



LODGIQ™

REVENUE MANAGEMENT REIMAGINED.



Revmandis

HOTEL REVENUE MANAGEMENT & DISTRIBUTION CONSULTANCY

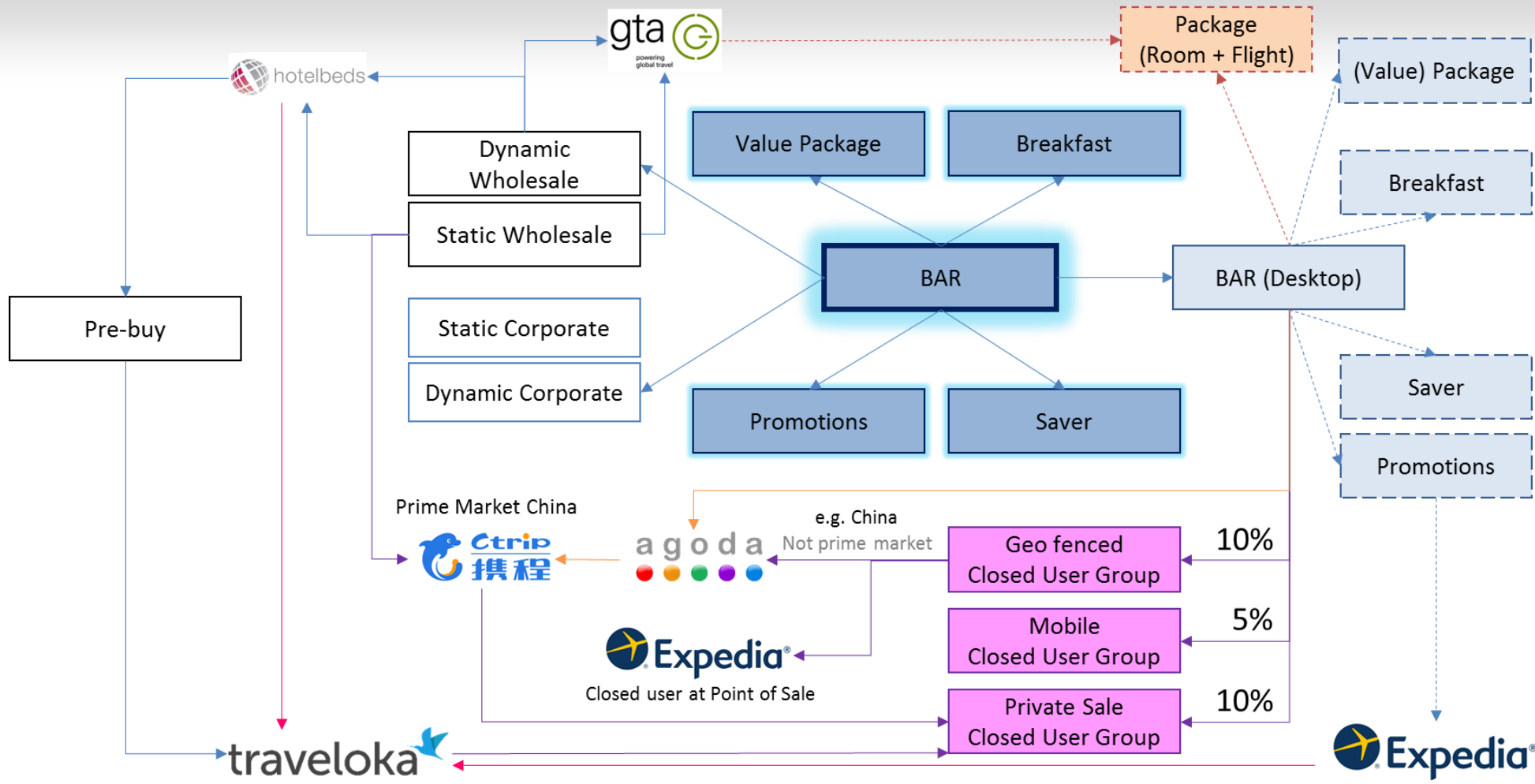
PRICING WORKSHOP

HSMAI TRAINING WORKSHOP - SYDNEY 2018

Fabian Bartnick & Matthias Dybing



Pricing in today's world



The industry today

BAR by day, BAR by Length of Stay, Blended BAR, Web BAR, Competitive BAR, **Pricing structure, continuous pricing, price optimization, sentiment pricing**, derivate pricing, channel pricing, contextual pricing, **decoy pricing**, pricing by room type, **rate** product pricing, segment **pricing**, rate code pricing, pricing **psychology**, neutral pricing, anchor **pricing, bundling, versioning, pricing followers, lead in pricing, derivative** pricing, add on **pricing**

