

Resort Marketing

CONFERENCE

 **PHUKET**
HOTELS
ASSOCIATION

PHUKET 2 OCTOBER 2025

From Guesswork to Growth: Data-Driven Revenue Strategies for Hotels



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About Duetto



The Revenue and Profit Operating System (RP-OS)

Open Pricing

Created Open Pricing methodology

7000+

Hotels around the world use Duetto

Global Presence

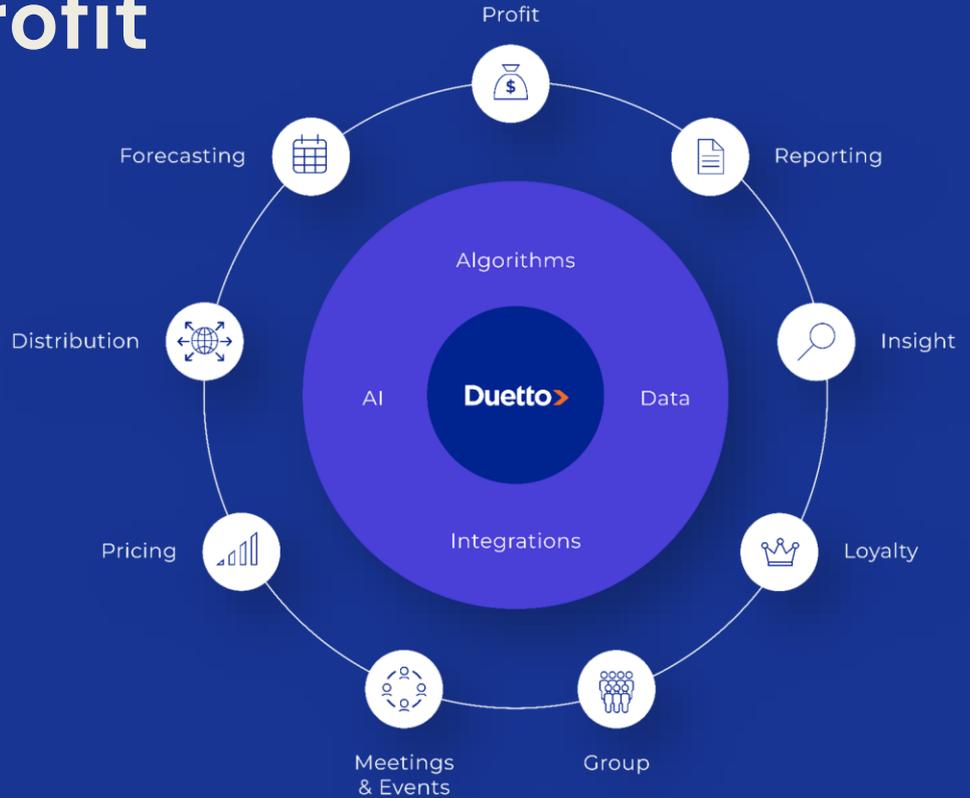
Global office locations in San Francisco, London, Las Vegas, and Singapore



The Revenue and Profit Operating System.

- Built for how hotels operate today.
- Smarter pricing. Sharper forecasting.
- Group + transient working in sync.
- AI + automation, built-in.
- Profit, not just revenue.

Built for modern hotel teams.
Powered by data, automation, and AI.



How often does your hotel usually update room rates?

- A. Once a day?
- B. Once a week?
- C. Only when something big happens?

