



HSMAI Sydney Roadshow
3rd March, 2015

duetto

Open Pricing

Presented by:
Patrick Andres

Duetto

Founded by leaders in hospitality and technology

- Patrick Bosworth & Marco Benvenuti (*Wynn Resorts*)
- Craig Weissman (*salesforce.com*)

Marquee investors

- Lee Pillsbury (*Thayer*), Barry Sternlicht (*Starwood*), Rich Barton (*Expedia*), Marc Benioff & Parker Harris (*salesforce.com*)

Newest addition to the team

- Greg Stanger, CFO (*Expedia*)





Industry Trends

Pricing

“people know the price of everything and the value of nothing.”

— *Oscar Wilde, The Picture of Dorian Gray*

Open Pricing: The Basis of Good Revenue Strategy

Why BAR Pricing Doesn't Maximize Revenue

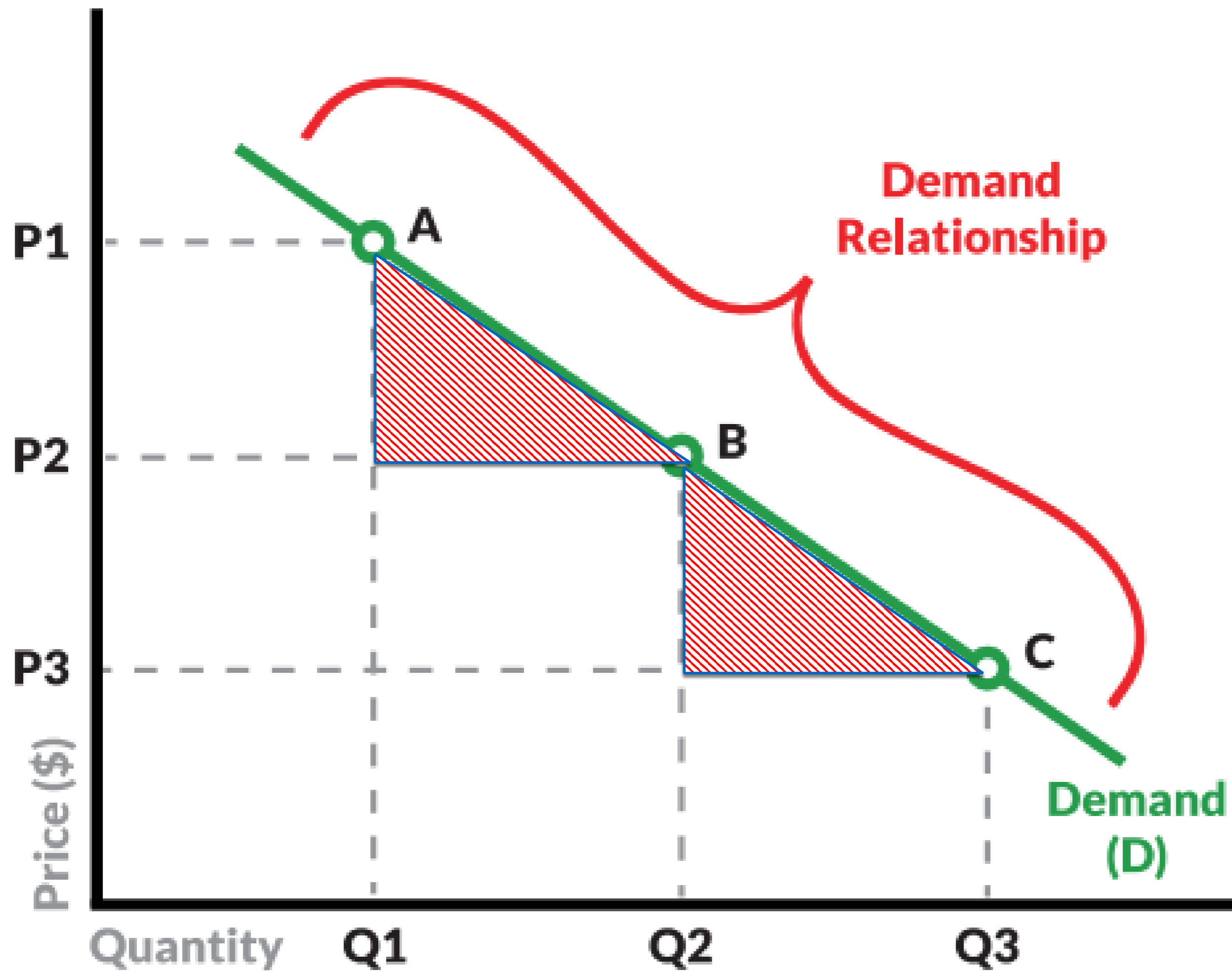


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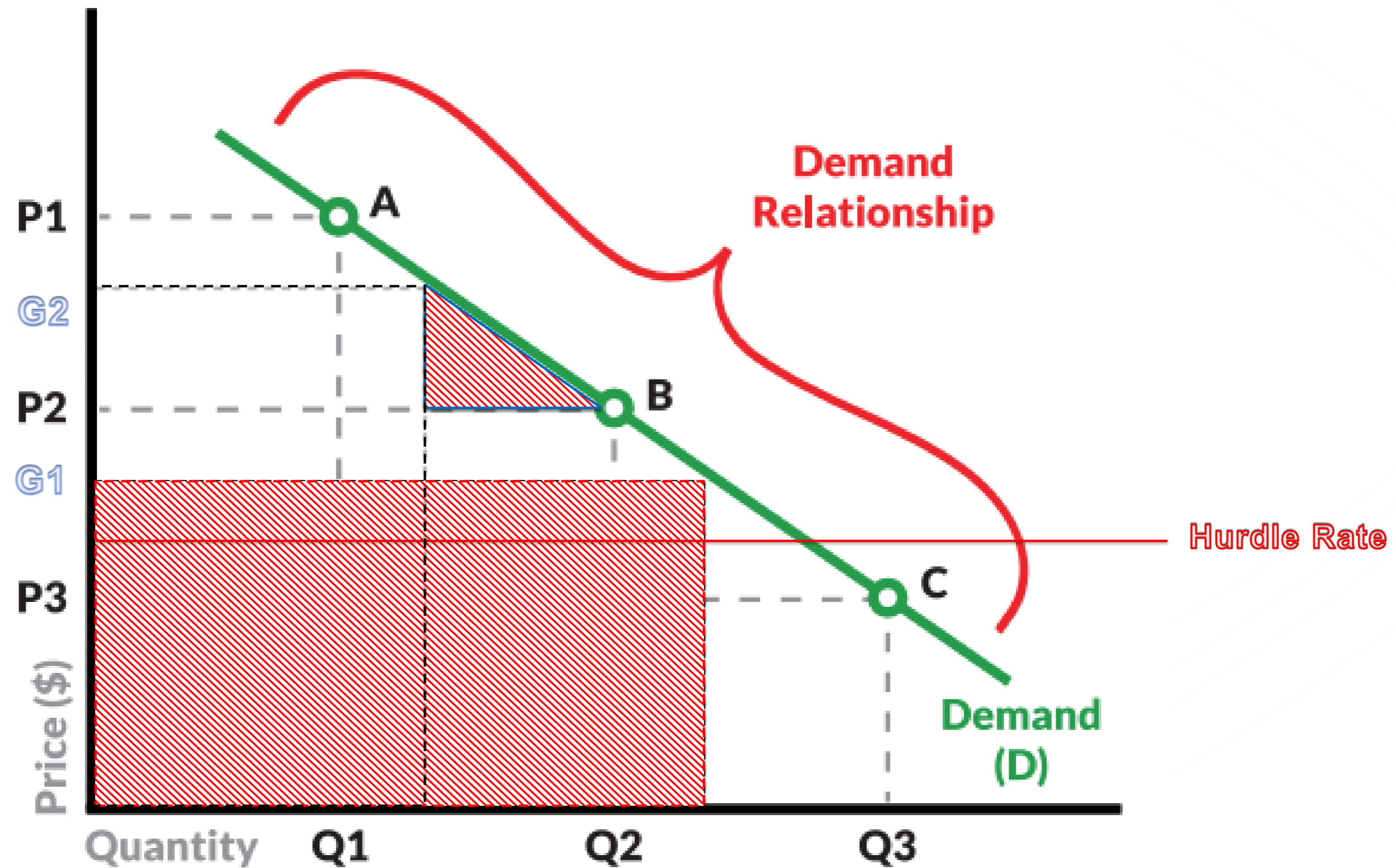
Open Pricing

