duetto's controlled automation to deliver the best revenue results, combining human expertise with machine learning.

Early adopters of autopilot, Minor Hotels Europe and Americas has been optimizing its entire rate structure with dynamic rates since 2017, adopting Open Pricing for all segments, including corporates, groups, and employee rates.

Duetto autopilot enables revenue teams to automate tactical rate changes so that revenue managers can focus more on higher-level, strategic decisions. Autopilot works by automatically updating rates in GameChanger for up to 364 days before arrival, ensuring rates are updated in response to changes happening in the market, 24/7.

Flexible discounts

The revenue team at Minor Hotels Europe and Americas uses Duetto to flex discounts and promotions in line with demand.

With multiple brands - Anantara, Avani, NH Hotels, NH Collection, Tivoli, and nhow - often with clusters of properties in the same city or destination, being able to optimize by brand, location, room type, channel or stay date enables the team to push multiple price points all geared to convert.

“ Instead of applying fixed discounts, thanks to Open Pricing, discounts fluctuate automatically based on demand. So, when demand is lower, the discounts will automatically be increased based on pricing rules, while during high-demand dates, the discounts will shrink according to your business rules. Thanks to the simplicity of Open Pricing and pricing rules, strategies can be easily reviewed and adapted based on needs.

Minor Hotels Europe and Americas is driving more and more segments to Open Pricing and using Duetto's Min/Max bounds to set rate parameters.

Min/Max bounds allow us to set the minimum price as a starting point for Open Pricing. But if we have the possibility to increase prices due to higher demand, why not take the opportunity to do it? We are looking for the maximum profit optimization.

At the end of the day, Open Pricing enables our group to put the customer in the driving seat. Demand dictates how rooms and packages are priced. ”

Cori Galindo,

— VP Commercial Growth, Minor Hotels Europe and Americas.

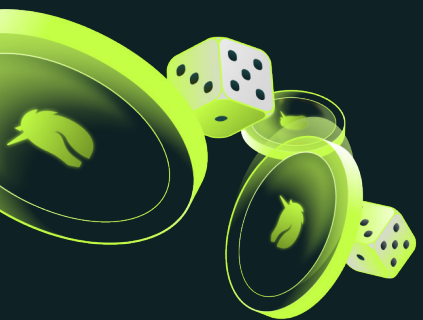
Palladium Hotel Group targets niche markets with Open Pricing

Founded in the late 1960s in Ibiza, the Palladium Hotel Group has grown into an international hospitality business with a portfolio spanning Europe, the US, Latin America, and the Caribbean.

Its brand portfolio spans ultra-luxury resorts, city center hotels, all-inclusive family-orientated resorts, and adult-only retreats.

Operating such a diverse portfolio requires a combination of revenue management expertise, advanced analytics, and algorithms to optimize every revenue opportunity.

In 2016, Palladium Hotel Group contracted with Duetto for its entire suite of revenue management solutions. The company uses GameChanger for pricing, ScoreBoard for forecasting and reporting, and BlockBuster for group business optimization, across the group. In total, 32 hotels, totaling 11,755 rooms, run their revenue on Duetto.



Pricing innovators

Even before adopting Duetto, the revenue team at Palladium Hotel Group was looking for dynamic ways to price rooms. When the two companies came together, it was a perfect match.

Diego Fernandez Perez De Ponga, Global Senior Director of Revenue & Distribution, Palladium Hotel Group, remembers his first impression of Open Pricing.

“Open Pricing presented a paradigm shift in revenue management by allowing us to dynamically price our inventory based on demand and market conditions. The concept of breaking away from traditional rate structures and being able to optimize pricing for each individual booking was intriguing.

This newfound ability to optimize pricing on a per-booking basis was truly fascinating and held immense promise for our revenue management strategy. The onboarding process was really an easy project. We brought in experts from Duetto to provide in-depth explanations, best practices, and case studies to help our team understand the methodology and its potential benefits. We also encouraged hands-on practice and provided ongoing support to ensure a smooth transition.”

Diego Fernandez Perez De Ponga

— Global Senior Director of Revenue & Distribution,
Palladium Hotel Group

Segments, room types, and creative packages

Open Pricing has enabled the revenue team at Palladium Hotel Group to create segments and room types set up to convert at the best possible price point. What's more, this strategy is continually evolving.

“The success of specific segments or room types may vary depending on the hotel's location, target market, and customer demand. Through careful analysis and continuous monitoring of our performance, we have identified the segments and room types that consistently yield the highest returns,” De Ponga remarked.

Based on this insight, De Ponga and his team adjust their pricing and distribution strategy to optimize revenue from these segments. This may involve:

- Allocating more inventory
- Offering competitive pricing
- Employing targeted marketing initiatives

This has enabled the team to get more creative with their packages.



