duetto

A brand-wide GameChanger for Red Lion Hotels Corp.

How the Spokane, WA-based hotel company has used industry-leading technology to beat the market and grow beyond the Pacific Northwest

RevPAR: +12.3% | RevPAR Index: +5% (Q3, 2015)

The Challenge

In his first days on the job in 2014, CEO Greg Mount made clear his goal: Make RLHC a company known for having leading technology and being best at e-commerce.

By doing so, and implementing a new Revenue Strategy, Mount felt Red Lion could regain market share and make Red Lion a viable option to developers and owners beyond the Pacific Northwest. Considering Red Lion and its 55 properties were utilizing legacy systems and didn't even have an RMS in place, Mount's goals were quite ambitious.

The Solution

Enter CMO Bill Linehan and his vision for stitching together 12 cloud-based systems to create an integrated guest delivery platform.

At the heart of what he called RevPak is GameChanger, Duetto's Revenue Strategy application that combines Big Data with a powerful pricing engine. RLHC now benefits from more visibility into future demand through new data like web shopping regrets and denials and the ability to yield all channels, segments, room types and offers independently in real time with Open Pricing.

"If you look across our landscape, there are a lot of hotels that have a lot of different systems. We didn't want to catch up; we wanted to leapfrog. That's why I call this disruptive technology. Duetto has allowed us to beat a market we hadn't been competing in."

— Jason Thielbahr
SVP of Revenue and Distribution, RLHC

The Results

Greg Mount set an audacious goal, but in less than two years, RLHC has doubled in size, grown beyond the Pacific Northwest and is now known as an innovator with industry-leading technology. With RevPak and Duetto's GameChanger, RLHC hotels are outperforming their street-corner competitors and brands that had never considered Red Lion serious competition. Developers have taken notice as Red Lion has launched a new brand and is now expanding up and down the East Coast.

(Q3 2015 vs. Q3 2014)

RevPAR: +12.3%

RevPAR Index: +5%

RevPAR results are system-wide, while Index is the average per-property lift.

Top Properties by RevPAR Index

+12.3% Red Lion Hotel on the River
Jantzen Beach, OR

+10.8% Red Lion Hotel
Kalispell, MT

+8.9% Red Lion Inn & Suites
Kennewick, WA

How it Happened

- Better insight into unconstrained demand with new data like web shopping

- Ability to capture all demand with Open Pricing and yielding by segment, channel

- Real-time automation and alerts make it easy to get rates to market

- Comprehensive training and certification from Duetto for all revenue managers

- Revenue managers now have confidence and tools to make better decisions

- Attracted and now retaining top RM talent because of innovative approach

"Having selected various PMS, RMS, CRO, CRM and many other systems, my team and I have found the Duetto team to be first-rate. Not only is their Revenue Strategy application light years ahead of other revenue management systems, but the on-boarding, integrations, training and ongoing support are truly best in class."

— Bill Linehan
Chief Marketing Officer, RLHC