- | **Dynamic free-float pricing**
- | **Independently price every single segment, channel, room type and offer**
- | **Leverage price elasticity regardless of market segment**

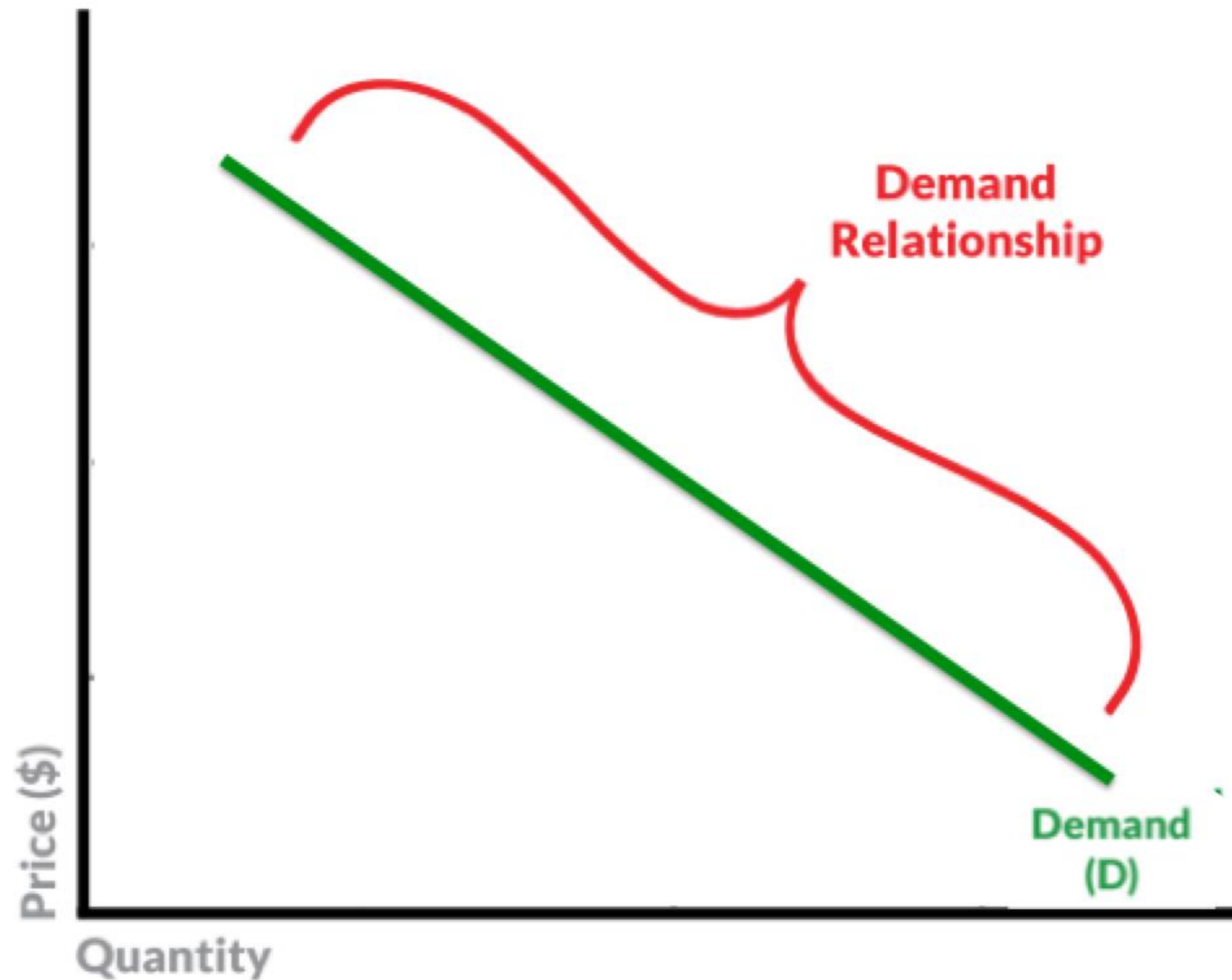
Traditional Hotel Pricing



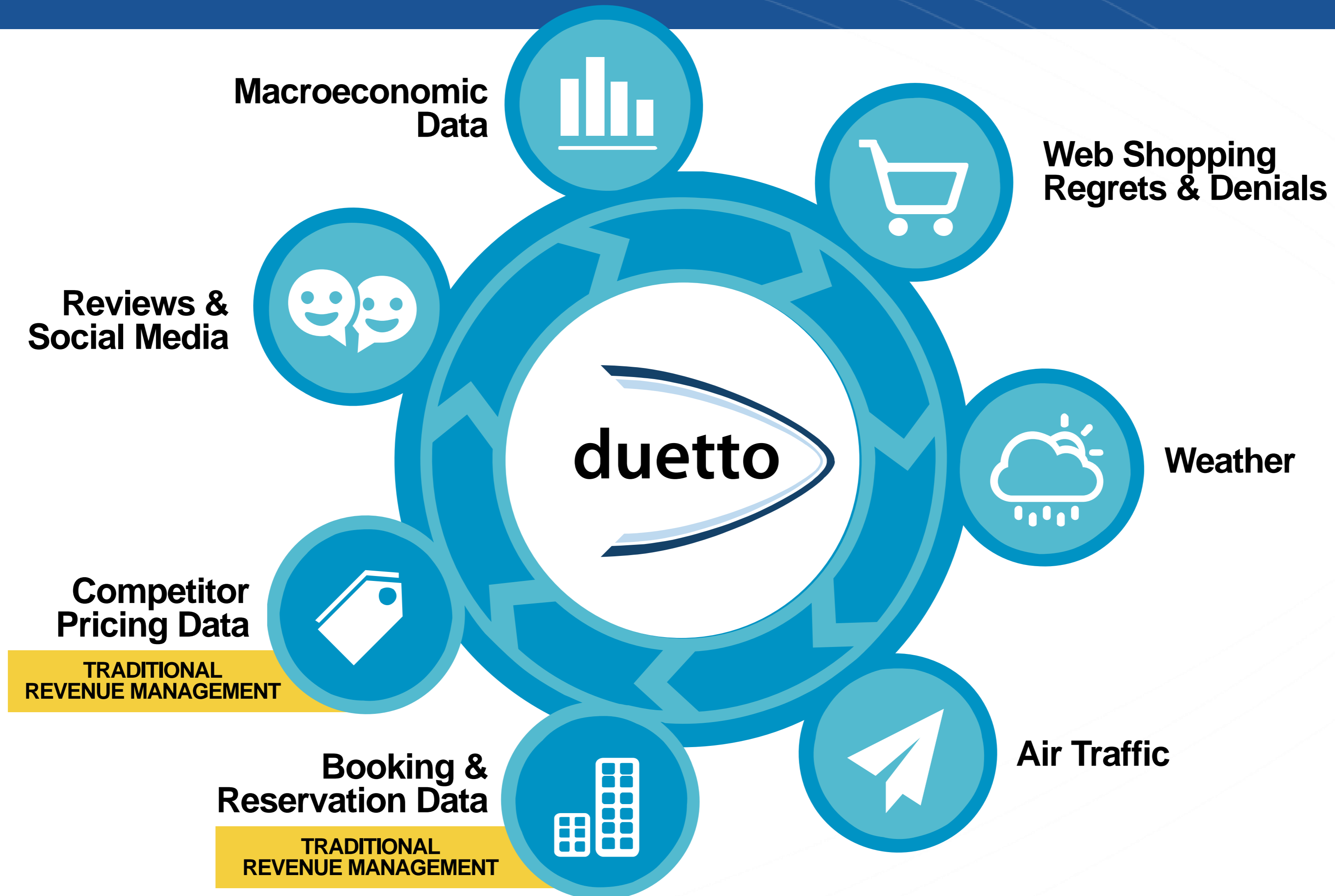
Traditional Hotel Pricing



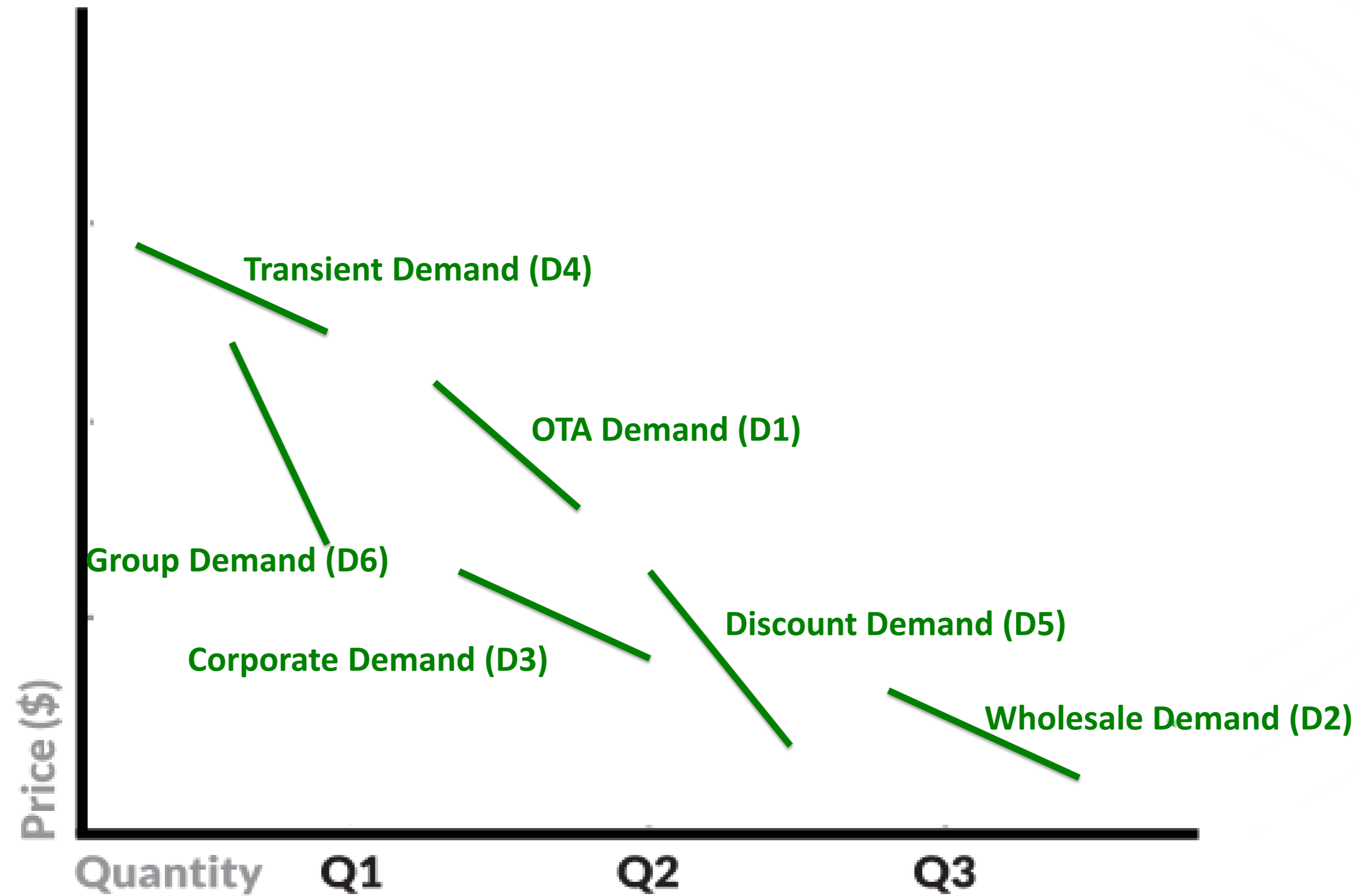
Open Pricing



