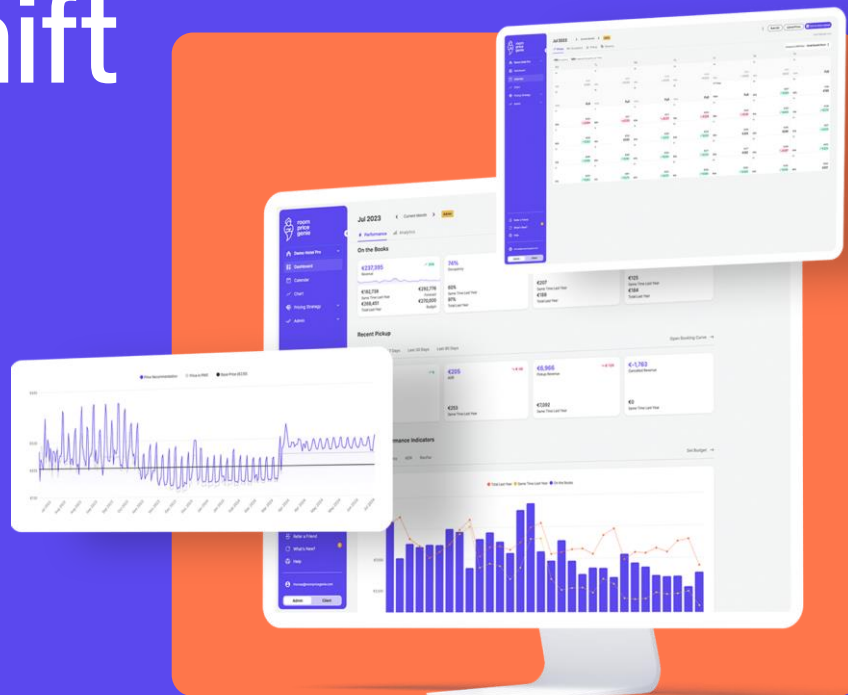


Embrace the Shift

Pricing technology in the modern era.

Are you In or Out?





