



How The Gate Collection Achieved a 5x Increase in App Engagement and 1030% ROI with Duve's Guest Experience Suite.

Gate Collection, a luxury and lifestyle hotel collection with over 1,000 rooms across four hotels (with three in Paris and one in Washington DC), has revolutionized its guest experience with Duve. Prior to partnering with Duve, The Gate Collection faced challenges in structuring their guest journey, which limited their potential to maximize revenue and enhance guest satisfaction. The Gate Collection implemented Duve in three of their hotels including Hôtel du Collectionneur, Hôtel Le Patio Bastille, and Les Jardins du Marais. With Duve, they have established a seamless, structured guest journey, significantly improving guest engagement and revenue generation before and during the guest-stay.



THE GATE COLLECTION
LUXURY & LIFESTYLE HOTEL



Key Challenges

- **Unstructured guest journey:**

Lack of a clear strategy to guide guests from booking to post-stay, affecting guest satisfaction and resulting in time-consuming management tasks. Despite having an advanced technology infrastructure, including Opera Cloud (connected via OHIP), Worldline PSP, and Room Checking, the integration of these systems to streamline the guest experience and operational efficiency remained a key challenge. The solution involved strategically connecting these technologies to ensure a seamless guest journey, enhancing both satisfaction and team productivity.

- **Limited guest engagement:**

The lack of tools for seamlessly communicating with guests before arrival and during stay limited their ability to streamline the journey.

- **Missing out on revenue potential:**

Reliance on manual processes and outdated communication methods resulted in missed revenue opportunities.



Duve's Solution

Duve has equipped The Gate Collection with a guest experience platform that enhances the guest journey across its three unique brands. By utilizing Duve's comprehensive suite—including online check-in, a versatile communication hub, upselling tools, and customizable guest apps—The Gate Collection has been able to personalize the guest experience for their guests staying at each of their 3 brands. By supporting multi-brand hotel accounts, Duve enables distinct branding and tailored guest journeys, including unique communications, guest apps, and upsells for each hotel. Furthermore, it facilitates performance analysis across the group, allowing for optimization strategies that leverage the strengths of each brand while maintaining management efficiency under a single group account. This approach not only streamlines operations but also elevates the guest experience across The Gate Collection's portfolio.



Results Achieved with Duve:

- **5x increase in GuestApp usage:** By employing strategies such as WiFi redirects and Duve's digital spots for QR code placement in rooms, the hotel significantly increased guest app engagement, particularly at Hôtel du Collectionneur, resulting in a 5x usage uptick. These methods seamlessly directed guests to their personal app upon connecting to the hotel's WiFi or scanning QR codes, enhancing interaction with hotel staff.
- **1030% ROI from upsells:** Targeted upselling through Duve, such as early check-ins and Valentine's Day packages, dramatically increased revenue, with early check-in alone generating over €28,600 in 2023 at Hôtel du Collectionneur, one of the group's top hotels.
- **Streamlined communication:** The Gate Collection leverages Duve's Scheduled Messages and Automated Reminders to streamline interactions throughout the guest's stay, from pre-check-in to personalized upsell opportunities. As a 5-star hotel group, delivering customized experiences is crucial. Through Duve's advanced communication tools, the hotel crafts personalized messages that resonate with individual guest profiles. This strategic approach not only elevates the guest experience but also significantly reduces the workload on the marketing and revenue teams by automating personalized communication at scale.





Quentin Remy, Deputy Director of Revenue and Reservations at The Gate Collection, shared:

“Duve has transformed how we interact with our guests. When managing a 5-star hotel, it’s not just about offering a bed but providing a memorable experience. Duve’s platform enables us to treat each guest as an individual, enhancing engagement and ensuring we’re proactive in meeting their needs. Duve helps us ensure that we facilitate their experience throughout the entire journey.”

Conclusion

The Gate Collection's experience with Duve demonstrates the importance of a well-structured guest journey. By leveraging Duve's solutions, The Gate Collection has not only streamlined its guest communication and upselling strategies but also significantly enhanced guest satisfaction. This case study demonstrates that with the right tools, hotels can transform their guest experience, resulting in increased revenue and operational efficiency. The Gate Collection's success story with Duve is a testament to how personalized engagement and efficient communication can elevate the overall guest experience, setting a new standard for hospitality excellence.

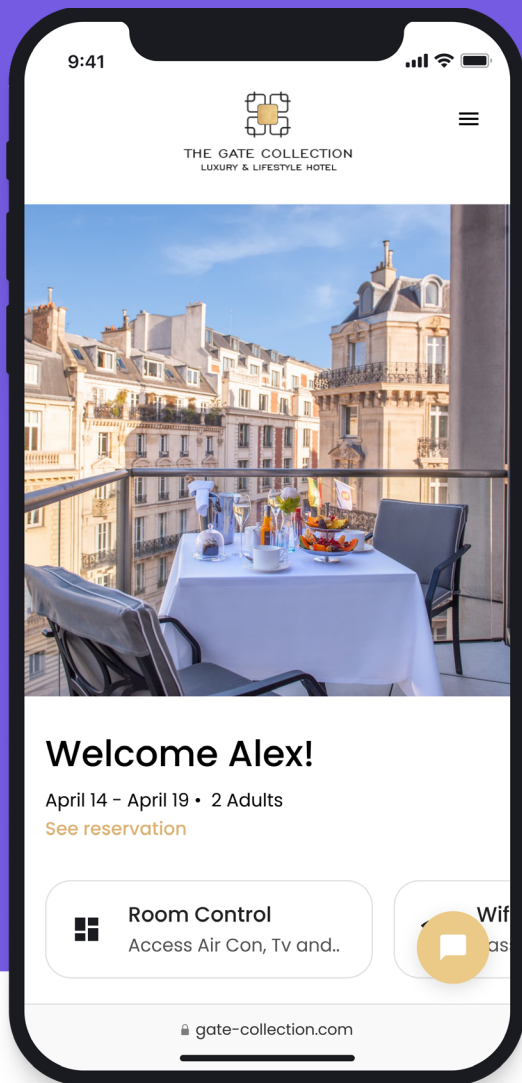




About Duve

Duve is revolutionizing guest experience by offering a truly personalized guest experience suite. Duve helps hoteliers create a tailored and digital journey for each and every guest - from online check-in flows that meet the exact needs of each guest, to a web-based guest app with relevant content in the guests' native language, to personalized upsells that increase revenue potential and satisfaction of each guest. By partnering with more than 150 integration partners, across all major PMS's, OTA's, PSP's, Digital Key providers and 3rd-party vendors, Duve helps transform the way guest experience is provided at thousands of hotels of vacation rentals around the world.

Duve products used by The Gate Collection



- ✓ Online check-in
- ✓ Upsells
- ✓ Guest app
- ✓ Scheduled messages
- ✓ Communication hub
- ✓ Check-out
- ✓ Digital spots

Don't settle for less. Get Duve Now!

With Duve's online check-in, over 73% of guests complete the check-in process before arrival – leaving your staff time to give each guest a truly personal experience.

[Book a demo](#)

www.duve.com