



# THE ULTIMATE PLAYBOOK TO SELECT A PERSUASIVE HOTEL RATE OPTIMIZER

Perishability and limited inventory can influence any hotel business, thereby making room prices a major KPI for revenue managers who are looking to adopt technology that can run numerous calculations and consider multiple factors for scientific pricing recommendations.

This playbook guides you to cherry-pick the best rate optimization solution for your transient business segment and increase profits.

## USABILITY & RELEVANCE



### Advanced user interface

Decide on a smart price optimizer with an easy navigation to meet demands of a rapidly moving marketplace. It should offer competitive benchmarking & rate trends, perceived hotel value, market compression and hotel occupancy – all in a unified powerful interface.

### No manual data integration

Built-in advanced hotel price optimizers meet industry demands and automatically handle increasing hotel dynamics by calculating complex prices to give scientific results quickly, thereby chucking out 'manual data crunching'!

### Tracking competitors' prices

Maximizing revenue through a strategic use of competition pricing data is a challenge. Settle on an intuitive hotel rate optimizer that recommends rates based on multiple room/rate combinations offered by different hotels for each and every single date.

### Customization

Look out for an intuitive hotel rate optimizer that understands the individuality of each hotel and allows them to set up seasons and create rules. Hoteliers should modify rule settings in this interface according to individual seasonal aspects and arrive at a pertinent and optimum recommendation.

## CONNECTIVITY & SCALABILITY

### Single-click Update

Addition of new channels leads to an increase in room/rate combinations. Look out for a smart rate optimizer that can update room/rate combinations automatically.

### Organized Layout

Layouts based on calendars are the easiest to perceive and manage because forecasted values for a particular date can be set for events that might impact the hotel's occupancy.

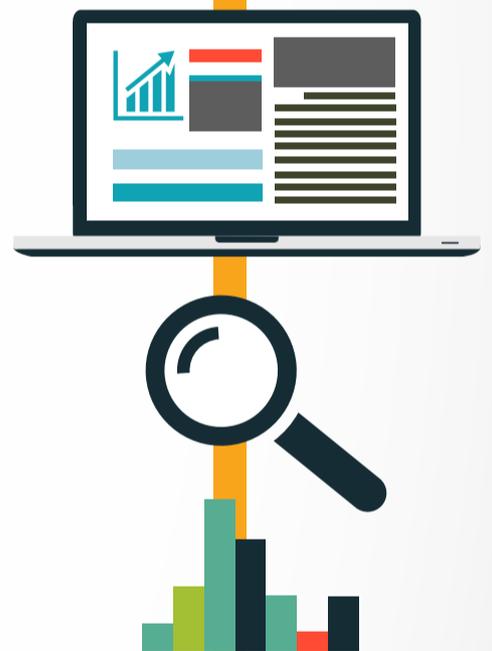
### Distribution management

When it comes to room/rate combination, guests choose from various distribution channels while making a reservation. A smart pricing strategy considers all such multiple options for a given check-in date to devise room price recommendations.

### Online reputation tracking

Review sites have impacted the way hotels are perceived by guests with respect to the comp-set. This impacts price recommendation because increased review ratings fortify a hotel's pricing strategy.

"A 1-point rise in review point scale & the hotel increases price by 11.2% and still maintains the same occupancy or market share." – Cornell



## TECHNOLOGY



### Cloud-Based Rate Optimization

Cloud-based rate optimization combines a qualitative and quantitative approach. Besides tracking, analyzing, and taking action on live prices; the tool identifies the soft spots in a hotel's conversion funnel and immediately improves them.

### Comprehensive Solution

An efficient hotel rate optimizer predicts more than RevPar. It targets GOPAR (gross operating profit per available room) as a part of total property management.

### A one-stop shop

A one-stop shop rate optimizer embraces multi-revenue operations across rooms in the PMS. Integration maximizes sales, optimizes pricing and drives revenue by capturing data for a multi-faceted property to give intelligent room price recommendations.

### Browser Friendly

A powerful rate optimization solution must be compatible with Internet browsers, including the most popular ones: Internet Explorer (8/9/10), Mozilla Firefox, Chrome and Opera.

## AND HERE IS THE BACKBONE...

24/7 SUPPORT



### Training & support

Your best bet for an ideal hotel rate optimizer will also be the one that comes along with dedicated support for all your revenue optimization needs and help with the tool.



GLOBAL SUPPORT