These #1

RMS

wird vom

nice-to-have

zum

must-have

für alle

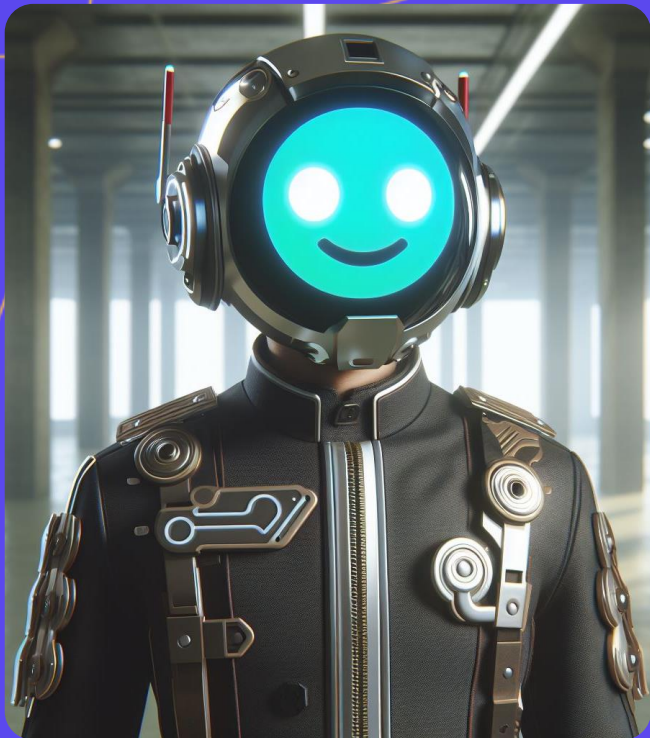


Hotel Technology Landscape

2023 Hotel Technology Market Map

OPERATIONS				REVENUE MANAGEMENT					
PROPERTY MANAGEMENT SYSTEMS (PMS) Cloudbeds ORACLE HOSPITALITY MEWS stayintouch RMS eviivo clock RMS+ infor ROOMRACCON protel innRoad HotelTime WEBEMERGE LITTLE HOTELIER. ThinkReservations Maestro CASABLANCA HOTELSOFTWARE SkyTouch innQuest Agibys. Cuestine ResNexus HotelKey SMS RoomKeyPMS Prenno		STAFF COLLABORATION TOOLS hotelkit AMADEUS ALICE Logistics INTELITY MONSCERGE optij UNIFOCUS akia Flexkeeping. BEEKEEPER Sabre helloshift Qovo gpacor		REVENUE MANAGEMENT (RMS) duetto IDEAS CENDYN pace revenue PRICEPOINT BEON revenue analytics ATOMIZE infor RevControl n DTA INSIGHT BATEBOARD PriceLabs smart pricing LOGGIE REVENUE AIOSSELL CLIMBER YP SpotPilot REVIEWSLYBRA REVIEWS revbell		CHANNEL MANAGERS SiteMinder Cloudbeds HotelRunner RateTiger Sabre innRoad VB VERTICALBOOKING AMADEUS eviivo RateGain Profitroom edge cubilis Impala STAM			
HOUSEKEEPING & ENGINEERING ALICE AMADEUS hotelkit optii helloshift hub OS HKEEPER Lodgistics Flexkeeping QOVO		GUEST FEEDBACK & SURVEYS TRUSTY*** REVINATE stay BEMBA akia GuestRevu Flexkeeping Tripadvisor MEDALLIA		LABOR MGMT M3 UNIFOCUS Inflow		PAYMENTS + FRAUD stripe sellbook adyen FirstData worldpay Braintrust CANARY Mews Elyon Profizroom sagepay affirm			
FINANCE & ACCOUNTING M3 Profitroom innflow hub OS myDigitalOffice inno Finance Fairness intuit sage HOTSTATS		MEETINGS & EVENTS EventTemple AMADEUS MeetingPackage IDECS Proposals ritri triplast CENDYN duetto Think MVU FIRSTVIEW KNOWLAND cvent Venuesuite Sales+Catering socialtable		F&B / POS ORACLE HOSPITALITY infor HCR Impulsiy infra3x Agibys. lightspeed bookTime HOTTIME MEWS		RATE SHOPPING & MARKET INTELLIGENCE DTA INSIGHT AMADEUS FORNOVA SiteMinder RateGain CENDYN RateTiger TripAdvisor RateMate HD plus HOTSTATS edge			
MARKETING				GUEST EXPERIENCE					
BOOKING ENGINES SiteMinder allora.ai netafinity CENDYN Bookassist Cloudbeds HotelRunner P3 AMADEUS VERTICALBOOKING Sabre SHERATON guestcentric Profitroom innRoad		METASEARCH & AD TECH SOJERN AVVIO hotelchamp asksuite white duve jiffy helloshift		GUEST MESSAGING whistle DUVE ALICE CANARY EASYWY akia Zingle GuestJoy Jiffy BEMBA Kipsu MONSCERGE alliants helloshift booksocket QOVO REVINATE		CONTACTLESS CHECK-IN CANARY EASYWY akia HOTELBIRD DUVE DUNE EASYWY mystay ZOOX AMARITES akia Avoa clifun tainet stregy		MOBILE ORDERING/F&B easyway Flexkeeping paritiz SABA CANARY STAY stay CANARY Beauty kelpad agibys	
REPUTATION MANAGEMENT TRUSTY*** REVINATE GuestRevu CUSTOMER REVIEWTRACERS RateGain parium REVIEWPRO TripAdvisor TravelHunt		HOTEL WEBSITES AVVIO SiteMinder CENDYN Bookassist hotelchamp netafinity WIX TravelHunt Profitroom Cloudbeds Milestone		WEBSITE LIVECHAT/CHATBOTS asksuite white duve jiffy helloshift		IN-ROOM TABLETS Alifad crave INTELITY volo! HCN		WI-FI Cloud Netifi DeepBar	
DIRECT BOOKING TOOLS selbook TRIPREASE Cartack LiveRate LaoSite SOJERN		DIGITAL MARKETING screenplot netafinity AVVIO CENDYN Bookassist Profitroom AMADEUS		HOTEL CRM & LOYALTY CENDYN hapi Profitroom dailypoint AMADEUS REVINATE FORSIGHT innRoad DigitalHotelier		KEYLESS ENTRY ASSA ABLQY GOKI ZAPLOX openkey SALTO FLEXPASS 4SUITES INTELITY dorma operto HoteK vikey STAY		ENERGY MGMT/CONTROLS verdant INTEREL telkonet evolve Zenno	
SOCIAL MEDIA TOOLS BCV vizeigy sproutsocial SOCIALFLOW Hootsuite TravelHunt Sendible		EXPERIENCE I PREFER concilio STASH mailchimp		GUEST APPS INTELITY bertenpace stay puritiz crave alliants openkey hub OS DUVE ZAPLOX		GUEST ROOM ENTERTAINMENT HOTTIME ERISO SOWNIFI WORLD InnSpire TRIPULPLAY		WI-FI Cloud Netifi DeepBar GuestTik KONADEX Aerohiva SINGLE DIGITS NINONUS VitalWiFi	

ChatGPT

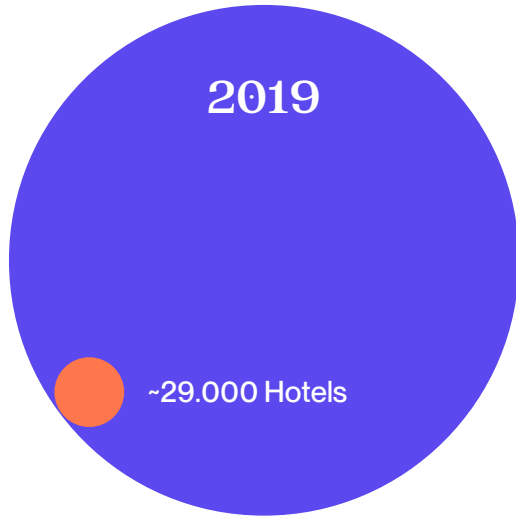


“That’s a good question, but not an easy one to answer. There is no definitive data on the global adoption of revenue management systems (RMS) by hotels [and casinos].”

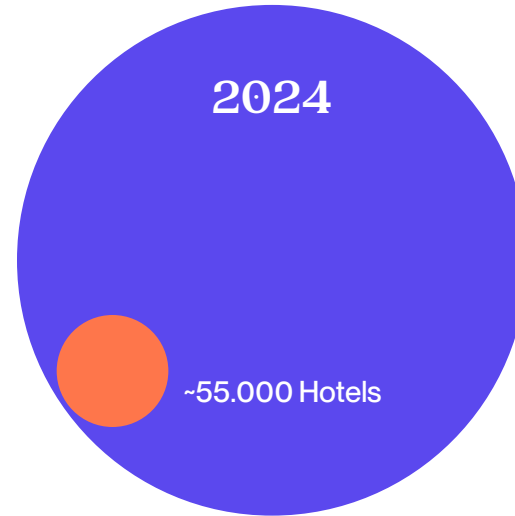
Frage:

Wie viele Hotels weltweit nutzen ein Revenue Management System?