Challenge 1

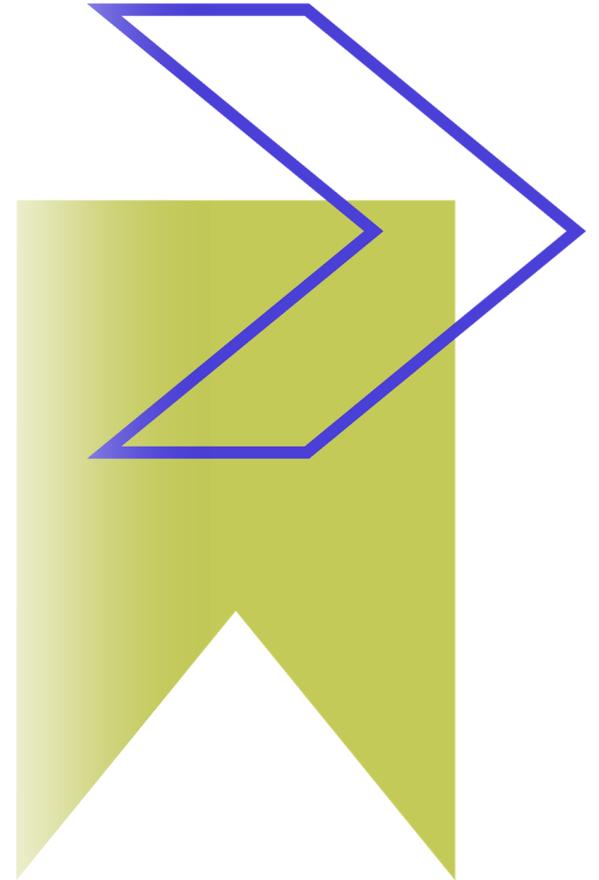
Inefficient manual pricing

The cost? Up to 15% in lost revenue opportunities

Manual Rate Loading

Promotion outage

Time Wasted on Reporting



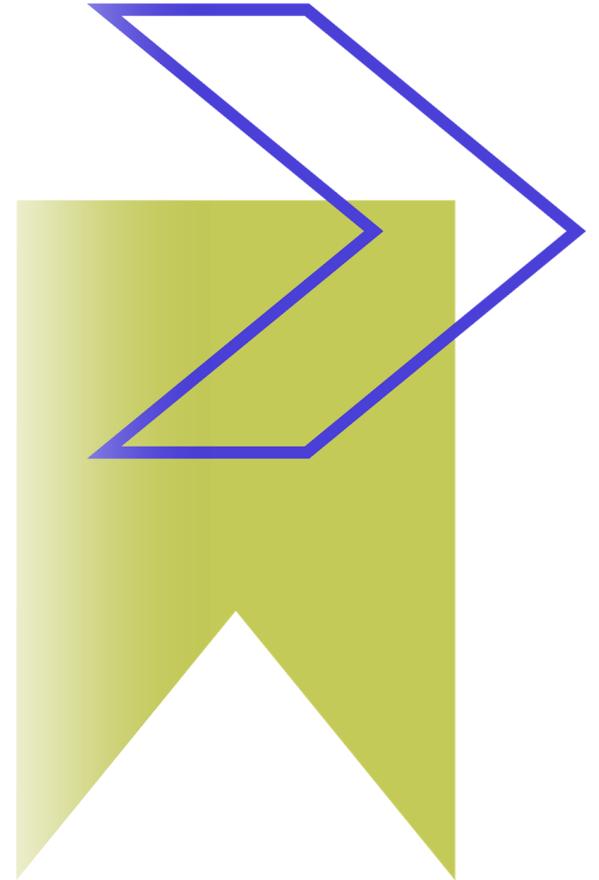
Challenge 2

Lack of Skilled Revenue Talent

Revenue management professionals are scarce

High training costs

High turnover, knowledge transfer difficult



Solution: Open Pricing + Automation



Flexible Pricing

Dynamically adjust prices based on market demand, without fixed discount restrictions



