



PRICING STRATEGIES

FOR YOUR HOTEL

IMPORTANCE

OF PRICING STRATEGY

A well-structured pricing strategy enhances revenue by setting rates based on factors such as market demand, inventory availability, room types, guest demographics, seasonal variations, competitive landscape, and operational expenses.





STEPS FOR

PRICING STRATEGY

- Pricing based on forecasting.
- Pricing based on competitors
- Segment-specific pricing
- Occupancy-based pricing
- Strategy for Length of Stay
- Seasonality based pricing

BEST PRACTICES

IN PRICING STRATEGY

Implementing best practices in revenue management can enhance the pricing process. Each strategy requires careful assessment of your hotel's market position, competition, and guest behavior patterns. Utilizing data analytics and in-depth insights is essential for making important decisions.



REVENUE OPTIMIZATION

AND PRICING STRATEGY

Dynamic pricing

Prices change in response to shifts in market demand and occupancy levels.

Promo codes and discounts

Provide special rates to attract different guest types or boost sales during specific periods, depending on occupancy and seasonal trends.

Upselling

Offering guests room upgrades or additional services.





The systematic pricing policy approach should be upheld to sustain sales growth and expand distribution networks.



AREAS OF FOCUS

IN PRICING STRATEGY

Yield management

Determining the perfect price to offer the ideal room to the appropriate customer.

Rate parity

Keeping a uniform pricing strategy across all distribution channels.

THANK YOU



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