Automatisiertes Revenue Management Nutzerzahlen weltweit

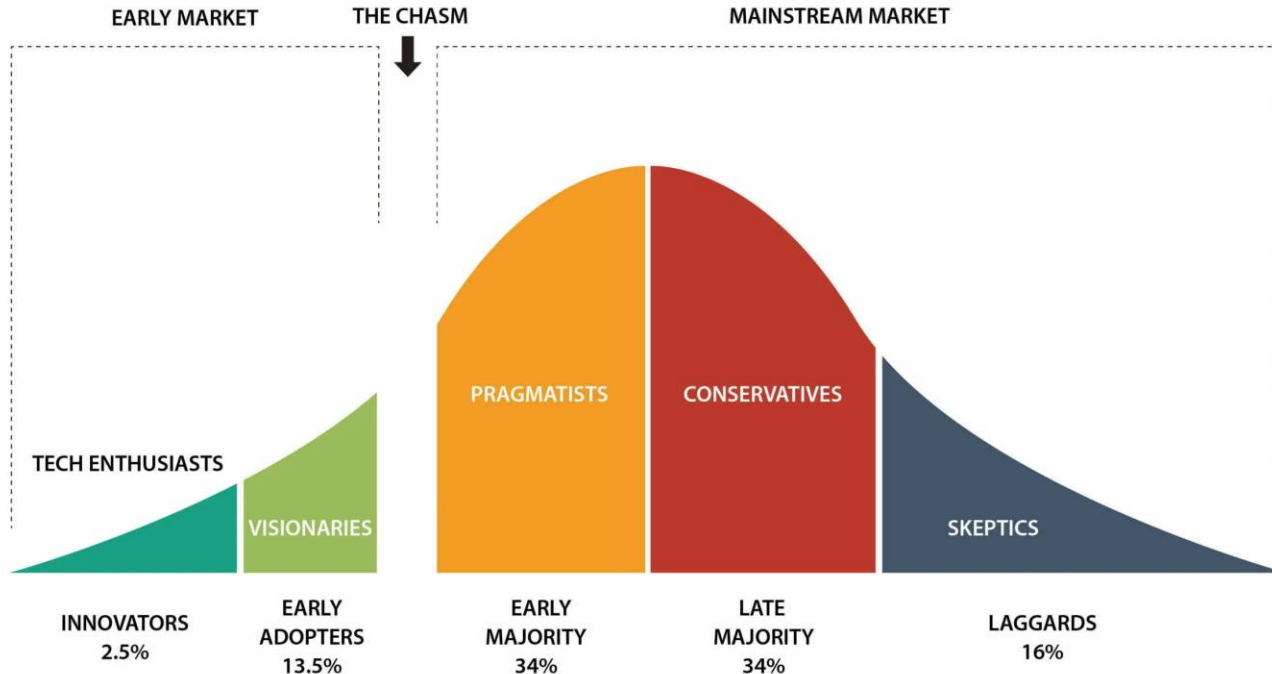


Source: Skift



Source: Websites

Technologie Adoption Curve by Everett Rogers (below, according to G. A. Moore)



Automatisierte Revenue Management Lösungen sind im Massenmarkt angekommen.

1. Wachstumsraten werden weiter zunehmen.
2. Märkte sind unterschiedlich weit fortgeschritten. Europa als Vorreiter.
3. Wird in den kommenden Jahren zum Standard in jedem Hotel-Tech-Stack.



These #2

**Automatisiertes Revenue
Management
funktioniert!**



Jungfrau Region 

Zürcher Hochschule
für Angewandte Wissenschaften

zhaw



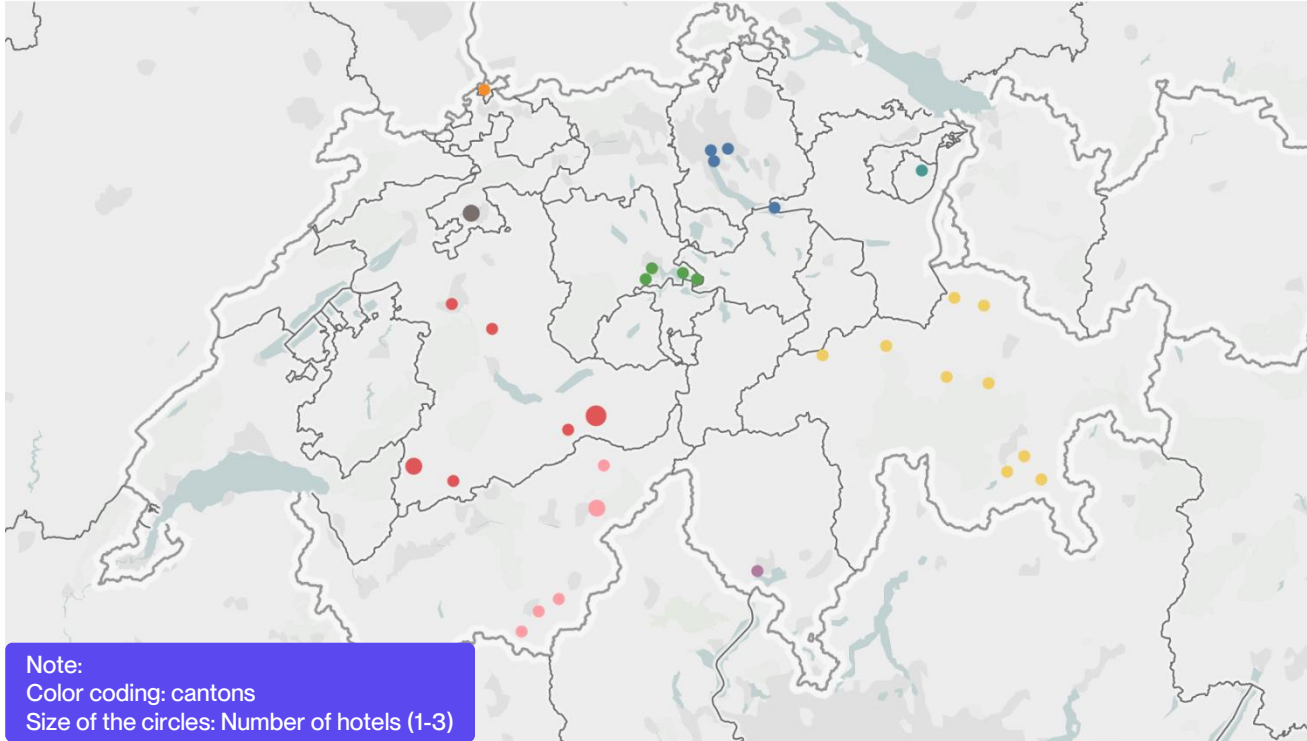
shs academy 

graubünden

swiss
hospitality
solutions 

#GetBackOnTrack
Innotour-Projekt

Participating hotels



In total, **37** hotels provided data on at least one perspective

Exemplary challenges of the hotels before the introduction of the software



Price flexibility

Flexible and immediate adjustment of prices is not possible (if management / deputy is absent)