Open Pricing has significantly enhanced our ability to get creative with our revenue strategy and the packages we offer. With the flexibility to set different prices for various segments, room types, and channels, we can design tailored packages that cater to specific customer needs and preferences. This has allowed us to differentiate our offerings, target niche markets, and capture additional revenue streams that were previously untapped. ”

Diego Fernandez Perez De Ponga

— Global Senior Director of Revenue & Distribution,
Palladium Hotel Group



Defining Open Pricing

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This newfound ability to optimize pricing on a per-booking basis was truly fascinating and held immense promise for our revenue management strategy. Onboarding with Duetto and educating the team on Open Pricing, was an easy process according to De Ponga.

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Diego Fernandez Perez De Ponga

— Global Senior Director of Revenue & Distribution, Palladium Hotel Group

How boutique and independent hotels stay **always open, always selling.**

Boutique and independent hotels embrace Open Pricing for efficient revenue management. Duetto's user-friendly system enables them to balance strategy and control with the flexibility to develop more complex revenue avenues when the opportunity arises.

Boutique and independent hotels often differentiate themselves through unique experiences, and Open Pricing enables them to be creative with pricing strategies and promotional offers. This could include special rates for specific events, packages that combine accommodations with local experiences, or other innovative offers to attract a diverse range of guests.

Open Pricing allows boutique and independent hotels to innovate in their pricing and optimization efforts. On-demand pricing adjustments based on immediate demand fluctuations, as well as dynamic optimization where prices change frequently based on various factors like booking pace, competitor rates, and market demand, help them optimize on every opportunity.



Adriatic Luxury Hotels use Open Pricing to maximize last room availability

Joined Duetto: 2020

Property details: Eight hotels

Guest demographic: Domestic and international leisure travelers

Apps used: GameChanger, ScoreBoard, BlockBuster



Adriatic Luxury Hotels is a collection of the finest independent luxury hotels in Dubrovnik, Croatia.

The company's portfolio of eight hotels operates Duetto's full suite of Revenue Strategy solutions: GameChanger for pricing, ScoreBoard for forecasting and reporting, and BlockBuster for group business optimization.

“Open Pricing helps you easily and quickly set up and change room type, house level pricing, and availability rules to maximize your revenue.”

David Taylor, CEO,
— Adriatic Luxury Hotels





Open Pricing drives efficiencies

- The ability to set up supplements for each room type individually has helped Adriatic Luxury Hotels to optimize revenue per room type.
- Open Pricing enables the team to configure Duetto to each market, hotel, and room type and set up rules to automatically flex rates accordingly.
- Duetto learns from both the market and the revenue team operating it, helping to drive more accurate pricing decisions.

Building creative revenue strategies

- Being able to easily navigate through daily data and statistics helped the Adriatic Luxury Hotels revenue team to be quick, creative, and more efficient in their strategies.
- Using Min/Max bounds to set rate parameters enables revenue leaders to safeguard automated price optimization while empowering property-level revenue managers to implement local strategies.
- Open Pricing enables hotels to yield all segments, room types, and distribution channels independently and in real-time, right down to selling the last room available

“ Open Pricing has helped us to maximize our last room availability which has increased ADR. ”

David Taylor, CEO,
— Adriatic Luxury Hotels

Sandman Hotel Group reports record-breaking rates

Sandman Hotel Group is one of Canada's fastest-growing, family-owned hospitality companies, operating in 57 Canadian destinations, as well as three in the UK and one in the US.

The company contracted with Duetto in 2019, onboarding all its properties during COVID 2020. In total, 64 hotels with 11,461 rooms, are now live on Duetto.

During the lockdown, the Duetto Customer Success team trained the Sandman Hotel Group revenue team on Duetto and its Open Pricing methodology. The Duetto CS team provided scenarios on how Open Pricing would work during high and low-demand periods. Scenarios were tailored to relatable examples, such as how to apply Open Pricing for stay dates during the Montreal Grand Prix.

Today, Sandman Hotel Group makes full use of the entire Duetto Revenue Strategy Platform, with GameChanger for pricing, ScoreBoard for forecasting and reporting, and BlockBuster for group business optimization. Most properties run on Autopilot, following an Open Pricing strategy.

Maximizing the most profitable channels

Over the last year, the company has pushed for better distribution across all channels, especially direct channels. Open Pricing has played an important role.

The Sandman Hotel Group's revenue strategy is now able to price dynamically based on the day of the week, segments, demand periods, channels, occupancy, and much more.

For example, Ling Tong, Assistant Director of Revenue Management, Sandman Hotel Group, uses Open Pricing to decrease discounts on high-demand dates. High-cost channels are also priced higher to shift demand to more profitable direct bookings.

"During high-demand dates, we price less profitable channels higher to direct bookings to more profitable channels," confirmed Tong.

Strong revenue growth

During the early days of using Duetto, the revenue strategy at Sandman Hotel Group was all about driving occupancy because of lockdown restrictions. However, since mid-2022 that has changed.



