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Brian Reeves - Price Marketing for Hotels

Dynamic Pricing of Hotel Rooms

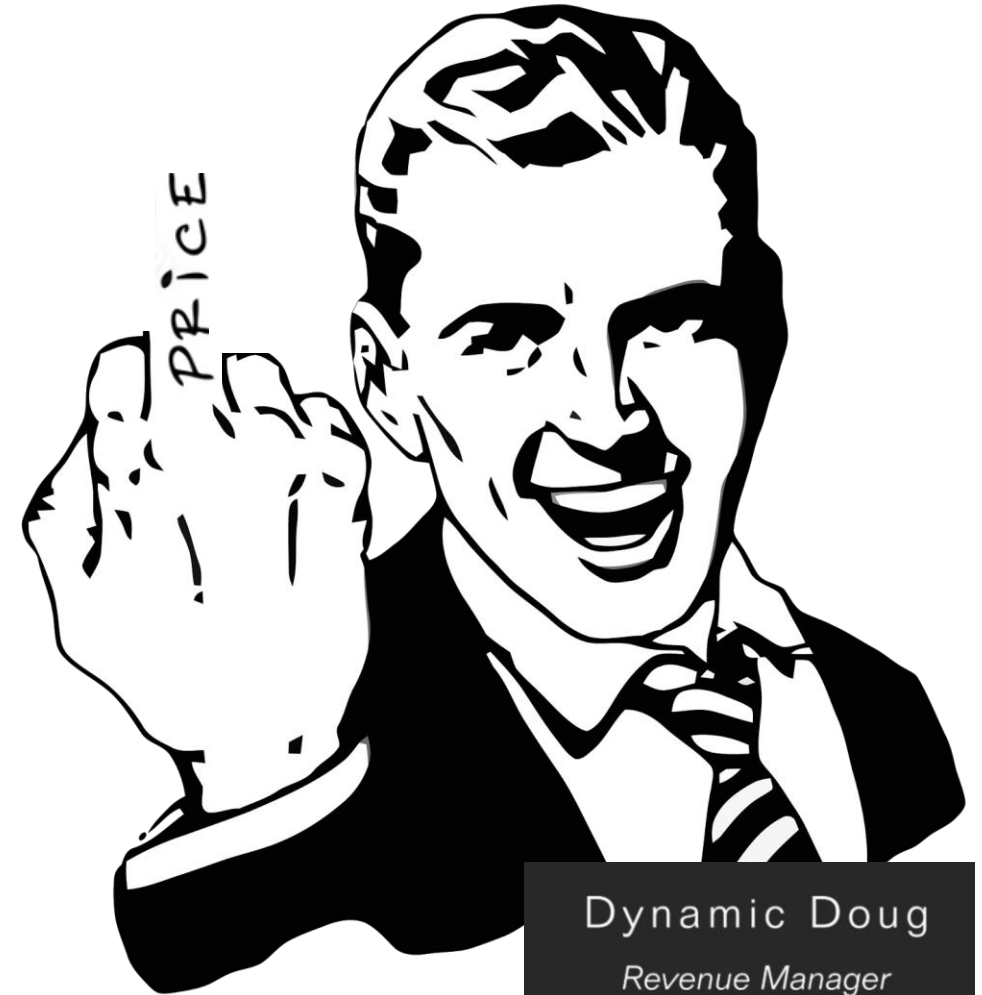
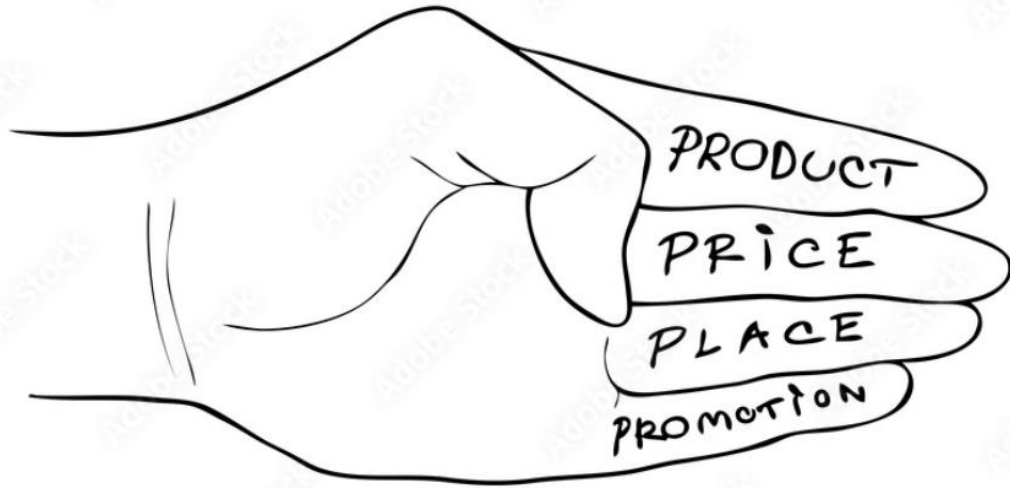
Adjusting rates to be competitive in accordance with changes in demand to capture more occupancy.

Balance occupancy / rate to optimise REVPAR.

Improves profitability.



Hotel Marketing Mix



Dynamic Doug
Revenue Manager

Low Conversion Rates on Hotel Websites

No intuitive price expectation;
low consumer confidence in booking.

No way for hotels to indicate a Fair Price (RRP, List Price, MRP etc.).

No way to signal a discount (value cannot be anchored).