Best possible price

Generally low prices to be raised again to appropriate level

Pricing: I have a hard time with setting prices (except in the F&B area, where you can clearly calculate).

Pricing: Here the challenge is also that with increasing prices we might not even become too high-priced and thus lose our regular guests

Getting guests used to dynamic prices

Increase prices

Zusammenfassung der Ergebnisse



Die Auswirkungen der Einführung einer dynamischen Preisgestaltung wurden unter drei Gesichtspunkten gemessen:

Guest Survey

- Bei der Gesamtzufriedenheit, der wahrgenommenen Preisfairness und der Weiterempfehlungsabsicht ist nach der Einführung der Software keine signifikante Veränderung festzustellen.
- Der NPS nimmt nach der Einführung der Software leicht ab.
- Die Preise werden nach der Einführung der Software nur geringfügig häufiger als dynamisch wahrgenommen.

Hotel Performance Measures

- Die Hotels schätzen ihre Preisgestaltungscompetenz und ihren relativen Erfolg nach der Einführung der Software als deutlich höher ein.
- Die Preisgestaltung war für viele Hotels vor der Einführung der Software eine Herausforderung.
- Nach der Einführung der Software gaben einige Hotels an, dass der Einsatz der Software für dynamische Preisgestaltung eine ihrer Stärken ist.

Key Performance Indicators

- Die Zimmerauslastung stieg nach der Einführung der Software deutlich an.
- Auch RevPAR und Durchschnittspreis verzeichneten nach der Einführung der Software höhere Werte.
- Allerdings können andere Faktoren, die die Vorher- und Nachher-Durchschnittswerte beeinflussen, nicht ausgeschlossen werden.