Baseline



Funny thing about value

\$0.50 Multi pack

\$1.49 Supermarket

\$1.99 Convenience Store



\$3.75 Cafe

\$4.50 Restaurant

\$4.95 Mini Bar

\$2.50 Vending Machine

Price is only an issue **in the absence of value...**
...but value is **relative!**



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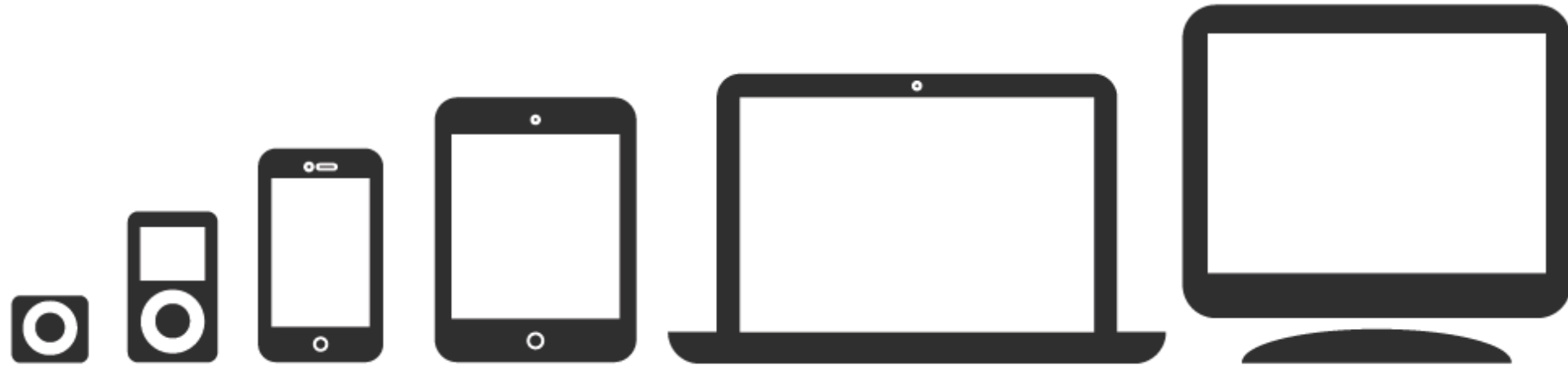
	Low Price	Medium Price	High Price
High Value	Underpriced: "What's wrong with this hotel?" pricing strategy."	"More for your money" pricing strategy. Attractive pricing: ideal for market penetration.	Premium pricing strategy. Exclusive, Prominent, Boutique.
Medium Value	True bargain: Tactical Rates to increase Volume and Revenue.	"Square deal" pricing strategy: Price and value are in balance, exclusive of other factors.	Overpriced: Informed buyers will stay away.
Low Value	"Tourist trap"	Sales may turn into complaints.	Don't even think about it!