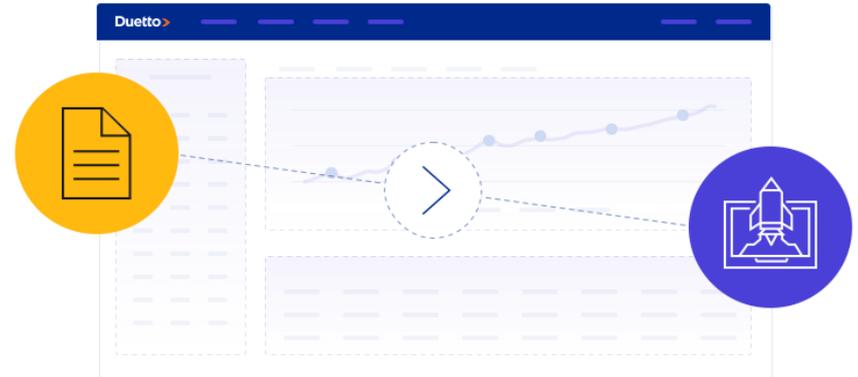
Automated Execution

The system automatically monitors and adjusts, reducing human error



Data-Driven Decision Making

Optimize revenue strategies based on real-time data analysis

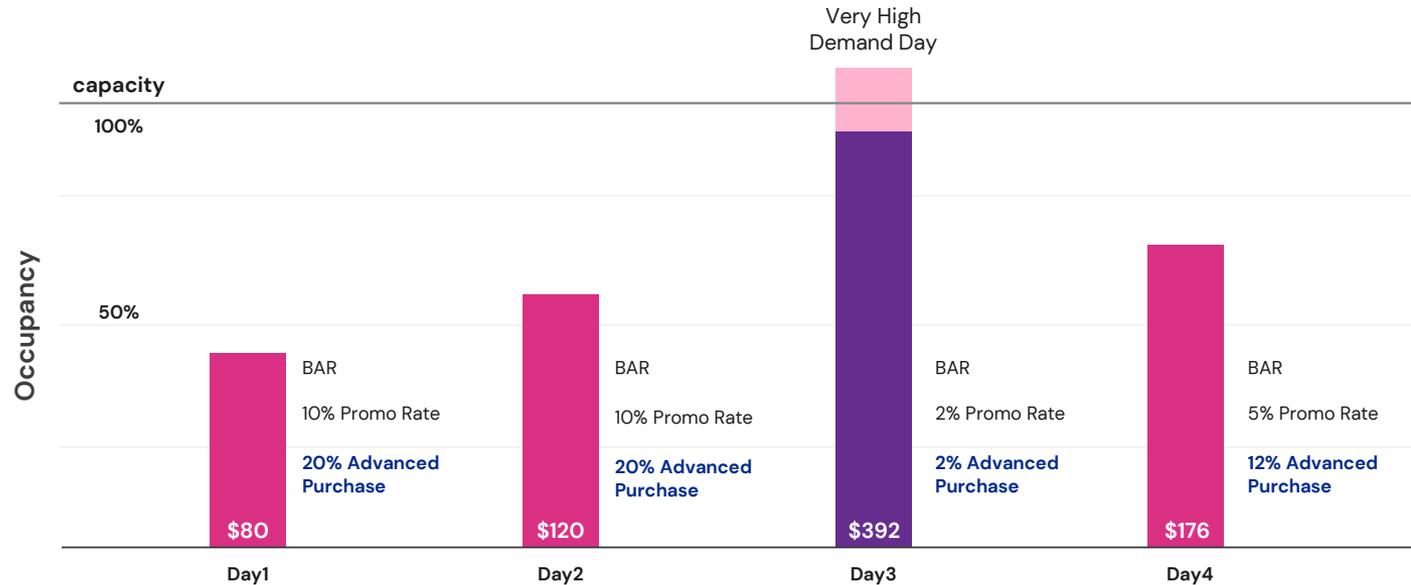


What is Open Pricing?

Not limited by fixed discount rates or room type restrictions

Prices can be adjusted in real-time based on market demand, occupancy rates, and other factors

Flexibly respond to market fluctuations to maximize revenue



Example 1: Advance Booking Discount (%)

Sonia - AP Demo Sonia Demo AP - Smallest Discount % 

Rate Code: SoniaAPDemo

Stay Date: DBA >= 14

Criteria: Always

Definition: Sonia - AP Demo less than or equal to (ceiling) Transient - 5%

Updated: 08/07/2025 15:49 by Admin Sonia Demo Hotel

Sonia - AP Demo ↗ Sonia Demo AP - Biggest Discount % 

Rate Code: SoniaAPDemo

Stay Date: DBA >= 14

Criteria: Always

Definition: Sonia - AP Demo greater than or equal to (floor) Transient - 10%

Updated: 08/07/2025 15:49 by Admin Sonia Demo Hotel

Example 2: Advance Booking Discount (Days)

ADVANCED PURCHASE

Advanced Purchase Advance Purchase (60+)

Stay Date: DBA >= 60
Criteria: Always
Definition: Advanced Purchase equals to Best Available Rate - 20%
Updated: 11/05/2024 13:10 by admin enterprisedemo

Advanced Purchase Advance Purchase (30+)

Stay Date: DBA >= 30
Criteria: Always
Definition: Advanced Purchase equals to Best Available Rate - 15%
Updated: 12/05/2024 01:18 by admin enterprisedemo

Advanced Purchase Advance Purchase (15+)

Stay Date: DBA >= 15
Criteria: Always
Definition: Advanced Purchase equals to Best Available Rate - 10%
Updated: 05/06/2025 13:20 by admin enterprisedemo