Perspektive #1

Umfrage

Gästeszufriedenheit

Extern

Methodology: Guest Survey

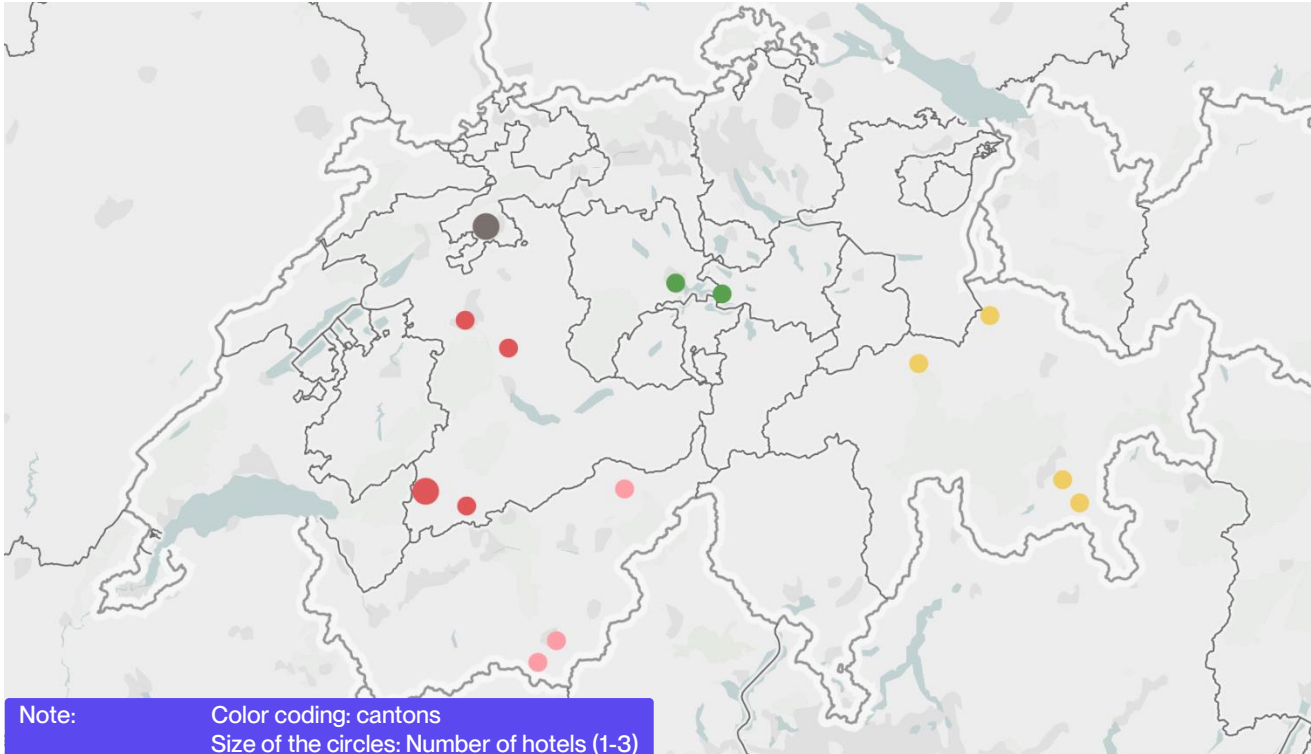


Methodology		Online survey
Distribution		Distribution of the survey by the hotels
Target group		Hotel guests who visited the hotel before and after the introduction of the software
Measures	Overall satisfaction	Overall, how satisfied were you with your stay at this hotel? <input type="radio"/> 1 – very dissatisfied to 6 – very satisfied
	Price fairness (3 questions)	„I consider the pricing of this hotel as...“ <input type="radio"/> 1 – very unfair to 6 – very fair <input type="radio"/> 1 – very unethical to 6 – very ethical <input type="radio"/> 1 – very unacceptable to 6 – very acceptable
	Recommendation intent	How likely is it that you would recommend this hotel to friends or colleagues? <input type="radio"/> 1 – very unlikely to 6 – very likely
	Perceived pricing	How do you think the prices are set in this hotel? <input type="radio"/> The prices are fixed per season <input type="radio"/> Prices are dynamic - i.e., they are constantly adjusted based on various factors <input type="radio"/> I don't know
Analysis notes		<ul style="list-style-type: none">• The focus of the analyses is on the comparison between the responses of guests who visited the hotels before or after the introduction of RPG.• Prerequisite for including hotels in analysis: at least 10 responses each before and after the introduction of RPG

Participating hotels

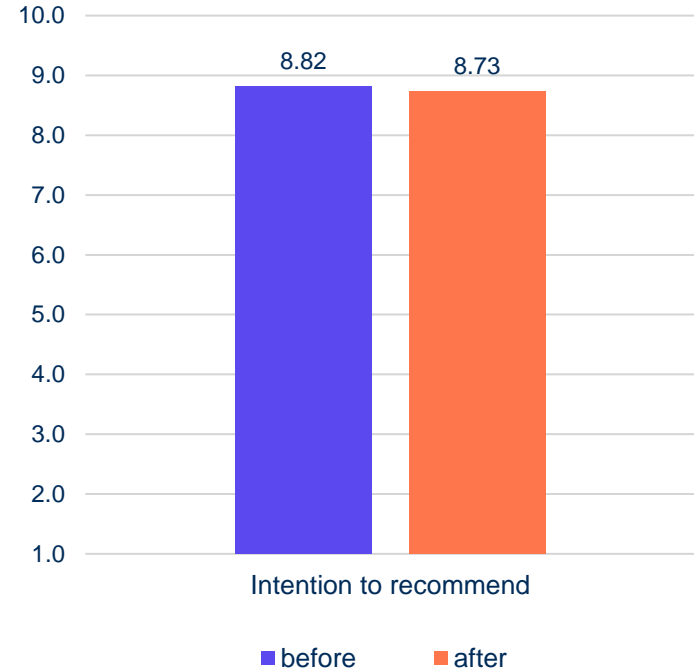
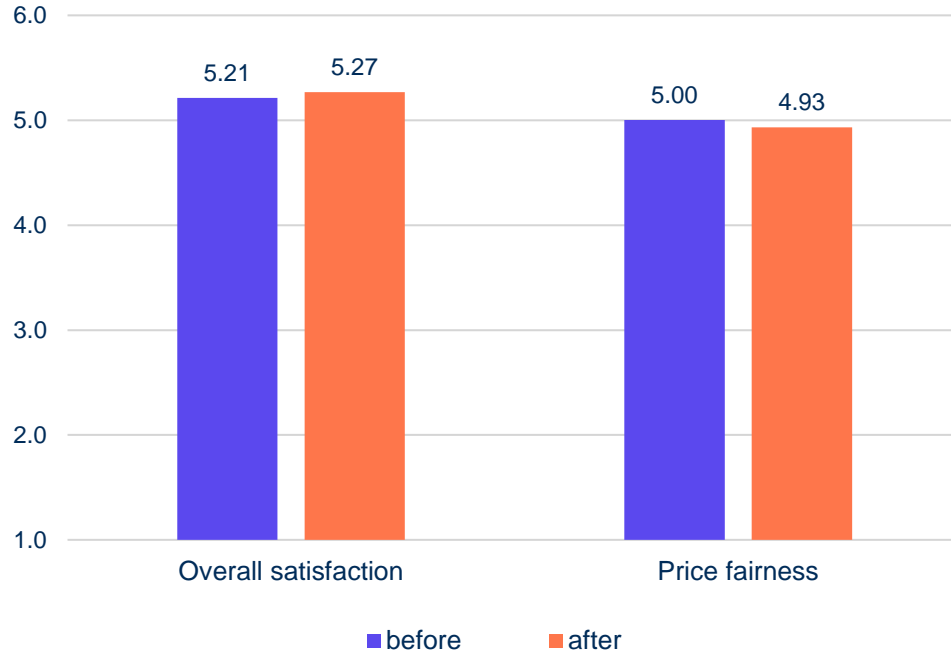


A total of **16 hotels** participated in the Guest Survey, over 2.600 guest participations