“ As restrictions lifted in Canada, we saw good ADR growth. The majority of our properties are on AutoPilot and some of the hotels are surprised to see how much Duetto is pushing our BAR rates. We’ve seen some record-breaking rates compared to pre-COVID years.

We’re seeing good ADR overall at all properties, with BlockBuster allowing us to collaborate with hotel GMs and sales teams on group rates. On high-demand dates, we have seen Duetto push our rate up beyond what we would have previously pushed had we been managing rates.

The results speak for themselves. In the last 12 months, RevPAR* across the whole portfolio has increased 38%. ”

*June 2022 to June 2023 compared with June 2021 to June 2022.

Ling Tong, Assistant Director of Revenue Management
— Sandman Hotel Group

The Remington Orange sees immediate ADR uptick with Duetto

Before Duetto

The Remington Orange opened in December 2020. It is the second luxury regional hotel in the Remington portfolio. The hotel boasts 82 rooms and suites, as well as event spaces for corporate conferences and weddings. The hotel is located close to Orange Airport and is 3.5 hours drive from both Sydney and Canberra. As a pre-opening property, Tran's revenue priority was to build a foothold in the market and gain occupancy. ADR was simply seen as a bonus

Time-consuming and user-unfriendly

Groups are a big part of The Remington Orange's business, yet before implementing Duetto's BlockBuster group optimization tool, Tran admits block quotes were done on a "feel" basis.

The Remington Orange is an 82-room hotel located in New South Wales, Australia. The hotel went live with Duetto in April 2023. Within the first month, Hotel Manager, Alex Tran – confessed 'jack-of-all-trades' at the property – was already seeing phenomenal results. He provides us with a 'before' and 'after' look at his revenue strategy, and talks about how Open Pricing has blown his mind.d properties onto Duetto in 2022.



“ My hotel career had been mostly operation-centric and whilst I would like to believe I had a revenue strategy, it was purely reactionary and a self-learning process. I would describe our revenue setup as relatively standard: static discounts with discounted rate codes opening and closing with occupancy. BAR was static as well. This forced me to react to spikes in occupancy and demands manually. STLY or STLW reports were also done manually.

Whilst I am confident in my rate quoting, I needed a better way to teach my staff to do so to prevent an operational bottleneck at my doorstep. Whenever I would see a cluster of room pick-ups for the same date, I would go into the Opera Cloud Admin and increase my rate. This was a time-consuming and user-unfriendly process. I also did not have the time to micro-manage my rates beyond 45 days from the stay date, which led to a potential loss of revenue in the long term. Comp set comparison was too time-consuming and therefore left aside. I needed a better way to track my comp sets. ”

Alex Tran

— Hotel Manager, The Remington Orange

Introducing Duetto



Open Pricing drives efficiencies

The ability to set up supplements for each room type individually has helped Adriatic Luxury Hotels to optimize revenue per room type.

Open Pricing enables the team to configure Duetto to each market, hotel, and room type and set up rules to automatically flex rates accordingly.

Duetto learns from both the market and the revenue team operating it, helping to drive more accurate pricing decisions.

“May was the first full month with Duetto and we saw fantastic results. Both April and May finished at 50% occupancy so it is virtually an apple-to-apple comparison. ADR went from \$217.08 to \$238.73 and I would credit a huge portion of that to how much more aggressive we were able to be with Duetto,” Tran said.

Duetto has helped the hotel deliver a more dynamic and creative revenue strategy, delivering a 10% uplift in ADR in the first month of operating.

Tran deployed several new revenue strategies, including:

- Room type differentials dynamic based on availability
- Discounted rates dynamic based on occupancy
- OTA rates are also now dynamic based on occupancy to help reduce the commission cost at higher demand periods

““ These strategies were never possible for me before using Duetto as I would not have the time to micro-manage a strategy of such complexity. Duetto essentially saved me a full-time salary point. The beauty about this increase is that it came at almost no increased operational cost and is therefore almost pure profit. It will be interesting to see how far I can push my revenue across the entire calendar year. ””

Alex Tran

— Hotel Manager, The Remington Orange

Competing with OTAs using Open Pricing

Despite limited revenue management experience, Tran was quick to see the benefits of Open Pricing.

“Open Pricing as a concept blew my mind. This is where my relative inexperience in the revenue management field is showing. Having said that, it is a credit to the Duetto UI team that such a complex concept is broken down so seamlessly that even a relative newbie like myself can grab hold of it and run with it,” Tran said.

One of the biggest opportunities for Tran was using Duetto’s Open Pricing methodology to go “toe-to-toe with the OTAs.”

“I am now able to keep my inventory on OTA, but I am much more in control of the rate presented there and steer traffic towards my direct sources much better,” Tran explained.

