



duetto



# Leverage Our Experience

## Take Your Casino Revenue Strategy to the Next Level with Duetto Strategic Consulting

Who better to optimize your Revenue Strategy solution than the people who built it? Duetto's Strategic Consulting team has decades of experience in the casino industry, from the megaresorts on The Las Vegas Strip to tribal casinos throughout the country. Let us manage everything from optimal pricing recommendations to real-time reporting and reinvestment strategies, and together we will maximize profit for your casino's hotel.

# Leverage our Experience

Duetto's casino team is made up of the country's top revenue management minds, bringing experience from Wynn, Caesars, Atlantis, Golden Nugget and many others. The team uses analytical expertise to create cross-departmental efficiencies focused on generating the most revenue through real-time analysis, including gaming-specific recommendations.



## Why Duetto?

**El Cortez**  
HOTEL & CASINO  
LAS VEGAS, NEVADA

### El Cortez Hotel & Casino

Las Vegas, Nevada

El Cortez's cash revenue increased at an average of 30% annually for three consecutive years since partnering with Duetto.

*"Before implementing the system, we didn't have the visibility to understand where we were giving up margin and profit, and in a competitive market like ours, we could no longer afford that."*

*— Kenny Epstein, Owner*

**PEARL RIVER RESORT**  
CASINOS & HOTELS | CHOCTAW, MS

### Pearl River Resort

Philadelphia, Mississippi

Pearl River's dynamic strategy led to better occupancy, profitability, direct marketing and customer service. The property's cash revenue in Q1 2018 was up 14% over Q1 2017.

*"We've empowered our call center so that they can give great customer service and always offer the best rate to our guests. Year over year, the hotel's contribution to overall theoretical has improved nearly every weekend."*

*— David Malbrough, Director of Planning and Analysis*

# What's in the Cards?

By partnering with Duetto Strategic Consulting, our team of casino revenue strategists will perform the following core functions:

- Manage pricing and yielding strategies within GameChanger
- Full analysis of current segmentation and reinvestment practices
- Lead weekly Revenue Strategy meetings (remote)
- Participate in strategy meetings with management
- Build and analyze monthly forecasts
- Help shape casino marketing strategies
- Create and distribute appropriate GameChanger reports
- Review and analyze market intelligence data, such as competitor offerings
- Evaluate trends and develop strategies to increase performance
- Manage distribution relationships with direct-connect partners
- Forecast group demand and assist in developing group strategies.



## Add-on services:

- Create packages and promotions through non-direct distribution channels
- Create additional reports outside of GameChanger
- Develop custom direct marketing, packaging and contract strategies
- Manually update non-direct extranets

**duetto**