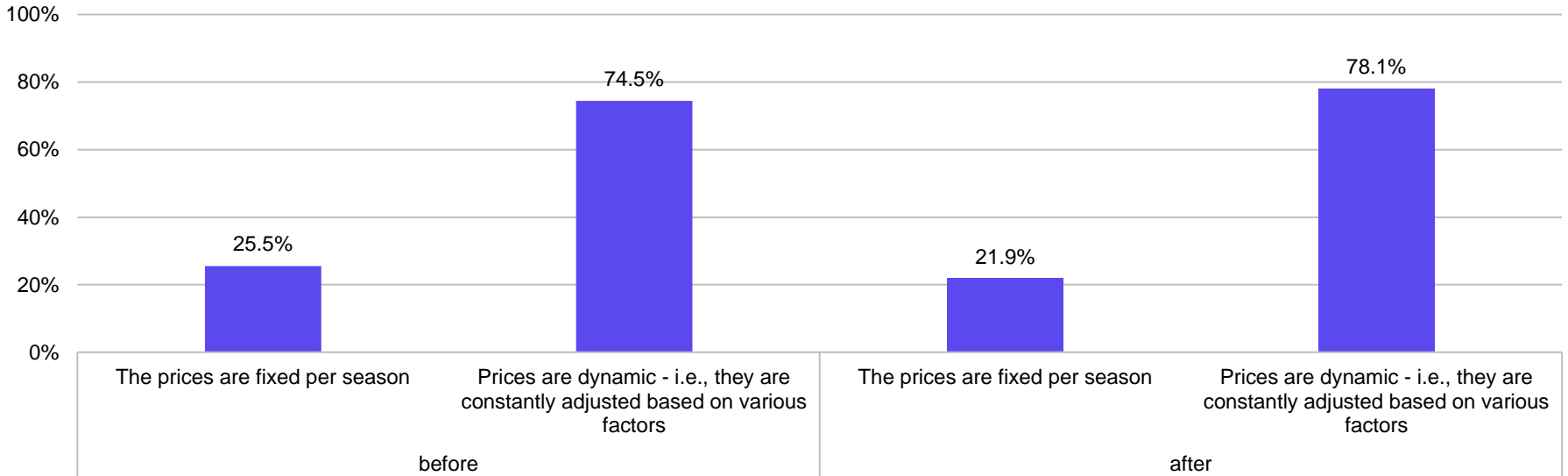
Note: Color coding: cantons
Size of the circles: Number of hotels (1-3)

Average mean scores of overall satisfaction, price fairness and intention to recommend



Note: Weighted mean values are identical to average mean values

Perceived pricing – fixed or dynamic?



N = 1732

Note: Exclusion of the answer "I don't know"

Perspektive #2

Umfrage Hotel Performance (intern)

Methodology: Hotel Performance Measure I



Methodology		Online survey
Distribution		Distribution of the survey through RPG
Target group		Hotel management
Measures	Strengths	When you think about your marketing, communications and pricing activities, where do you see your three greatest strengths? <ul style="list-style-type: none">○ Open question
	Challenges	When you think about your marketing, communications and pricing activities, where do you see your three biggest challenges? <ul style="list-style-type: none">○ Open question
	Perceived pricing competence	Assessment of the following statements: <ul style="list-style-type: none">○ 1 – do not agree at all to 6 – fully agree We can assess the added value of our services compared to the competition. We use our pricing capabilities and systems to respond quickly to changes in the market. We use systems and tools to support pricing decisions. We can assess our guests' willingness to pay. We conduct training related to pricing. We practice effective pricing. We develop an internal pricing process. We know the price elasticity of our services. We know the pricing tactics of our competitors. We monitor the prices and adjustments of the prices of our competitors.

Methodology: Hotel Performance Measure II



Measures

Perceived relative success

Assessment of the following statements:

- 1 – do not agree at all to 6 – fully agree

We have a better capacity utilization than our competitors.

We defend our margin better than our competitors.

We attract more new guests than our competitors.

We increase our revenue more than our competitors.

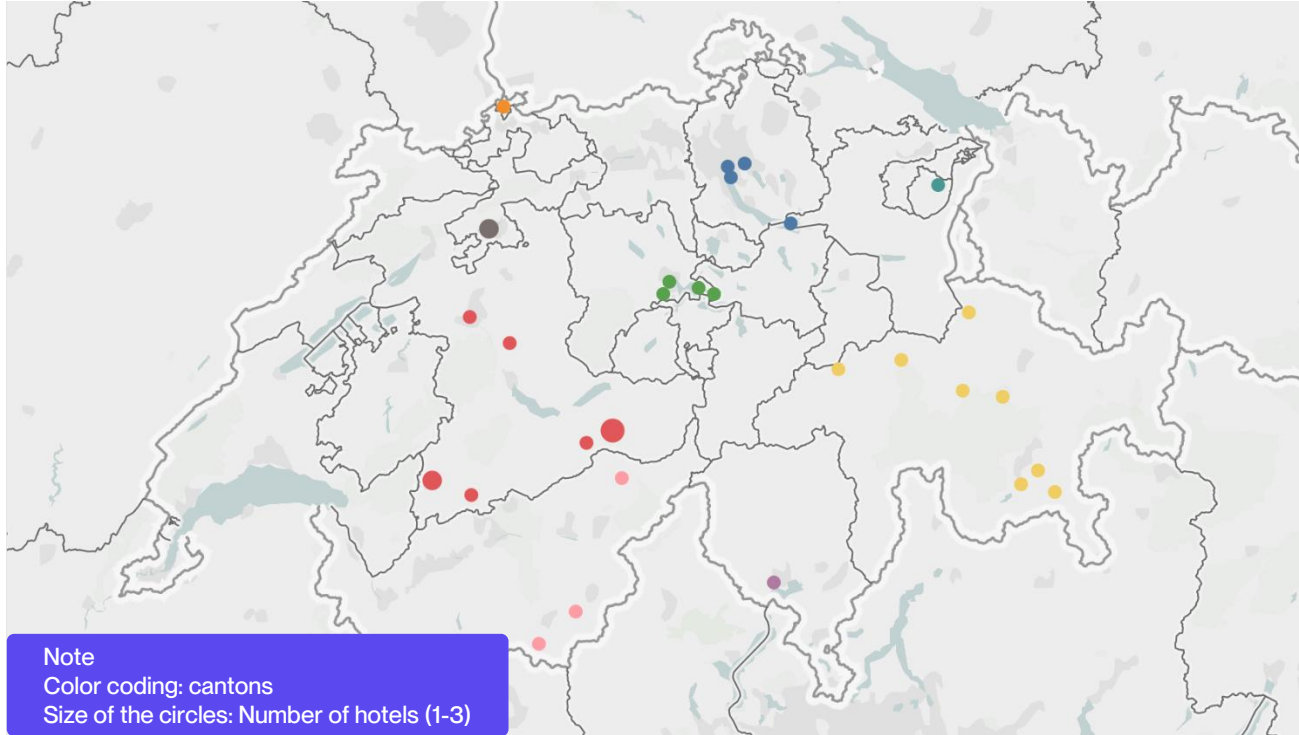
We have more pricing power than our competitors.