The Duetto Solution



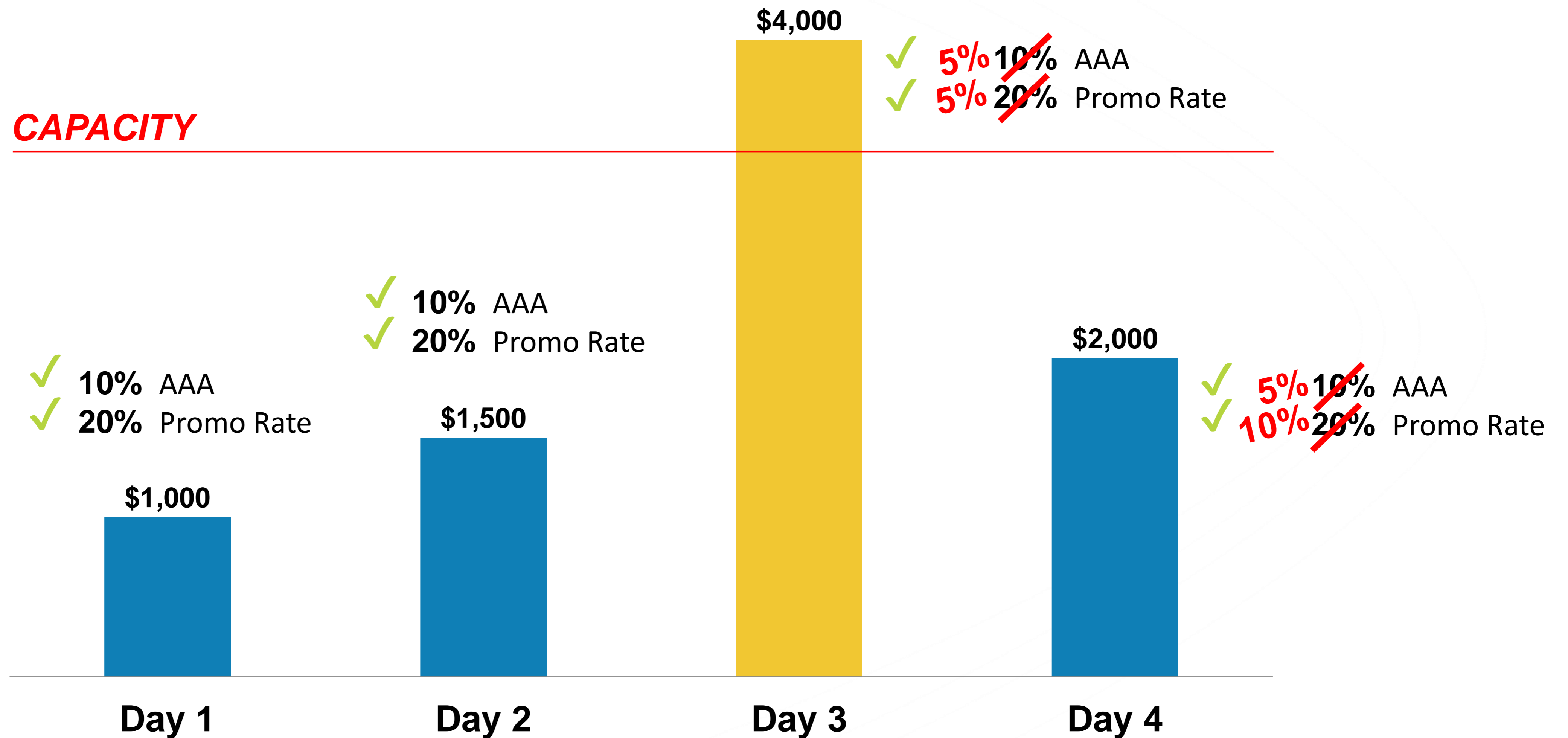
Open Pricing



Traditional Pricing Tactics



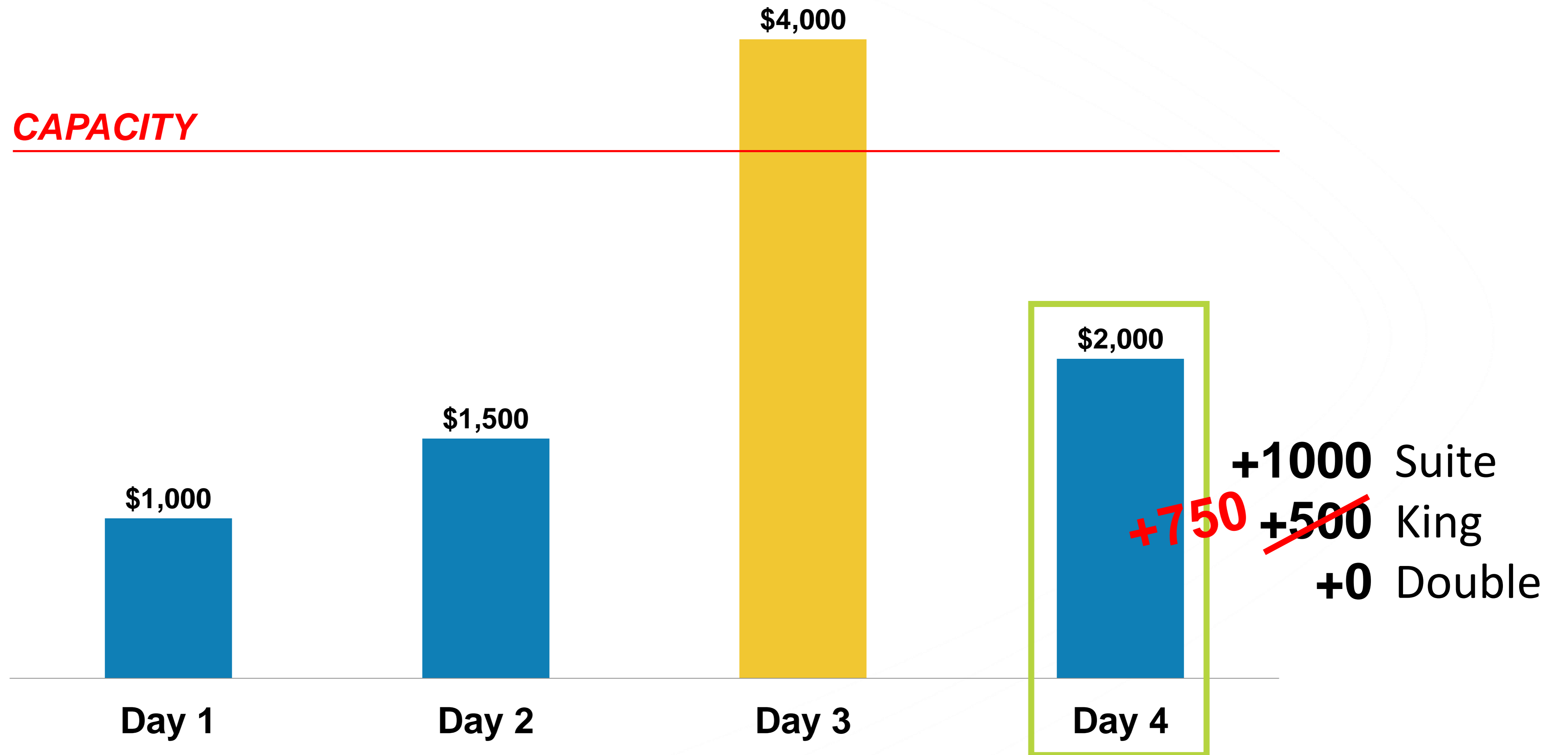
Open Pricing



Room Types

- | **Disconnect from set differentials**
- | **Easily yield room types based on market demand**

Open Pricing



Take Back Control – Open Pricing

- | **Open pricing means never closing the door on a guest who wants to book a hotel room.**
- | **Maximizing revenue by selling the right room to the right customer at the right time for the right price.**



Q & A



Thank you