WHAT AM I CHARGING FOR

HOW MUCH DO I CHARGE

Product differentiation

GAINING COMPETITIVE ADVANTAGE
THROUGH PRODUCT DIFFERENTIATION



Distinctive



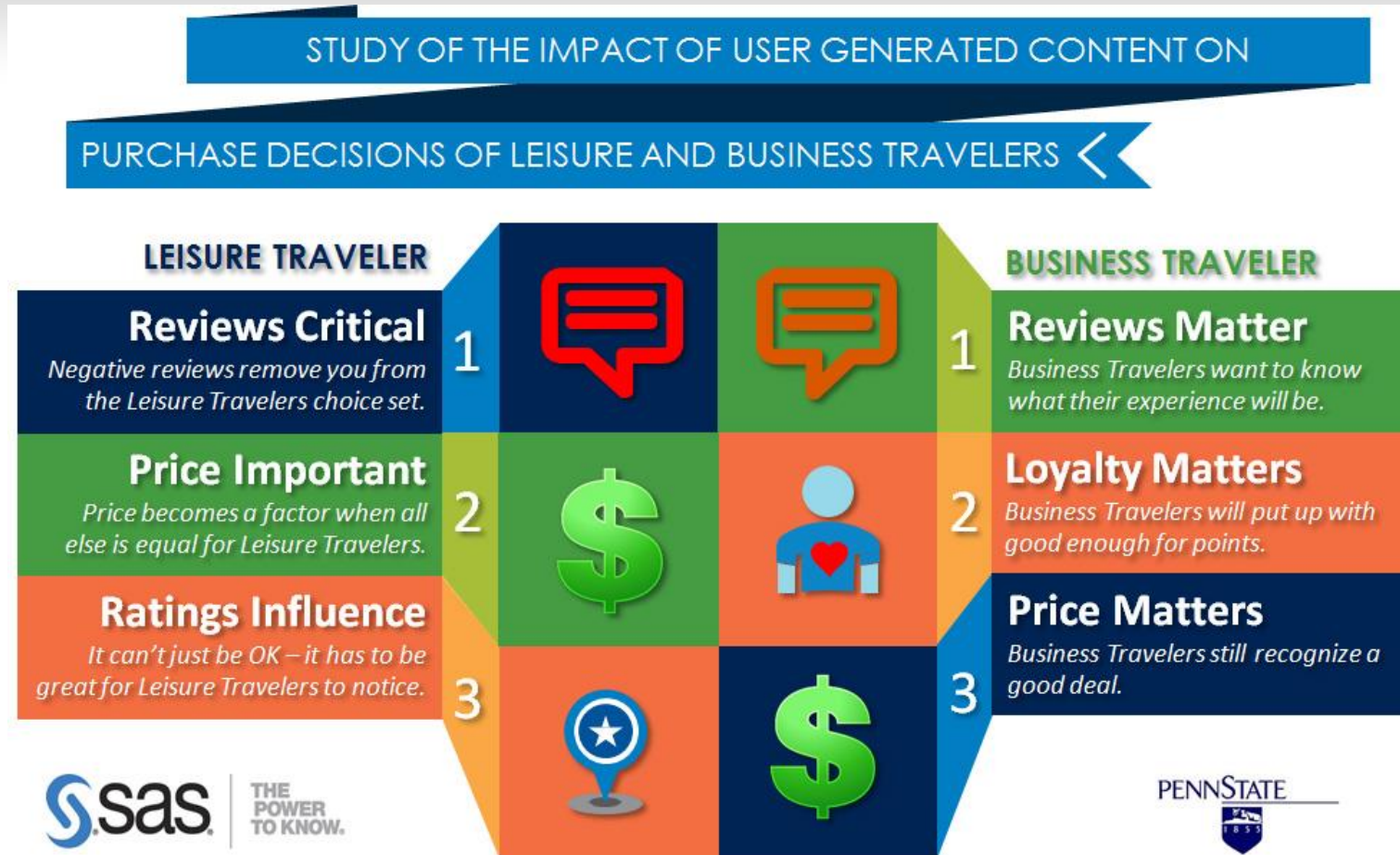
The image shows a horizontal timeline of Apple products from 1992 to 2009+. The timeline is represented by a grey bar with years from 1992 to 2009+ and a search bar on the right. Above and below the timeline are various Apple products, each with a small text box describing a design award or achievement. The products include:

- 1992:** Apple II (Award: "1992 made the year that Apple II was named the most successful personal computer design of the year.")
- 1998:** iMac G4 (Award: "1998 made the year that Apple II was named the most successful personal computer design of the year.")
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- 2001:** iMac G4 (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2002:** iMac G4 (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2003:** iMac G4 (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2004:** iMac G4 (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2005:** iMac G4 (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2006:** iMac G4 (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2007:** iPhone (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2008:** iPhone (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")
- 2009+:** iPhone (Award: "1999 made the year that Apple II was named the most successful personal computer design of the year.")

Influencers on pricing



Value perceptions



KELLY MCGUIRE & BREFFNI NOONE

The bubble means money...



... if a hotel increases its review scores by 1 point on a 5-point scale (e.g., from 3.3 to 4.3), the hotel can **increase its price by 11.2 percent** and still maintain the same occupancy or market share