We have higher revenue per available room (RevPAR) than our competitors.

- Focus of the analyses is on the comparison between the answers of the hoteliers before and after the introduction of the software
- Prerequisite for inclusion of hotels in analysis: participation before and after the introduction of RPG

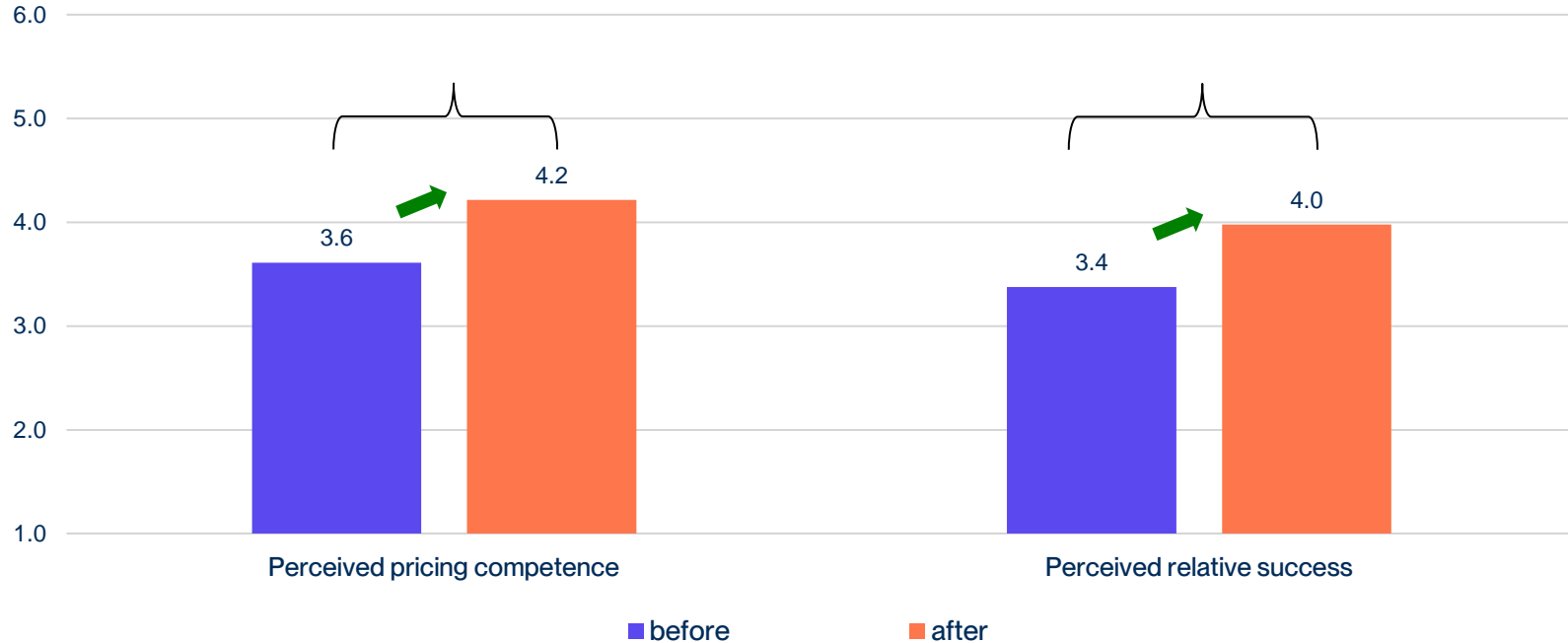
Analysis notes

Participating hotels



A total of **33 hotels** participated in the Hotel Performance Measures Survey

Significantly higher perceived pricing competence and relative success after the launch of RPG



Relative success and pricing competence: item level



Items perceived relative success		mean before	mean after
1	We attract more new guests than our competitors.	3.57	3.92
2	We have higher revenue per available room (RevPAR) than our competitors.	3.00	3.70
3	We increase our revenue more than our competitors.	3.46	4.03
4	We defend our margin better than our competitors.	3.51	3.95
5	We have more pricing power than our competitors.	3.09	4.16
6	We have a better capacity utilization than our competitors.	3.63	4.11
Items perceived pricing competence		mean before	mean after
1	We use our pricing capabilities and systems to respond quickly to changes in the market.	3.49	4.89
2	We practice effective pricing.	3.46	4.62

