

## GuestCentric and Duetto Partner to Bring Personalization to Hotel Bookings

*Booking Engine Provider and Revenue Strategy Platform Pioneer Real-Time, Contextualized Pricing and Merchandising with Playmaker, Duetto's New Personalization Application*

New York, December 14, 2017 — [Duetto](#), hospitality's only Revenue Strategy Platform, and GuestCentric have partnered to bring a new level of personalization to the hotel and casino industries that will increase conversion and direct bookings. The companies' strategic partnership will enable hotel companies using Duetto's recently launched personalization application, [PlayMaker](#), and GuestCentric's global booking engine the breakthrough ability to customize merchandising content and pricing in real time based on consumers' previous booking history and shopping behavior.

[GuestCentric](#), an award-winning, cloud-based platform that lets hotels manage their website design, online bookings, social media and channel management, is the first booking solution to integrate with Duetto's newest cloud application.

With PlayMaker, properties connect browsing behavior, demographic information, past stay history and third-party data to make instant, intuitive decisions that serve up the most enticing room types, packages and other offers. Duetto's Revenue Strategy Platform delivers those "plays" to GuestCentric's booking engine, allowing the hotel to offer personalized experiences that increase conversion. With visibly faster response time and relevant offers, guests will be able to book without frustration — ending their buying journey with a confirmed reservation.

"GuestCentric and Duetto share a vision for the future of hospitality, and we're excited that our collaboration will finally make possible the true personalization our customers have sought," said Marco Benvenuti, Duetto Co-Founder and Chief Marketing and Strategy Officer for San Francisco-based Duetto. "Hotels and casinos will be able to increase their booking conversion and revenue by customizing the prices, merchandising and content that potential guests — including and especially the most profitable customers in their loyalty programs — see on properties' direct channels."

Pedro Colaco, CEO of GuestCentric, added: "Enabling our customers to adopt PlayMaker will give hoteliers a solution that no other booking platform currently offers. Our partners want to convert as many online shoppers into confirmed reservations as possible, and the ability to leverage dynamic customer data, past purchases and preferences, in real time thanks to this integration, goes further than anything to achieve that goal."

Las Vegas-based Affinity Gaming, which operates 11 casino-hotels in four states, is the first joint customer of Duetto and GuestCentric to deploy PlayMaker. Chief Marketing Officer Vincent Lentini said the application's key functionalities, such as customizing the room types that appear in the sort order when consumers are searching dates on the properties' websites, would support Affinity's evolving revenue strategies.

“We have more data on our guests than ever, and even though we know which room types or loyalty rates appeal to whom, it’s not easy to manually provide that level of personalization during the booking process or test which offerings convert better than others,” Lentini said. “Now that our digital-marketing and Revenue Strategy partners collectively support a solution like PlayMaker, we’re looking forward to getting the most out of our direct channels far more efficiently.”

PlayMaker joins Duetto’s flagship [Open Pricing](#) app, GameChanger, in the company’s lineup of solutions, along with its ScoreBoard and BlockBuster products.

## ABOUT GUESTCENTRIC

[GuestCentric](#) is a leading provider of cloud-based digital-marketing software that helps extraordinary hoteliers promote their brand, drive direct bookings and connect with customers on all digital platforms. The GuestCentric all-in-one platform provides hotels with a unified solution for managing guests’ online journey: award-winning custom-built responsive websites; a user-friendly integrated booking engine; social media marketing and publishing tools; and a GDS and channel manager to offer rooms on Booking.com, Expedia, TripAdvisor, Google and hundreds of other channels.

GuestCentric operates from the U.S., U.K., Spain and Portugal and is a proud partner of hotels from collections such as Design Hotels, Small Luxury Hotels, Leading Hotels of the World and Relais & Chateaux.

GuestCentric is featured on [Skift Travel Tech 250](#), a list of the top 250 travel tech companies shaping the modern-day travel experience.

For more information, please visit [www.guestcentric.com](http://www.guestcentric.com).

## ABOUT DUETTO

[Duetto](#) is hospitality’s only Revenue Strategy Platform. A powerful suite of cloud applications addresses the industry’s complexity in distribution and technology, providing solutions that increase booking conversion, guest loyalty and revenue.

The unique combination of hospitality experience and technology leadership drives Duetto to look for new and innovative solutions to the industry’s greatest challenges. Duetto delivers software-as-a-service to hotels and casinos that leverage dynamic data sources and actionable insights into pricing and demand across the enterprise, enabling a holistic and more profitable Revenue Strategy.

In 2016, Duetto’s fully deployed hotel clients using GameChanger recorded an [average RevPAR Index lift of 6.5%](#). More than 2,000 hotel and casino properties in more than 60 countries have implemented Duetto’s applications, which include [GameChanger](#) for Open

Pricing, [ScoreBoard](#) for intelligent reporting, [PlayMaker](#) for personalization, and [BlockBuster](#) for contracted-business optimization.

For more information, visit <http://duettocloud.com>.