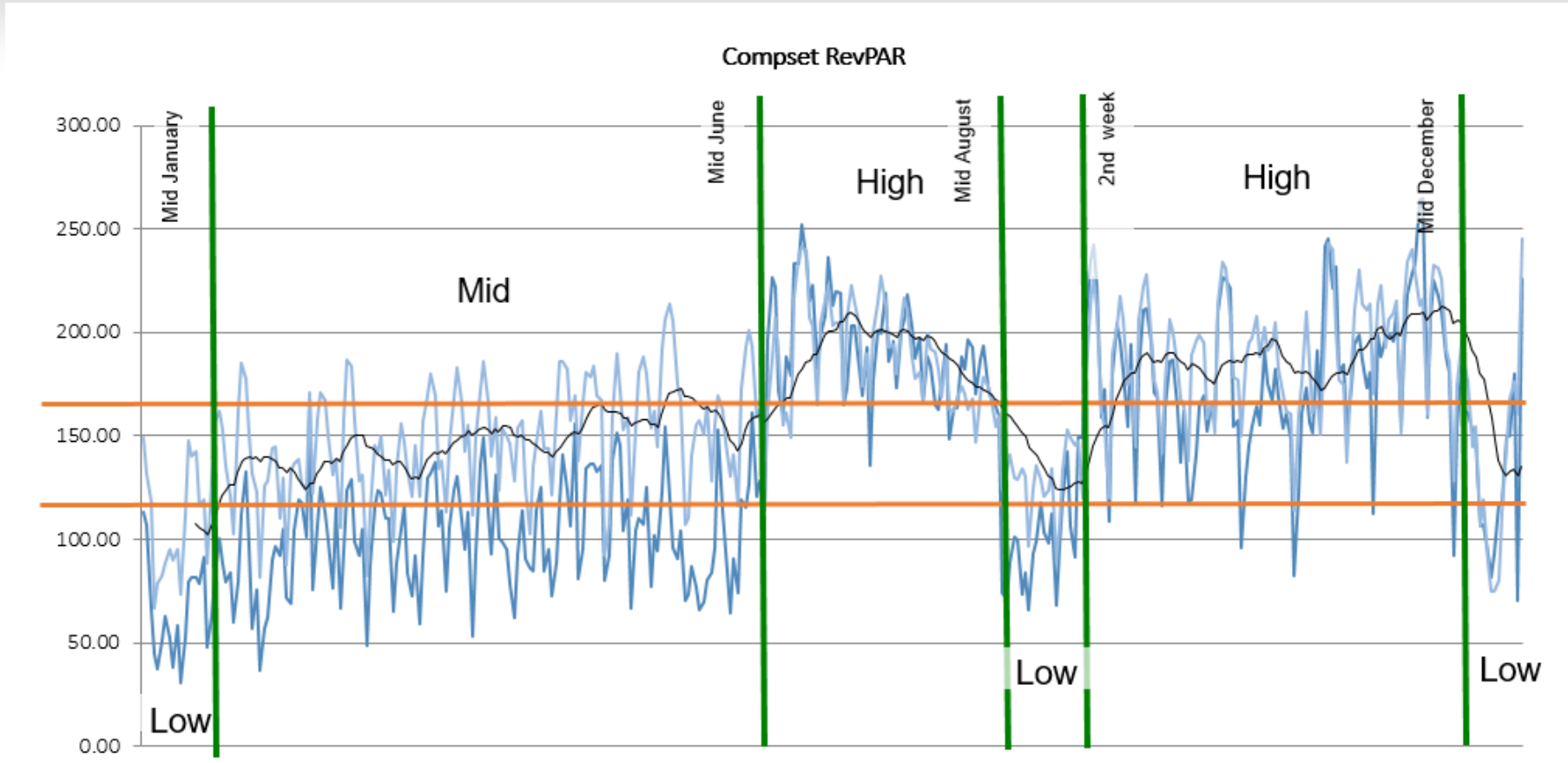
... the Review Score odds ratio means that increasing one point **increases the odds of being selected by 14.2 percent**