No way to advertise value for money and increase interest.

The screenshot shows a hotel website interface for a 'Superior King' room. The page has a dark blue header with the room name and a close button. Below the header are two tabs: 'IMAGES' and 'ROOM INFORMATION'. The main content area features a large image of the room with a white overlay box containing the text: 'This room should be £339 but it's only £269 So you save £70'. Below this text is the Trustpilot logo. At the bottom of the page, there is a dark blue bar with the text 'Wed, 5 October, 1 night', the price '£269', and a 'Book today' button. A row of small thumbnail images is visible above the price bar.

A new pricing standard

What if value-for-money on dynamic room rates was clear, trusted and regulated?



A new pricing standard in action

A trusted advisory add-on to demonstrate value, boost consumer confidence & increase conversion.

Superior King

IMAGES ROOM INFORMATION

Value For Money

20%

Lower than expected rate of £339

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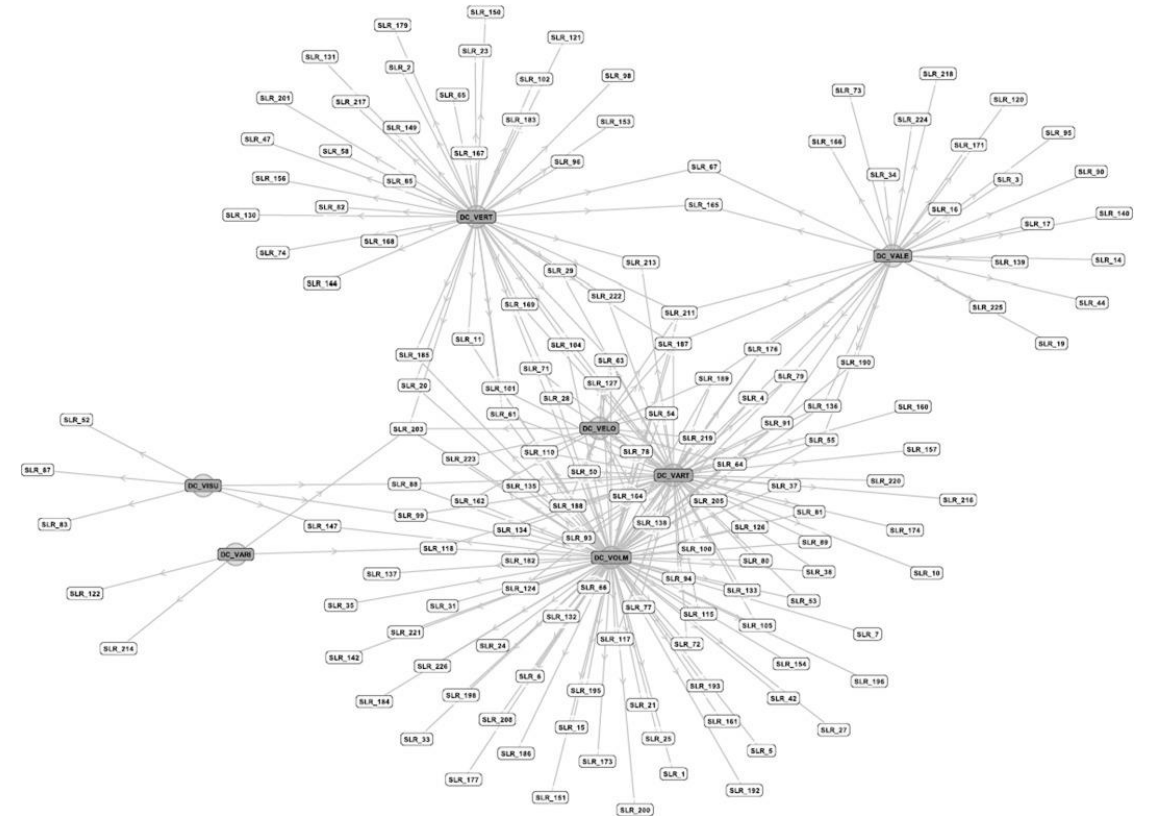
Value For Money

Wed, 5 October, 1 night **£269** Book today

How it works

Each hotel's expected rates are calculated based on the market conditions.



When a hotel is selling at its expected rate or lower it can demonstrate value-for-money.



OTAs thrive when value-for-money is unclear

When value-for-money is unknowable, OTAs can use search ranking, urgency, scarcity and risk mitigation tactics to persuade consumers to book (particular hotels).



Inhabit, Southwick Street ★★★★★ 
Westminster Borough, London · [Show on map](#) · 3.1 km from centre ·
Metro access
 Travel Sustainable property

Deluxe Twin Room
2 single beds

FREE cancellation · No prepayment needed
You can cancel later, so lock in this great price today.
Only 4 rooms left at this price on our site

Very good 8.1
3,152 reviews

1 night, 2 adults
£334
Includes taxes and charges

[Earn £23 Credits](#)

[See availability >](#)

By investing additional commission, we'll give you up to 60% increased visibility



1 Craven Hill Gardens ★★★★★
Westminster Borough, London · [Show on map](#) · 3.8 km from centre ·
Metro access

Signature Suite with Jacuzzi
Private suite
1 double bed

Very good 8.2
2,209 reviews

1 night, 2 adults
£159
Includes taxes and charges

[See availability >](#)

Competitor Analysis – Is your hotel competitive on price?

Hotels move prices daily.

The alternative hotels that your guest is considering often lies outside your traditional comp set.





Thank you!

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For more information

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