“As with many hotels, OTA is one of our strongest performing segments. However, I am now able to fully control the rate shown on OTAs based on my occupancy. This leads to either a scenario where guests would book on OTA at an inflated price or they would go direct at a lower price. Win/Win.

“Additionally, I am now much more able to control promotions on my OTA by treating it as a separate segment. This means that I can chase occupancy through aggressive promotions when required (for example, under a certain occupancy threshold) or seamlessly pivot to an ADR chasing strategy after said threshold,” Tran added.



An aerial photograph of a resort pool area. The pool is rectangular with a light-colored tiled deck. Two lounge chairs are positioned near the pool's edge. The surrounding area is lush with tropical plants, including palm trees and a large weeping tree on the right. The scene is captured in bright daylight, with shadows cast across the pool deck.

“ Open Pricing has allowed me to maximize revenue at the smallest level – such as Room Type rate differentials. However, as it is simply automation, there is no time cost attached to the extra revenue beyond the setup time. All the little revenue boosts do add up quite quickly. ”

Alex Tran

— Hotel Manager, The Remington Orange

An aerial photograph of a resort. In the foreground, there's a large, curved swimming pool with blue water. Around the pool are several large, white, dome-shaped cabanas and many smaller, round, thatched umbrellas. People are seen relaxing on lounge chairs and in the pool. To the left of the pool is a sandy beach with palm trees and the ocean. In the background, a multi-story resort building with balconies is visible. The text 'How resorts stay always open, always selling' is overlaid in a bright green, sans-serif font on the left side of the image.

How resorts stay always open, always selling

Resorts use Open Pricing to optimize their revenue management in a variety of innovative ways. This may include analyzing overall guest spending and calculating customer value through comprehensive folio data, to target the highest-value guest segments.

The dynamic nature of Open Pricing allows resorts to create attractive offers based on real-time occupancy and rates, thereby capitalizing on peak demand periods.

In addition, Open Pricing can extend beyond room rates to include all revenue streams, ensuring total profitability optimization, including packages, ancillary services, and per-person pricing. Child rates can also be factored in. What's more, resorts can also optimize revenue for non-rooms revenue streams, such as cabanas.

Consistency in pricing across various distribution channels is maintained through effective channel management, while multi-currency pricing enables resorts to attract both local and global clientele.

Open Pricing empowers resorts to make data-informed pricing decisions that maximize profitability and enhance guest experiences.

Read on to learn more from:

- Crystal Brook Collection
- Outrigger Hospitality Group

Crystalbrook Collection enjoys suites success

Joined Duetto: 2017

Property details: Seven hotels

Guest demographic: Eco-conscious leisure travelers

Apps used: GameChanger, ScoreBoard



Crystalbrook Collection is a portfolio of seven distinctive hotels and resorts that aspire to protect the environment and create sustainable experiences that enhance, rather than compromise, the guest experience.

The sustainably led, independent hotel group focuses on delivering playful design, responsible tourism initiatives, and enriching experiences at its properties in Cairns, Brisbane, Byron Bay, Newcastle, and Sydney.

“Open Pricing helps you easily and quickly set up and change room type, house level pricing, and availability rules to maximize your revenue.”

Darryl Elliott, Director, Revenue Management
— Crystalbrook Collection





Flexible strategy drives upsells

- Crystalbrook Collection is using Open Pricing to optimize rates during high demand periods.
- The company also uses Open Pricing to drive buy-up into higher room categories on low demand periods by decreasing discounts.
- The results have been an increase in revenue across all segments, with particular success in selling suites.



Tech stack:

PMS: Opera

CRM: Salesforce

Booking engine: Sabre

“ We have seen great results across all segments; however, the standout has been our suites across the hotels and resorts. We changed our strategy to look at the demand forecast by segment and room type to maximize our revenue potential. ”

Darryl Elliott, Director, Revenue Management
— Crystalbrook Collection

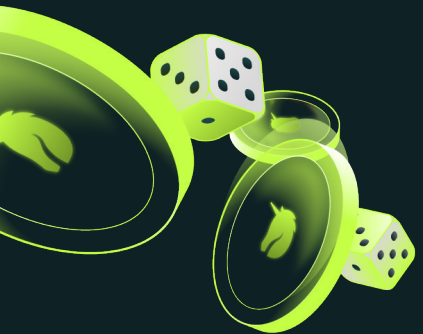
Outrigger Hospitality Group: Running on Open Pricing since 2017

Outrigger Hospitality Group has been working with Duetto since the summer of 2017. The company was looking for a revenue management solution to help it fully optimize revenue, compete even more effectively, and easily analyze company-wide performance across its portfolio of hotels and resorts across the Asia Pacific, Oceania, and Indian Ocean regions.

The Hawaii-headquartered company was quick to adopt Open Pricing to yield rates more rapidly and with greater flexibility, drawing on web shopping regrets and denials data to better measure price sensitivity.