Influencers on pricing

MARKET DYNAMICS AND PRICING



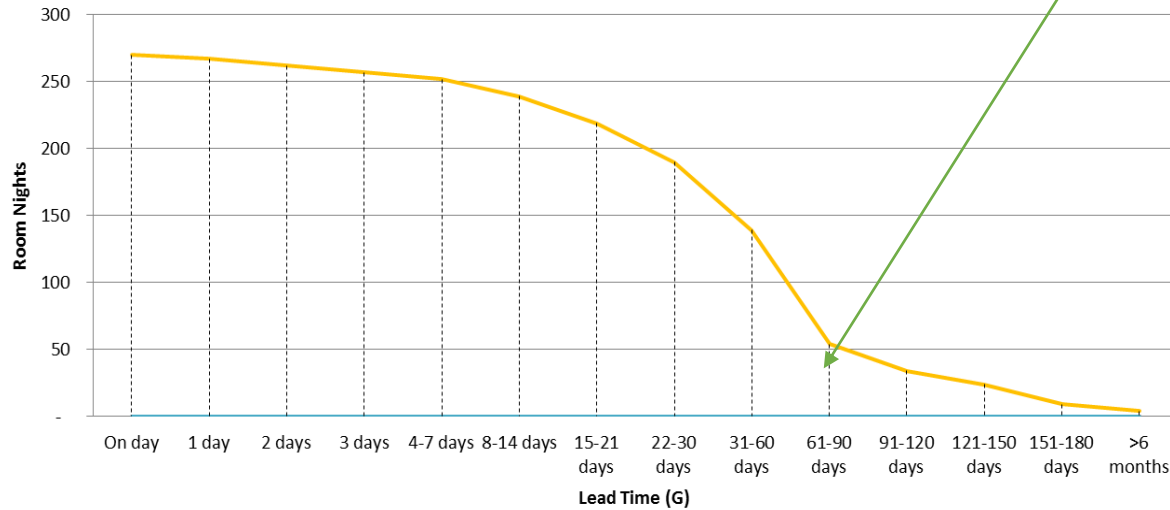
Market vs. Competition vs. Hotel demand



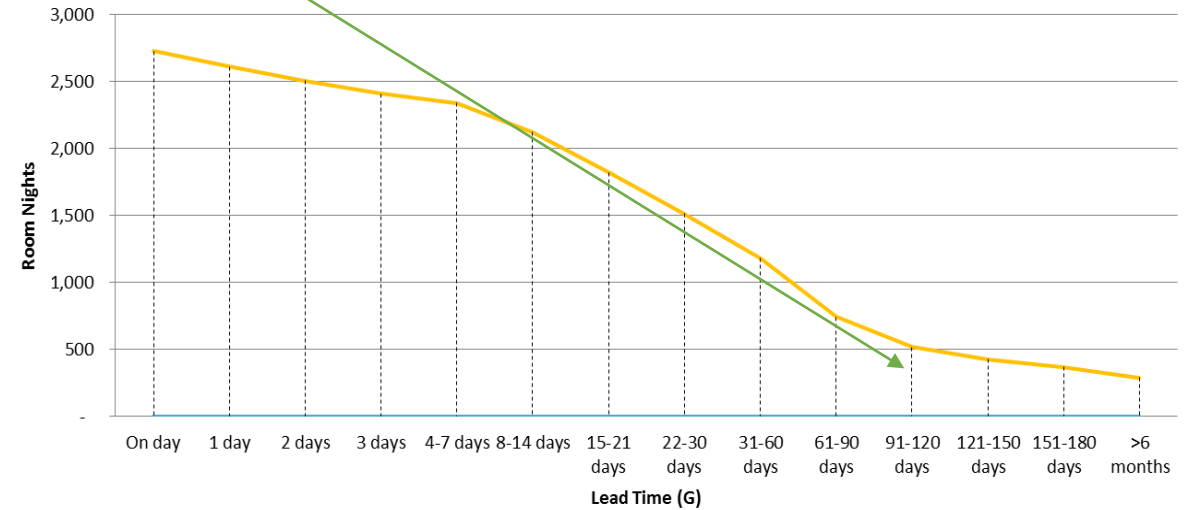
Pace data

Variance in Lead time

Chinese New Year



Hari Raya Puasa

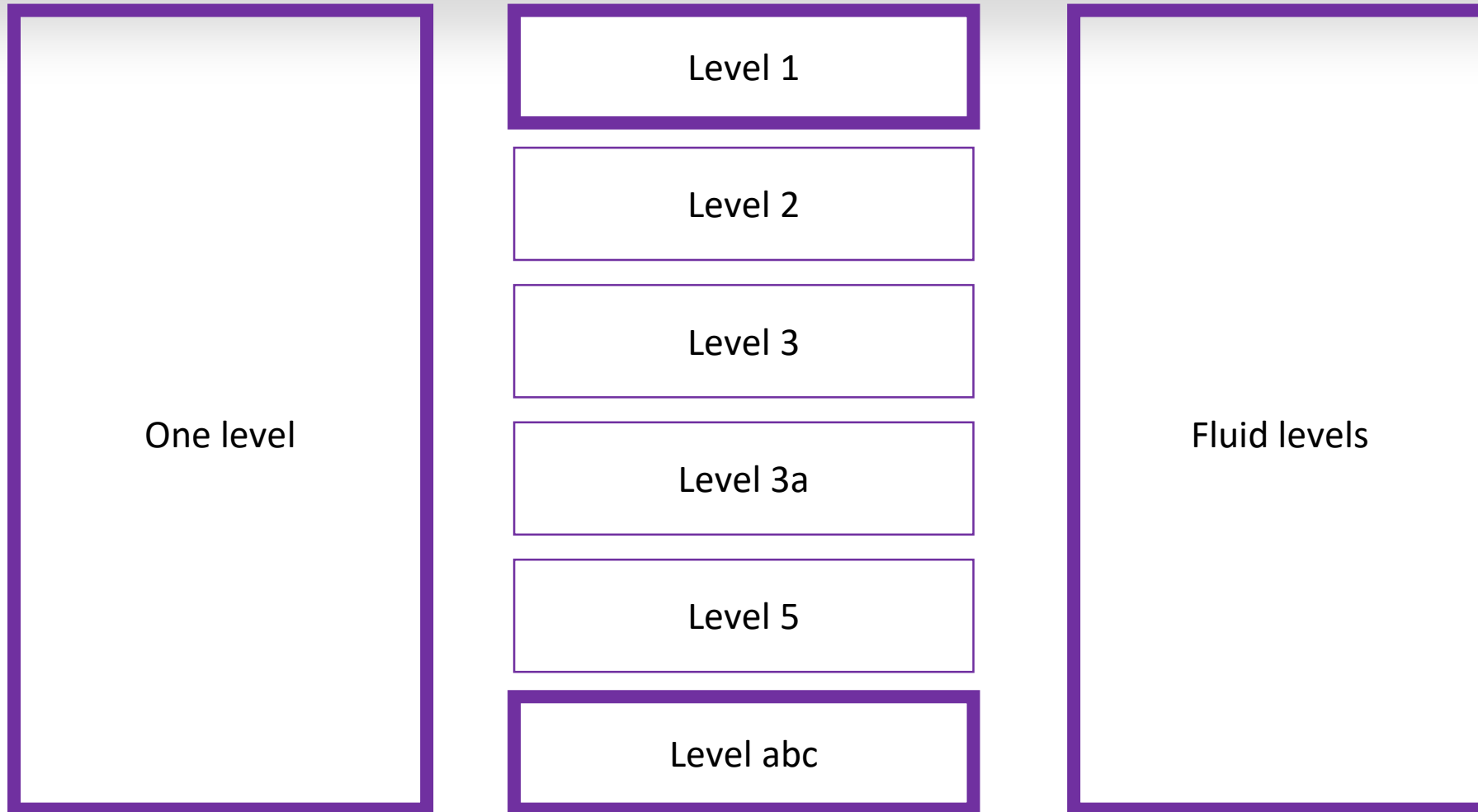


Influencers on pricing

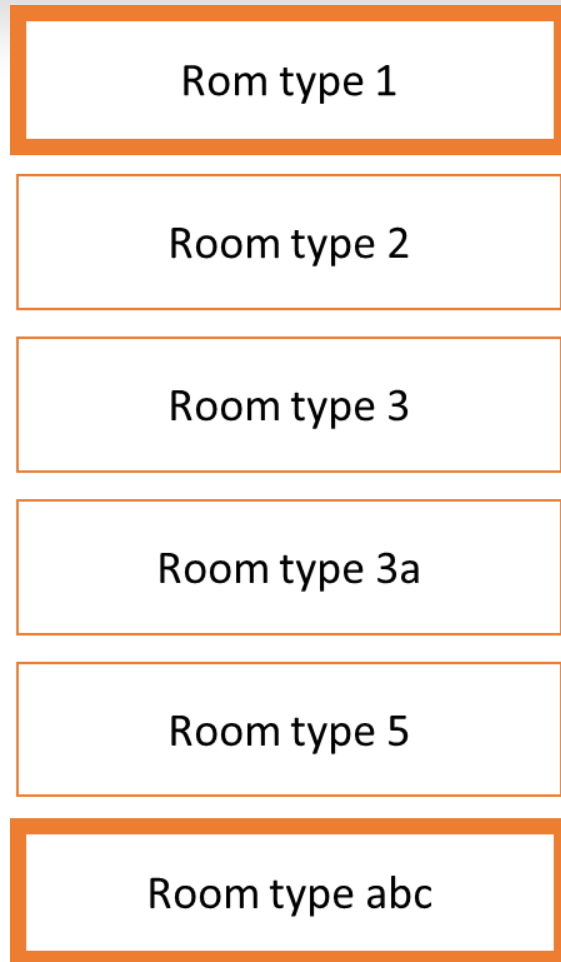
STRUCTURES



Pricing structure



Room type structure



- Room classes
- Bed configuration
- Value attribution
- Physical design

- Business rules
 - How much to add / subtract?
- Monetization rules
 - For what can I charge?

Rate product structure

Package Rate

- Room plus a 3rd Party Add on / Value add
- E.g.: Room plus transport tickets plus attraction tickets

Flexible Rate

- Pay on Arrive / Departure
- E.g.: Flexible Cancellation rate

Advance Purchase

- Room with fences
- E.g.: Rates with all add-ons prepaid

Promotional Rate

- Room promotional
- E.g.: Room plus selected add on / ALL In minus Wifi

Bringing it together – why we do it

Package Rate

- Room plus a 3rd Party Add on / Value add
- E.g.: Room plus transport tickets plus attraction tickets