Example 3: OTA Channel Discounts

OTA (BOOKING, EXPEDIA)

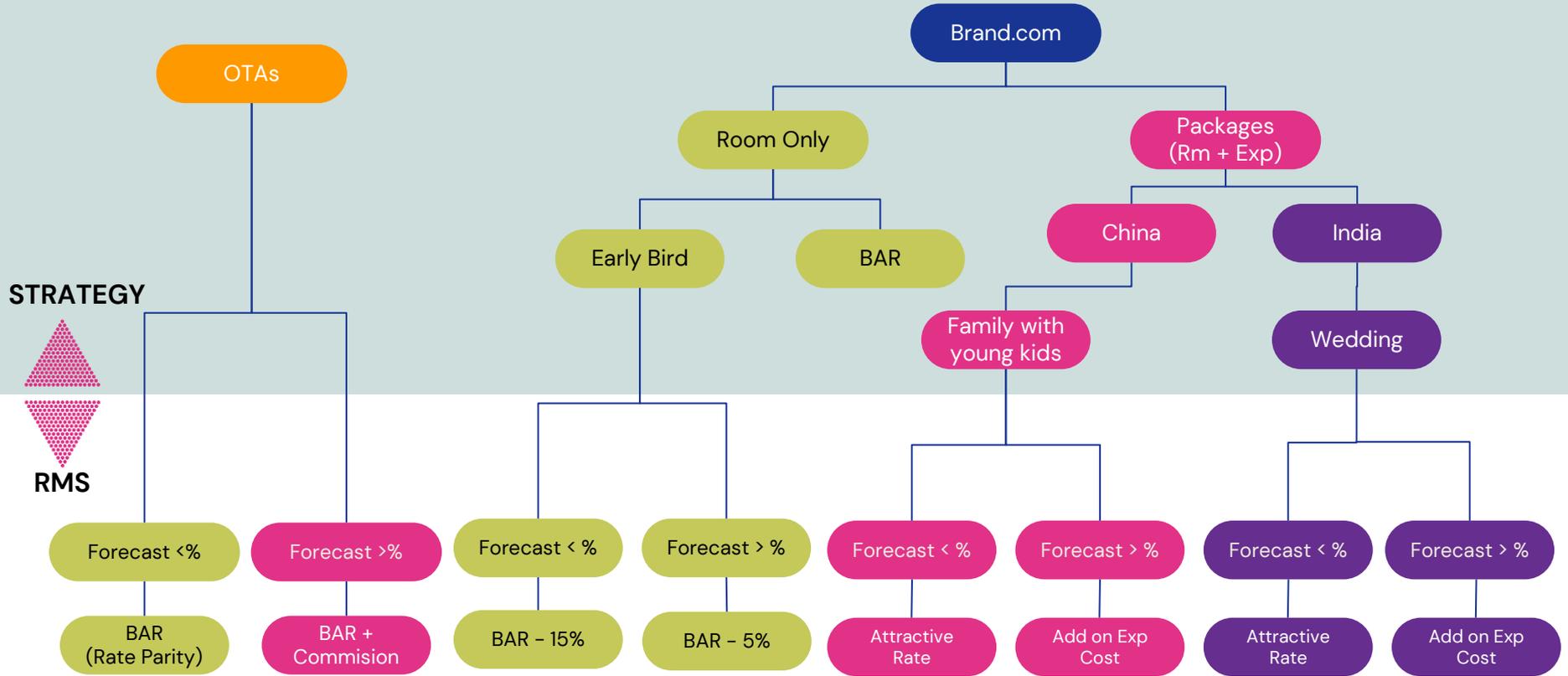
OTA (Booking, Expedia) OTA Occupancy > 80%

Stay Date: Everyday
Criteria: Committed Occupancy >= 80%
Definition: OTA (Booking, Expedia) equals to BAR (Erica) + 20%
Updated: 05/16/2025 13:09 by admin enterprisedemo

OTA (Booking, Expedia) OTA Occupancy > 50%

Stay Date: Everyday
Criteria: Committed Occupancy >= 50%
Definition: OTA (Booking, Expedia) equals to BAR (Erica) + 17%
Updated: 05/16/2025 13:09 by admin enterprisedemo

