

## Louvre Hotels Group Completes Duetto Roll Out

*World's #1 Revenue Management System (RMS) is now active in 250+ owned and leased hotels under the Louvre Hotels Group umbrella.*

Louvre Hotels Group has announced it now has its portfolio of owned and leased hotels and resorts running on Duetto.

The France-based hotel company, which has a portfolio of 1,700 properties in 60 countries across the world and is an affiliate of Jin Jiang International Holdings, Co, Ltd., the second-largest hotel group in the world, has completed integration, onboarding, and go-live for its owned and leased hotel assets within the Duetto revenue strategy platform. More than 22,000 hotel rooms are now revenue-optimizing with Duetto's GameChanger and BlockBuster applications.

Louvre Hotels Group has developed a global strategy to reach excellence in pricing and revenue management. It established a service platform built around three pillars: Talent, Tools, and Strategy. Together with the Marketing and Distribution platforms, the Louvre Hotels Group Revenue Management and Pricing platform will bring a multitude of integrated solutions for their franchised, managed hotels, to boost hotel performance, just as their owned and leased hotels now do.

This partnership with Duetto is a concrete illustration of Louvre Hotels Group's strategy. The company was looking for a solution to cope with today's fast-paced pricing and volatile demand environment. The revenue team has fully adopted the solution and embraced Duetto's Open Pricing methodology, which enables them to yield all segments, room types, and distribution channels independently and in real-time.

Automation was also a big plus, as there was a need to eradicate manual processes to free up revenue teams to focus on strategy. Duetto was selected after a rigorous tender process.

*"Among the solutions we considered, Duetto is the one that fits our organization and our ambitions. We have a vision of agility and open, dynamic pricing that Duetto is responding to perfectly and allows us to multiply the potential of capturing quality revenue,"* said Ignazio Pisano, Vice President of Revenue Management & Pricing at Louvre Hotels Group.

*"Revenue management and pricing are two cornerstones in generating value for our hotels. We are proud to have successfully deployed the Duetto solution to more than 250 subsidiary hotels within a few months.*

# Louvre Hotels

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*The next step for Louvre Hotels Group is to open our service platform, of which Duetto is an important part, to the rest of our portfolio, the franchised and managed hotels,” Ignazio Pisano added.*

*“We are delighted to welcome Louvre Hotels Group to Duetto. Our cloud-based solutions made it quick and easy to roll out the entire portfolio of owned and leased properties, and scaling this to other areas of the company’s business will now be a seamless transition. We look forward to our continued partnership with Louvre Hotels Group,” said David Woolenberg, CEO, Duetto.*

## **About Louvre Hotels Group**

*Louvre Hotels Group is a major player in the global hospitality industry, with a portfolio that now includes more than 1,700 hotels in 60 countries.*

*It has a full hotel offering, spanning 1 star to 5 stars, with the Louvre Hotels Group’s historic brands (Royal Tulip, Golden Tulip, Campanile, Tulip Residences, Kyriad, Kyriad Direct, Tulip Residences, Tulip Inn, and Première Classe), the 5 brands of the Sarovar network in India, the French Group Hôtels & Préférence and the brand TemptingPlaces. The group also has a distribution agreement with the Barrière Group.*

*Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the 2th hospitality group in the world.*

## **About Duetto**

*Duetto delivers a suite of SaaS cloud-native applications for hospitality businesses to optimize every booking opportunity for greater revenue impact. The unique combination of hospitality experience and technology leadership drives Duetto to look for innovative solutions to industry challenges. The software as a service platform allows hotels, casinos, and resorts to leverage real-time dynamic data sources and actionable insights into pricing and demand across the enterprise.*

*More than 4,000 hotel and casino resort properties in more than 60 countries have partnered to use Duetto’s applications, which include GameChanger for pricing, ScoreBoard for intelligent reporting, and BlockBuster for contracted-business optimization.*

*In both 2022 and 2023, Duetto was named the world's #1 revenue management system in the [HotelTechAwards](https://www.hoteltechawards.com/). For more information, please visit <https://www.duettocloud.com/>.*