Flexible Rate

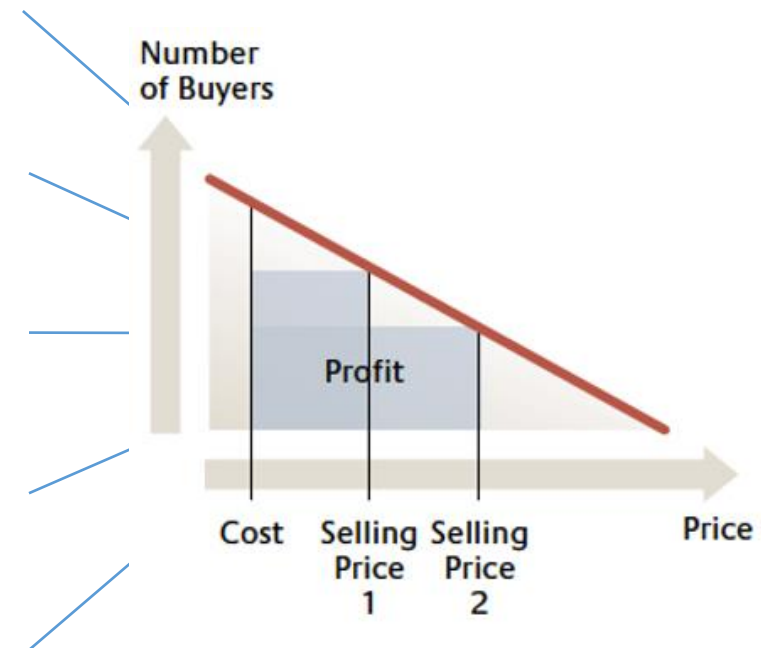
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Paradox of choice



Pricing strategies



Little bit of math...

$$8 \times 7 \times 6 \times 5 \\ \times 4 \times 3 \times 2 \times 1$$

1000?

2000?

1 x 2 x 3 x 4
x 5 x 6 x 7 x 8

550

Anchoring is a **cognitive bias** that describes the common human tendency to rely too heavily on the first piece of information offered (the "anchor") when making decisions.

Decoy & Anchor pricing

In 2013, Apple responded by launching 2 new models of the iPhone. The iPhone 5c, which started at £469 and the iPhone 5s which started at £549 in the UK

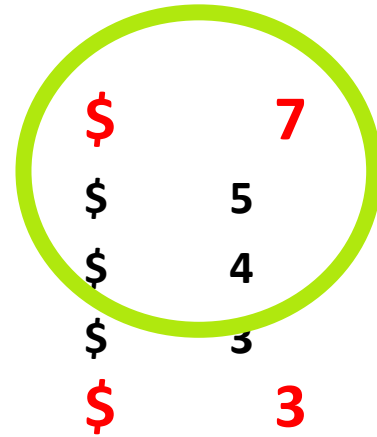
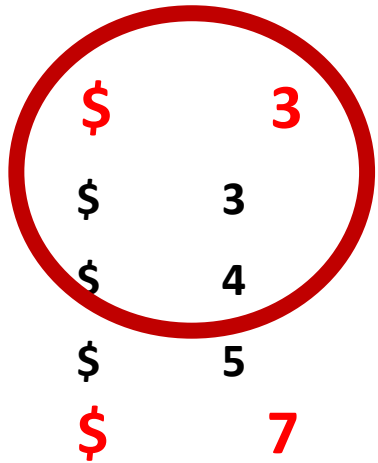
The iPhone 5c was immediately criticised by the press. "The C in 5C does not mean "cheap" as I had hoped. It means clueless, as in clueless about how the vast majority of new smartphone users are paying for their phones."

However, Apple was actually very successful in designing its price architecture. Whilst some people still bought the 5c model, the majority of people jumped at the most expensive 5s model.

The iPhone 5c was priced above equivalent phones by other manufacturers, but actually was designed to make the iPhone 5s appear the rational choice and seem better value for money

	iPhone 5s	iPhone 5c
Phone		
	Available in silver, gold and space grey, iPhone 5s features an A7 chip, a Touch ID fingerprint sensor, ultra-fast wireless, an iSight camera with a larger 8MP sensor and iOS 7	Available in green, blue, yellow, pink and white, iPhone 5c features an A6 chip, ultra-fast wireless, an 8MP iSight camera and iOS 7
Capacity and Price	16GB £549 32GB £629 64GB £709	16GB £469 32GB £549

Descending Order Effect



People chose more expensive beer – on average \$0.24 more

Differential pricing

Differential pricing is the strategy of selling the same product to different customers at different prices.



Versioning

A business practice in which a company produces different models of the same product, and then charges different prices for each model.

Choose one plan and watch everything on Netflix.