Reflect Your Revenue Strategy in the RMS



Challenge 3

Data Fragmentation

7+

Separate Systems

Average number of platforms Thai revenue managers must check daily

3.2

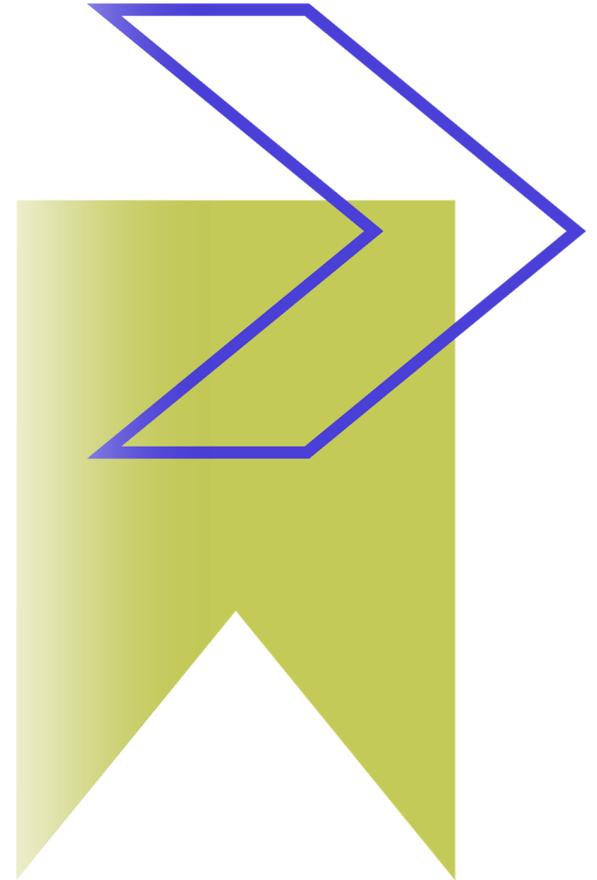
Hours Daily

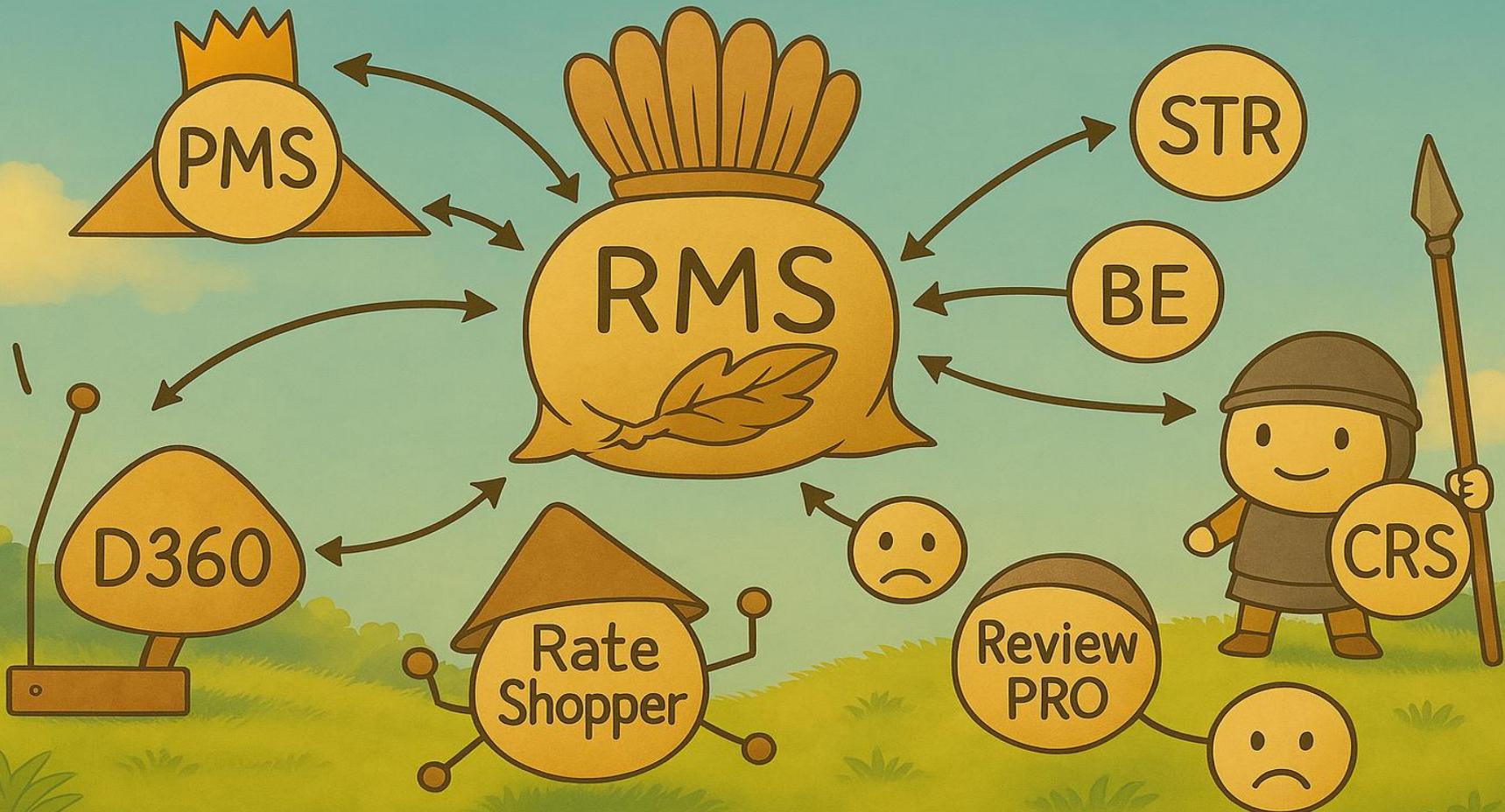
Time spent just gathering and reconciling data across platforms