“We partnered with Duetto to optimize our revenue and business mix, allowing us to compete even more effectively in a highly competitive market,” said Paul Richardson, Chief Operating Officer at Outrigger Enterprises Group, when we first announced our partnership in 2017. ”

Paul Richardson. Chief Operating Officer
— Outrigger Enterprises Group,





“It was important for us to partner with a company that has expansive hotel Revenue Strategy experience and one that positions us for the future. Open Pricing will allow us to get the optimal price to our customers,” he added.

Today, 14 Outrigger hotels and resorts, totaling 4,278 rooms, run revenue on Duetto, including the Kauai Beach Resort & Spa, Outrigger Koh Samui Beach Resort, Outrigger Maldives Maafushivaru Resort, and Castaway Island Fiji.

Outrigger works with a number of special rate parameters, including member rates, resident rates, seniors, AAA/CAA, and group blocks such as airlines, government, and travel agencies. Duetto’s Open Pricing is instrumental in delivering the optimum rate for each.

Jenna Villalobos, Vice President, Commercial Strategy at Outrigger Hospitality Group, heads up the revenue operations for the company. For her, the many data inputs from Duetto – such as the web traffic data used as part of our Open Pricing are invaluable.

“We’re using website regrets and denials as a supplement to our web reporting. Duetto digs deep into the length of stay and the geography etc, so that’s been helping us guide our length-of-stay rate programs.”

Jenna Villalobos, Vice President, Commercial Strategy

— Outrigger Hospitality Group,

In addition to Open Pricing, Outrigger Hospitality Group is using Duetto's Enterprise Rate Guidelines to set corporate standards, enabling property-level revenue leaders to adjust within those standards.

“This saves us QA time as we don't have to keep going back and forth asking why the pricing rule is doing such and such. It's helping us boost our efficiency,” said Villalobos.

Villalobos also believes that the automation provided by Duetto has become more important than ever, especially in a post-pandemic world.

“We have rewritten how we service our hotel, so automation is even more important at this point. And that is something that I think Duetto is very committed to. ”

Jenna Villalobos, Vice President, Commercial Strategy
— Outrigger Hospitality Group,

How mid-scale and limited-service hotels stay always open, always selling.

Mid-scale and limited-service hotels benefit from Open Pricing because it drives efficiencies and aligns with the operational and resource constraints of these types of properties.

These hotels often prefer revenue management systems that are straightforward and easy to use. They don't always require the complexity of larger, full-service hotels. Therefore, the user-friendliness of Duetto's solutions enables these properties to effectively implement revenue management strategies that optimize their revenue without the need for extensive expertise in the field.

Often at the lower end of the pricing spectrum, mid-scale and limited-service properties need to find competitive advantage in the smallest of rate changes. Open Pricing gives them the ability to respond quickly to market changes, adjust pricing based on local events or trends, and remain competitive in their respective markets without being tied to rigid pricing structures.

Read on to learn more from:

- Lub d
- Rove Hotels

Lub d Sees Rate Treble in High Season

Joined Duetto: 2021

Property details: Six properties

Guest demographic: Budget-conscious travelers looking

Apps used: GameChanger, ScoreBoard



Owner/operator Narai Hospitality Group started onboarding its Lub d collection of lifestyle properties onto the Duetto platform in 2021. Lub d currently has six properties in Thailand, Cambodia, and the Philippines rate optimizing on Duetto, with two new properties coming online in 2024.

What makes Lub d unique from a revenue management perspective is that most of the inventory is beds in dorms, which are sold on a per-bed, per-night basis. The beds prove very popular with travelers from the UK and Europe. Lub d also offers private rooms, which sleep two, similar to a standard hotel room

“We can rest assured that Duetto Customer Support will support us. It’s one of our plus points for working with Duetto.”

Sukanda Sumondis (Bomb), Group Director of Revenue,
— Narai Hospitality Group





Easy onboarding

- Before Duetto, the Lub d revenue team was managing revenue manually. They would look at pick up by day and try to estimate demand. However, they knew they were missing opportunities.
- Part of the RMS selection checklist for Lub d was functionality, cost, ease of implementation, customer support, and how well the RMS worked with the PMS. Lub d works with MEWS as its PMS, which connects to Duetto via our Open API.
- Now, the team is implementing Open Pricing, working closely with Duetto's Customer Success Team. The team meets with Tasneem Mukadam, Duetto's Director of Customer Success, APAC, monthly to check in on performance and continue to find new and improved ways to optimize revenue.

Pricing rules boost average daily rates

- Lub d implemented pricing rules by room type and segment.
- The room-type strategy includes bed/room only and bed/room with breakfast. Rates are flexed up and down depending on demand.
- The team segments by booking channels – with different strategies for online and offline. Every segment has a different rate structure. Using Open Pricing the team can keep all segments open and flex rates up and down to control demand.
- For Lub d Samui the standard price for a bed is B700 (Thai Baht) during the high season. This year the property saw rates triple to B2,000.