significant mean difference

Perspektive #3

KPIs

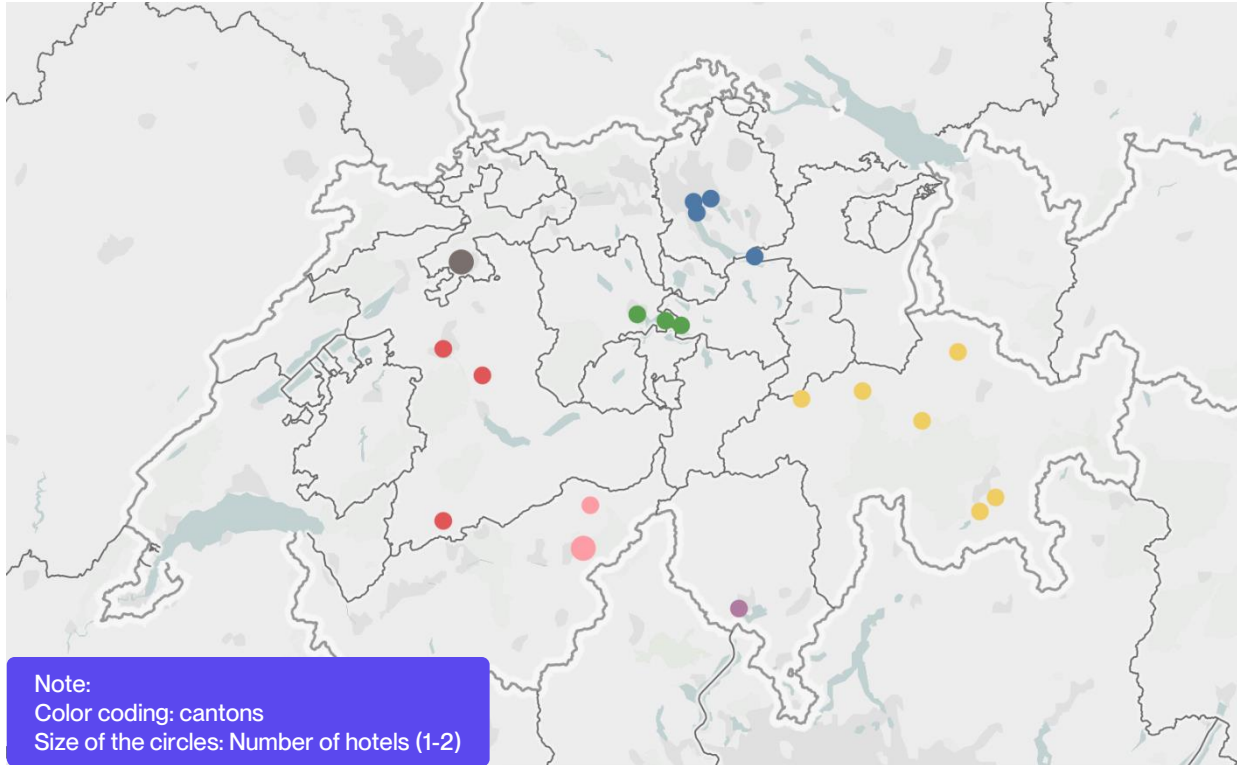
(RevPAR, ADR, Occupancy)

Methodology: Key performance indicators



Methodology		Hotel system excerpts
Distribution		KPIs were sent by the hotels to ZHAW via RPG
Target group		Hotels
Measures	RevPAR (= Revenue p. available room)	Revenue p. available room = Total revenue / Total number of available rooms. = RevPAR = ADR x occupancy rate
	ADR (=Average Daily Rate)	Average room rate in a given period = total revenue / number of rooms sold
	Occupancy (%)	Room occupancy = occupied rooms / total number of rooms x 100
Analysis notes		<ul style="list-style-type: none">• Prerequisite for inclusion of hotels in analysis: key figures supplied at least 6 months before and at least 8 months after the introduction of RPG.• T= Time of introduction of the software• Comparison 6 months before with 6 months after introduction of RPG (with 2 months buffer)

Participating hotels



Note:
Color coding: cantons
Size of the circles: Number of hotels (1-2)

In total, 21 hotels have shared their KPIs

Mean value comparison before and after the launch of the software



T-test for independent samples		
Variables	before	after
RevPAR	89.13	107.27
Average Daily Rate (ADR)	166.01	172.59
Occupancy	47.21%	59.09%

Note: other factors that might influence the before- and after-averages cannot be excluded

Exemplary strengths of the hotels after the introduction of the software



Use RoomPriceGenie to get higher prices when a hotel has a high occupancy rate

Thanks to Room Price Genie, we can react flexibly to developments in the market and achieve the best possible price.

Dynamic pricing allows us to sell our rooms at the optimal price.

Pricing, no more fear of flexible pricing, good response from guests.

With RoomPriceGenie we have a system that automatically regulates demand and price.

Our prices are attractive, despite RoomPriceGenie's price increase, and it helps that we are centrally located but in a quiet area.

Qualitative und quantitative Daten bestätigen die Effektivität von RM Systemen.

1. Der Gast geht bereits davon aus, dass Eure Preise dynamisch sind.
2. Einführung dynamischer Preise hat keine signifikante Auswirkung auf die Kundenzufriedenheit.
3. Automatisiertes Revenue Management verbessert KPIs sowohl in der Stadt- als auch der Ferienhotellerie.



These #3

Der frühe Vogel
fängt den Wurm!

Are you In (yet) or (still) Out?

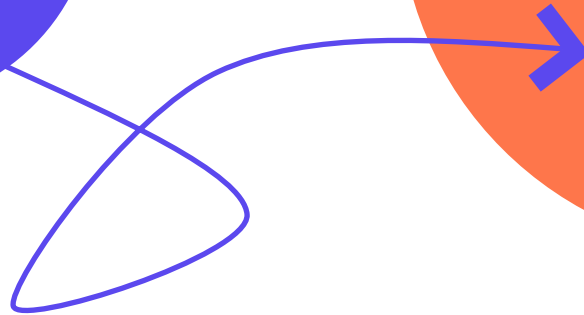
198X is now!

Die Geschichte wiederholt sich



**We don't
need
technology!**

**Technology is
my secret
weapon!**



Revenue Management ist das am stärksten wachsendes Technologie-Vertical für viele PMS-Anbieter.

Beispiele:

- 1. Cloudbeds: RMS das am schnellsten wachsende Integrations-Vertical*
- 2. Mews: 50% der Mews-Nutzer haben eine RM-Lösung im Einsatz*

And what's
next?

Die frühen Beginner sind (in allen Belangen) die Gewinner.

1. Technologieadaption für Kernlösungen passiert schnell und mit hoher Durchdringung.
2. Early Adopter haben Vorteile – *Stay ahead of the curve.*
3. In ein paar Jahren wird jeder hier im Raum ein RMS im Einsatz haben müssen.



Danke!



Meldet Euch gerne bei
Fragen:

Email: marvin@roompricegenie.com