OCCUPANCY BASED PRICING MIT EXCEL LEICHT GEMACHT

TRADITION

PASSION

VISIONARY

CARING

PERFECTION

DEUTSCHE HOSPITALITY

STEIGENBERGER HOTELS & RESORTS   MaxX by STEIGENBERGER   Jaz in the city   IntercityHotel   Zleep HOTELS

www.deutschehospitality.com

WHO AM I?

Bastian Däullary

Senior Expert Revenue &
Capacity Management at
Deutsche Hospitality

HSMA Expert Revenue Management

AGENDA

DATA BASE

Daily Scheduler

Implement a PMS daily scheduled report to extract OTB RN or actual Occupancy.

Data Output

Convert the Output to a MS Excel table format - so that you are able to copy the relevant numbers.

Update the numbers

Past your output in the correct row.

Magic

And the rest of the work, Excel will do for you.

Happy Selling!

IMPLEMENTATION OF A OCCUPANCY BASED STRUCTURE

Total Inventory		100	
Hurdel Rate	**Occupancy %**		**Rate**
	From	To	
1	0,00%	25,00%	100 €
2	25,01%	50,00%	200 €
3	50,01%	75,00%	300 €
4	75,01%	100,00%	400 €

Total Inventory		100	
Hurdel Rate	**Occupancy %**		**Rate**
	=	<	
1	0,00%	25,00%	100 €
2	25,01%	50,00%	200 €
3	50,01%	75,00%	300 €
4	75,01%	100,00%	400 €

In that case we are working on a property with an inventory of 100 rooms, 4 "Hurdle Rates" based on a occupancy level with supplement of +100€ per hurdle.

Change the wording „From" & „To" into a mathematical style which makes a calculation in Excel possible. That's means "=" & "<".

THERE COMES THE MAGIC FROM

Total Inventory		100	
Hurdel Rate	**Occupancy %**		**Rate**
	=	<	
1	0,00%	25,00%	100 €
2	25,01%	50,00%	200 €
3	50,01%	75,00%	300 €
4	75,01%	100,00%	400 €

=WENN(M4<=$E$6;$F$6;WENN(M4<=$E$7;$F$7;WENN(M4<=$E$8;$F$8;WENN(M4<=$E$9;$F$9))))

Date	Day	RN OTB	Occupancy	Raten
01.10.2021	Freitag	80	80%	400,00 €
02.10.2021	Samstag	71	71%	300,00 €
03.10.2021	Sonntag	29	29%	200,00 €
04.10.2021	Montag	69	69%	300,00 €
05.10.2021	Dienstag	82	82%	400,00 €
06.10.2021	Mittwoch	76	76%	400,00 €
07.10.2021	Donnerstag	55	55%	300,00 €
08.10.2021	Freitag	67	67%	300,00 €
09.10.2021	Samstag	71	71%	300,00 €
10.10.2021	Sonntag	24	24%	100,00 €

The Structure

Your price structure to increase your room revenue with a strategy.

The Magic

The "IF" function in Excel enables the logical comparison between a current value and an expected value.

Occupancy Based Pricing

You have implemented a fully flexible yielding strategy based on your occupancy

EXAMPLE

	PickUp								OTB					PickUp			
Date	Events	Inventory	OOO	Av. Rooms	Guest in House	Tentativ	Trend	BAR	Rooms def.	OCC %	ADR net	RevPar net	Revenue net	Rooms def.	ADR net	RevPar net	Revenue net
Do 01 Okt 20		127	0	93	38	81	▭	99,00 €	34	26,77%	79,54 €	21,29 €	2.704,38 €	0	- €	- €	- €
Fr 02 Okt 20		127	0	94	45	65	▭	99,00 €	33	25,98%	81,96 €	21,30 €	2.704,56 €	0	- €	- €	- €
Sa 03 Okt 20	Tag d. dt. Einheit	127	0	71	92	86	▭	109,00 €	56	44,09%	79,26 €	34,95 €	4.438,65 €	2	78,00 €	4,00 €	156,00 €
So 04 Okt 20		127	0	58	100	100	▲	119,00€	69	54,33%	76,99 €	41,83 €	5.312,49 €	2	78,00 €	4,00 €	156,00 €
Mo 05 Okt 20		127	0	77	60	93	▭	109,00 €	50	39,37%	80,78 €	31,80 €	4.038,91 €	0	- €	- €	- €
Di 06 Okt 20		127	0	67	71	103	▭	114,00 €	60	47,24%	80,63 €	38,09 €	4.837,86 €	2	75,14 €	3,85 €	150,29 €
Mi 07 Okt 20		127	0	69	66	111	▲	114,00 €	58	45,67%	80,69 €	36,85 €	4.680,18 €	2	75,14 €	3,85 €	150,29 €
Do 08 Okt 20		127	0	84	45	113	▭	104,00 €	43	33,86%	80,92 €	27,40 €	3.479,77 €	2	75,14 €	3,85 €	150,29 €
Fr 09 Okt 20		127	0	86	75	80	▭	104,00 €	41	32,28%	87,22 €	28,16 €	3.576,19 €	0	- €	- €	- €
Sa 10 Okt 20		127	0	71	109	84	▭	109,00 €	56	44,09%	88,14 €	38,86 €	4.935,81 €	0	- €	- €	- €
So 11 Okt 20		127	0	93	51	63	▭	99,00 €	34	26,77%	79,36 €	21,25 €	2.698,39 €	0	- €	- €	- €
Mo 12 Okt 20		127	0	95	45	54	▭	99,00 €	32	25,20%	83,17 €	20,96 €	2.661,51 €	1	62,76 €	1,61 €	62,76 €
Di 13 Okt 20		127	0	97	42	52	▭	99,00 €	30	23,62%	80,55 €	19,03 €	2.416,56 €	1	62,76 €	1,61 €	62,76 €
Mi 14 Okt 20		127	0	97	37	57	▭	99,00 €	30	23,62%	77,63 €	18,34 €	2.328,89 €	1	62,76 €	1,61 €	62,76 €
Do 15 Okt 20		127	0	94	43	67	▭	99,00 €	33	25,98%	78,71 €	20,45 €	2.597,56 €	1	62,76 €	1,61 €	62,76 €

![Deutsche Hospitality logo]

THANK YOU FOR YOUR ATTENTION.

![Deutsche Hospitality logo with brands: Steigenberger Hotels & Resorts, MaxX by Steigenberger, Jaz in the city, IntercityHotel, Zleep Hotels]

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