“Duetto looks at our room types separately. We may not be busy in the private rooms, but we have a high demand for dorm beds. That is where price optimization works” ”

Sukanda Sumondis (Bomb), Group Director of Revenue

— Narai Hospitality Group

The results*



Jan 2023:

+24%

Feb 2023:

+35%

Mar 2023:

+26%

*Compared to last year

Tech stack:

PMS: MEWS

CRM: SiteMinder

Booking engine: Travelanium



Rove Hotels on optimizing longer lead times

Rove Hotels in Dubai has got more confidence in pricing for stay dates further out, since adopting Duetto earlier this year.

Rove Hotels, a joint venture between Emaar Properties PJSC and Meraas Holding, entered the Dubai hospitality scene in 2016 with the opening of its flagship property Rove Downtown, offering views of the Burj Khalifa and just walking distance to the Dubai Mall.

A contemporary, midscale brand, Rove Hotels delivers a modern, efficient service that is also deeply rooted in its community. Technology plays an important role, both front and back of house. Today, its portfolio of over 3,400 keys is spread across many of the UAE's tourism and business hotspots. This includes Rove Expo 2020, the only on-site hotel at Expo City Dubai.

Ambitious expansion plans will see the Rove brand opening in locations across the UAE and the wider Middle East region. By the end of 2022, Rove joined Duetto and within three months, the entire Rove Hotels portfolio adopted Duetto as its revenue management system. Now, more than six months on, the hotel group is already reaping the rewards.

“ In the short period of time we’ve been working with Duetto, it has changed the way we yield. Most yielding applications are restricted to support Open Pricing for public rates only, however, to have the opportunity to yield all segments is a first with Duetto. We have found it very helpful. ”

Priyanka Roy, Director of Revenue Management,
— Rove Hotels



Concentrating on strategy

Adopting Duetto's Open Pricing methodology has helped Roy and her team embrace automation and increased the team's confidence in pricing for longer lead times.

"It has allowed us to concentrate on strategy while letting the system do the heavy lifting in terms of rate changes and optimization. It also reduces risks associated with very long-lead bookings, as Duetto will look at past trends and set rate strategies for future stay dates," Roy explained.

To begin with, the Rove Hotels revenue team started by familiarizing themselves with the tools and the benefits of using dynamic rates across all segments.

"Currently, we are benefiting the most on public channels. However, we are now starting to do some tests with higher room types, where we had never used Open Pricing before," Roy said.

Pricing right, remaining visible

Another benefit Rove Hotels is enjoying from Duetto is the ability to set min/max rate parameters. All hotels are now operating on AutoPilot with pricing limits in place.

"We have found that this is the best way to optimize our ADR in the long run," Roy remarked.

Duetto also enables Rove Hotels to distribute its rates across all channels and, using Open Pricing, to keep prices always on.

"This is very important. While we promote direct business, OTAs and third-party channels remain a very important source of business for Rove properties, hence we always make sure to be as visible as possible," Roy added.

Better yield

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"We have found that this is the best way to optimize our ADR in the long run," Roy remarked.

Duetto also enables Rove Hotels to distribute its rates across all channels and, using Open Pricing, to keep prices always on.

Now that the Rove Hotels team is familiar with Open Pricing, and is confident setting parameters and using AutoPilot, ADRs are starting to increase in a longer lead time.



“ We now have a much more dynamic rate strategy, which helps us to maximize our yielding opportunities. Additionally, we see better ADRs, as it has allowed us to reduce blind spots for bookings taking place several months in advance. ”

Priyanka Roy, Director of Revenue Management,
— Rove Hotels

How casino resorts stay always open, always selling

Casino resorts employ Open Pricing to boost revenue and enhance guest experiences. This involves adjusting prices based on demand and occupancy levels, aligning with the goal of maximizing revenue during peak times and maintaining occupancy during low demand periods.

Personalized pricing and loyalty programs are pivotal, providing loyal customers with tailored discounts, promotions, and complimentary rooms. This nurtures satisfaction and encourages repeat business, fostering a sense of exclusivity while boosting total profitability for the resort.

The Dynamic Rate Engine (DRE) enables casino resorts to set and adjust prices for direct bookings, factoring in historical data and guest preferences. Duetto's highly skilled and knowledgeable managed services team plays a vital role, continuously monitoring market conditions and helping casino resorts to make informed pricing decisions.

Duetto's reporting tracks casino-specific KPIs including:

- Cash Average Daily Rate
- Total gaming value from overnight guests
- Total non-gaming revenue

Successful Open Pricing for casino resorts optimizes revenue, cultivates loyalty, and creates tailored guest experiences.