67%

Error Rate

Percentage of hotels reporting frequent data discrepancies between systems





Challenge 4

Market Uncertainty



Historic data no longer reliable



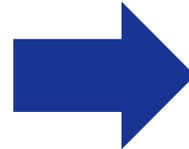
Consumer behavior rapidly changing



Political & economic uncertainty



Natural disasters & sudden events



Solution?

Forward-looking data

“As water has no constant shape, so in warfare there are no constant conditions. He who can modify his tactics in relation to his opponent and thereby succeed in winning, may be called a heaven-born captain.”

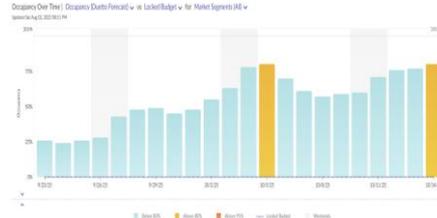
— *The Art of War*



Solution: Forward-looking Data



Observe Pace (OTB vs STLY)
Falling behind STLY by 15% in early Oct



Observe Forecast
Forecast 70%



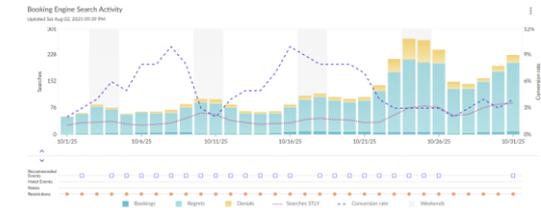
Demand 360 Market Insight
Occupancy Index 80%



Commercial Strategy
Launch a targeted campaign to drive conversion from Korea market

Market Segment	Rooms (Current)	Occupancy (Physical)	ADR (Current)	Room Revenue (Current)	T&L Revenue	Spa Revenue	Golf Revenue	Other Revenue
Total	7,258	78%	\$95.56	\$699,882	\$0	\$0	\$0	\$0
Transfers Public	2,251	24%	\$97.08	\$218,480	\$0	\$0	\$0	\$0
Transfers Other	530	6%	\$75.00	\$39,752	\$0	\$0	\$0	\$0
Corporate	4,388	45%	\$95.56	\$416,941	\$0	\$0	\$0	\$0
Group - MICE	0	0%	\$0.00	\$0	\$0	\$0	\$0	\$0
Group - Leisure	152	2%	\$77.41	\$11,766	\$0	\$0	\$0	\$0
Group - Corporate	147	2%	\$81.34	\$11,942	\$0	\$0	\$0	\$0
Group	0	0%	\$0.00	\$0	\$0	\$0	\$0	\$0

Scoreboard Report
Korean guests show strong interest in Breakfast and Kids Activities



Web Activity Report
High number of Regrets from Korea

Lub d



Starwood
HOTELS



One&Only



Dusit



HOTELS & RESORTS



Kempinski



Oakwood

The Standard

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