Read on to learn more from:

- **Choctaw Casinos & Resorts**
- **Chumash Casino**

Choctaw Casinos & Resorts drives loyalty with find my rate

The Choctaw Nation of Oklahoma has been working with Duetto to revenue-optimize its casino resorts since 2015. The Choctaw Casinos & Resorts portfolio currently totals nearly 2,000 rooms and includes:

Choctaw Casino & Resort Durant offers 1,616 rooms and one of the largest casino floor spaces in the world, with 7,400 slot machines and over 100 table games. The property also has 16 restaurants, a theatre, six cinemas, spa, pool, and a bowling alley.

Choctaw Casino & Resort Pocola has 118 rooms, including 10 luxury suites and two penthouse suites. The resort also offers four F&B outlets.

Choctaw Casino & Resort Durant Grant offers 156 rooms and 23 suites, live entertainment venues, and four restaurants. Each property attracts a predominantly local or regional market, with tourists typically driving up to two hours to visit.

The revenue team is proud to have been Duetto trailblazers, onboarding with our revenue strategy platform in 2015. Before Duetto, there were no revenue management systems in place. The hotels were not yielding much before 2014 – working only with weekday and weekend rates.

Since 2015, the team has continued to evolve how it uses Duetto, adding Find My Rate in 2017 to better serve up personalized pricing to its regular customers. Find My Rate is part of GameChanger Casino. It provides dynamic loyalty rates direct to guests online, or through casino hosts, front desk agents, or the call center. It also gives casinos the opportunity to upsell guests to higher-priced room categories, such as suites.



Optimizing million dollar giveaways

For the summer of 2023, Choctaw Casino & Resort Durant ran a \$6.6 Million Summer Giveaway campaign – the largest promotion in its history. The promotion featured three \$1 million giveaway nights. Guests earned entries using their Reward Club cards and had to be staying on-property the night of the draw to stand a chance of winning. The promotion garnered much interest among the loyalty card members, giving Wong and his team plenty of opportunities to flex rates and offers.

In 2022, Choctaw Casinos & Resorts decided to make all comp offers available online through Find My Rate, working through the booking engine and Agilysys as the PMS.

“It has been a large change in terms of how we strategize because people make decisions quicker online. It has really changed how we’ve approached revenue strategy because now we are continually developing it and trying to add more to it,” Wong explained.

Choctaw Casinos & Resorts has been through a real revenue evolution – moving from traditional mail promotions to enabling guests to book their comp rooms online. The changes also give the revenue team the ability to flex rates or identify the high rollers and make strategic decisions on who qualifies for a comp room and when. Personalized offers are now at the heart of their revenue strategy. Since introducing Duetto in 2015, Choctaw Casinos & Resorts have seen continued increases in business coming through the Duetto segments, using the loyalty rates through Find My Rate. According to Wong, up to 75% of all business comes to the resorts through this channel.

Find My Rate has really changed the way promotions and offers are sent to guests. The tribe is convinced that you have to send mail, which is fine. But you don’t always have to guarantee guests in advance a room every single weekend. You can’t yield if you are already giving everybody a free room. Find My Rate was a big change in how to deliver free rooms and what to offer them and when. Now, our loyalty members just call or go online, and they can look at their availability and offers.

Edmund Wong, Corporate Director of Revenue Management

— Choctaw Casinos & Resorts



“ Those stay dates were hard to get into and the rates were high. But even at a high rate, loyalty members could see value in staying because they might have collected multiple draw entries throughout the month.

We are yielding to the highest value person on those specific days. So, those people are already going to spend a lot, but we just have to limit who's getting a room because everybody wants to be here. ”

Edmund Wong, Corporate Director of Revenue Management

— Choctaw Casinos & Resorts

Rates on \$1 million draw nights typically exceeded \$700. But interest was high and so too was occupancy.

Personalized pricing through Find My Rate gives the power back to the guest because it is their decision when they stay and what is affordable. The casino may have rates at \$700 on a high-demand weekend, and even with a \$200 loyalty discount, this is still too high for some guests. They will look and book at a time that is priced more within their budget. The guest gets the stay they want, and the casino resort gets the highest value guests that they can achieve on any given night. Flexing the rates enables Wong and his team to find the best conversion point for each guest.

“ The nice thing about it is that the guest has choices. They get discounts based on their true value. And sometimes that discount might be higher on a weekend because guests typically play more when it’s busier in the casino. So, if they come on the weekend and they are a lower value player they still get a discount that is comparable to where their value is. ”

Edmund Wong, Corporate Director of Revenue Management

— Choctaw Casinos & Resorts

Chumash Casino Resort gets cash boost with Find My Rate

Joined Duetto: 2016

Property details: 320-room casino resort

Guest demographic: Local drive market

Apps used: GameChanger, ScoreBoard



Chumash Casino Resort, situated in wine country just outside Santa Barbara, offers a four-star hotel boasting 320 rooms and 58 suites. In 2016, it went through a major expansion growing from 102 rooms, with the addition of a 135-foot tower that gives guests incredible views of the Santa Ynez Valley in California.

As part of its expansion, the casino resort also onboarded Duetto to better maximize revenue and take advantage of personalized pricing to boost total-resort profitability with dynamic pricing and marketing.

“The way that we look at success and profitability and revenue is for the long term. It’s a customer-centric strategy that focuses on loyalty and repeat visitation, not on just getting a couple of bucks from our guest.”

Alex Goodnature, Director of Strategic Planning,
— Chumash Casino Resort





Avoiding sell-out with enticing offers

- The casino resort more than doubled its available hotel rooms after expansion in 2016.
- Yet it still sold out nearly every booking date and comped a majority of its rooms.
- The aim was to grow its business with overnight guests from Los Angeles and Southern California, who tend to have a higher theoretical win.
- The leadership team of the resort, which is owned by the Santa Ynez Band of Chumash Indians, needed to balance its Revenue Strategy to grow profitability over the long term, while still building repeat business and guest loyalty through appealing offers and promotions.

Campus strategy aids reinvestment

- The hotel expansion coincided with an overhaul in strategy and technology for Chumash Casino Resort, which installed GameChanger and began working with Duetto Strategic Consulting.
- The resort implemented Find My Rate to deliver personalized room offers. The property was then able to yield room rates independently and make its direct marketing offers more compelling.
- Chumash Casino Resort also introduced a campus optimization strategy that added more than 200 rooms from its off-site hotels to the inventory available for comp and reinvestment decisions.
- By making more data-driven decisions on which players to reward, Chumash Casino Resort was better able to fill its rooms with the right guests who had the highest theoretical-win value.

“ We don’t have to tell anybody ‘No’ anymore. We’re able to see it all in one program with an infinite number of dates and rates. It’s been a lot easier for the call center and it’s great to be able to yield the DM portion of things as well. A lot of those rooms we would not have got cash for, and now we’re getting lots of incremental spend. ”

Christin Medina, Director of Revenue Management

— Director of Revenue Management, Chumash Casino Resort

The results*



(2017 Vs 2015)

Cash Average
Daily Rate:

+106%

Total gaming value
from overnight guests:

+97%

Total non-gaming
revenue:

+87%



Gain your strategic edge in revenue management.

An RMS is essential for modern hoteliers, enabling dynamic pricing, demand forecasting, and automation to drive revenue growth. By leveraging an RMS, you can enhance profitability, improve guest experiences, and maintain a competitive edge in the market.

Choosing the right provider can make all the difference. The wrong RMS can be misaligned to your needs, limit your ability to react to market changes, and leave you with limited or no support.

With us, you don't just get software, you get a strategic partner. Built by hoteliers, for hoteliers, our user-friendly platform empowers you to maximize profitability, adapt to demand shifts, and stay ahead of the competition.





Ready to take your
revenue management
strategy to the next level?



GameChanger.

Enables you to price all room types, distribution channels, customer segments, and stay dates to maximize revenue without missing on any booking opportunities, leveraging manual, semi-automated, or full autopilot control. With a comprehensive CommandCenter dashboard, you have full visibility into your performance so you can make quick decisions to drive your revenue strategy.



ScoreBoard.

Powered by advanced analytics and machine learning, delivers accurate day-level forecasts in minutes and offers instant business insights through custom reports and interactive dashboards. It provides a complete view of total guest expenditures by integrating folio-level information with historical, current, and future rate data.



BlockBuster.

Helps you manage groups easily, finding the right balance of group and transient bookings to maximize your revenue and increase your total profitability. With streamlined collaboration tools and workflows, it empowers your sales and revenue teams to create cohesive, flexible pricing strategies across segments to reduce variability, lower risk, and secure business.



Advance.

Drives strategic analysis and decision making, giving you access to third-party market data in your RMS, paired with dynamic rate optimization and your performance and pricing data. In an industry first, a subset of data from Amadeus' Demand360®, showing a 60-day stay date horizon is included, giving you a competitive edge.



GameTime.

Purpose-built for select-service hotel chains and enterprise brands with limited-service offerings. Instead of stacks of noisy features, GameTime gives you efficient, effective, essential revenue management.



At Duetto, we create cloud-based software to unlock revenue and profit potential for hoteliers, leveraging our years of hospitality and technology experience.

Built with an Open Pricing methodology, we bring all your data together so you can capture dynamic demand, make optimal inventory decisions, and increase efficiency in real-time.

Globally trusted, more than 6,800 properties across 60+ countries are using our products. Named the world's #1 revenue management system in 2025, 2024, 2023, and 2022 in the HotelTechAwards, we're dedicated to becoming the revenue and profit operating system for the hotel industry.

Start optimizing your revenue.

[Book a demo today ↗](#)

Switch to the unreal performance platform.