[Start Your Free Month](#)

	BASIC	STANDARD	PREMIUM
Price after free month ends on 11/8/15	\$7.99	\$9.99	\$11.99
HD available	×	✓	✓
Ultra HD (when available)	×	×	✓
Screens you can watch on at the same time	1	2	4
Watch on your laptop, TV, phone and tablet	✓	✓	✓
Unlimited movies and TV shows	✓	✓	✓
Cancel anytime	✓	✓	✓
First month free	✓	✓	✓

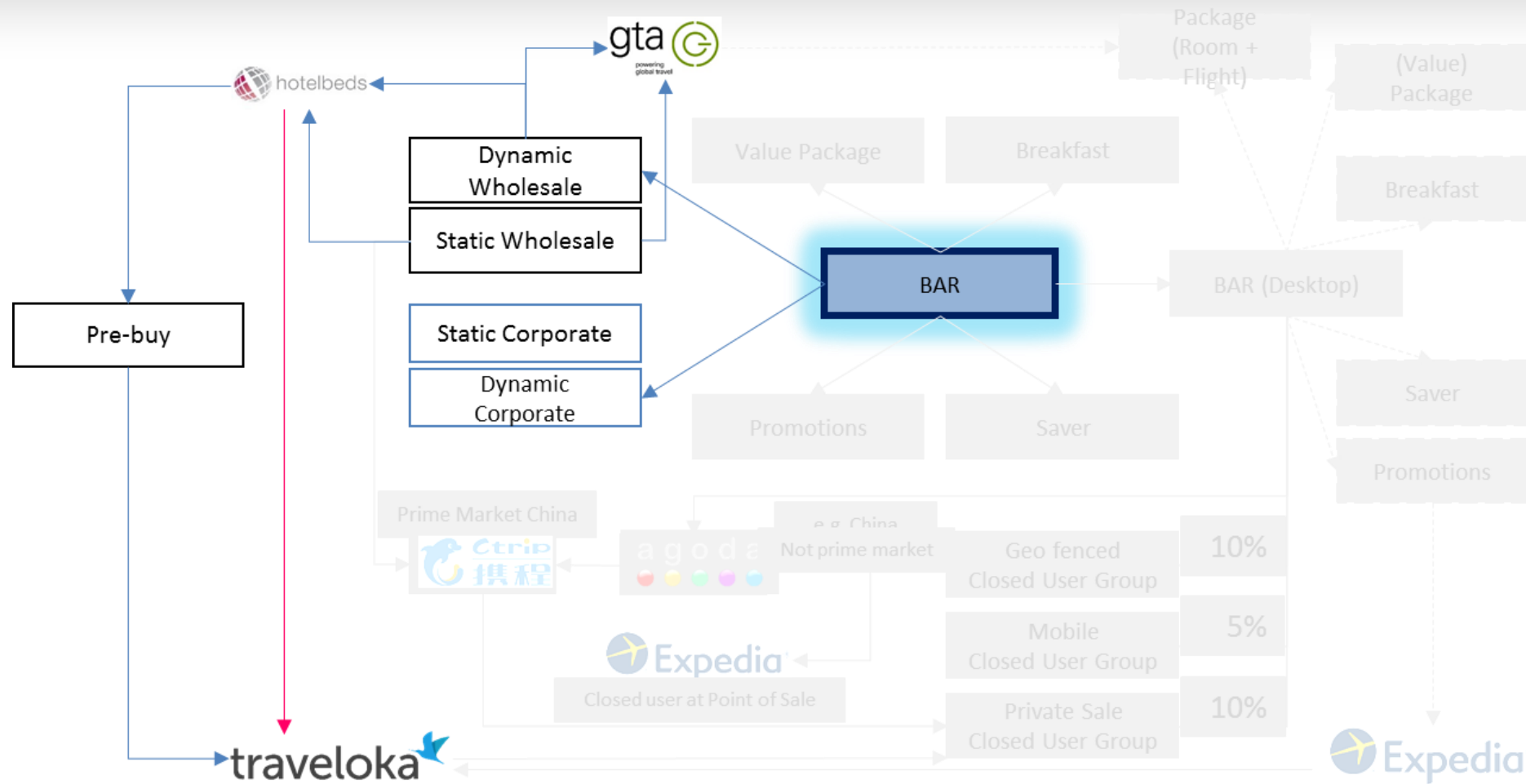
Bundling

In a bundle pricing, companies sell a package or set of goods or services for a lower price than they would charge if the customer bought all of them separately. Common examples include option packages on new cars, value meals at restaurants and cable TV channel plans.

THE SUPER PROFIT SYSTEM



Dynamic vs. Static vs. Pre-buy



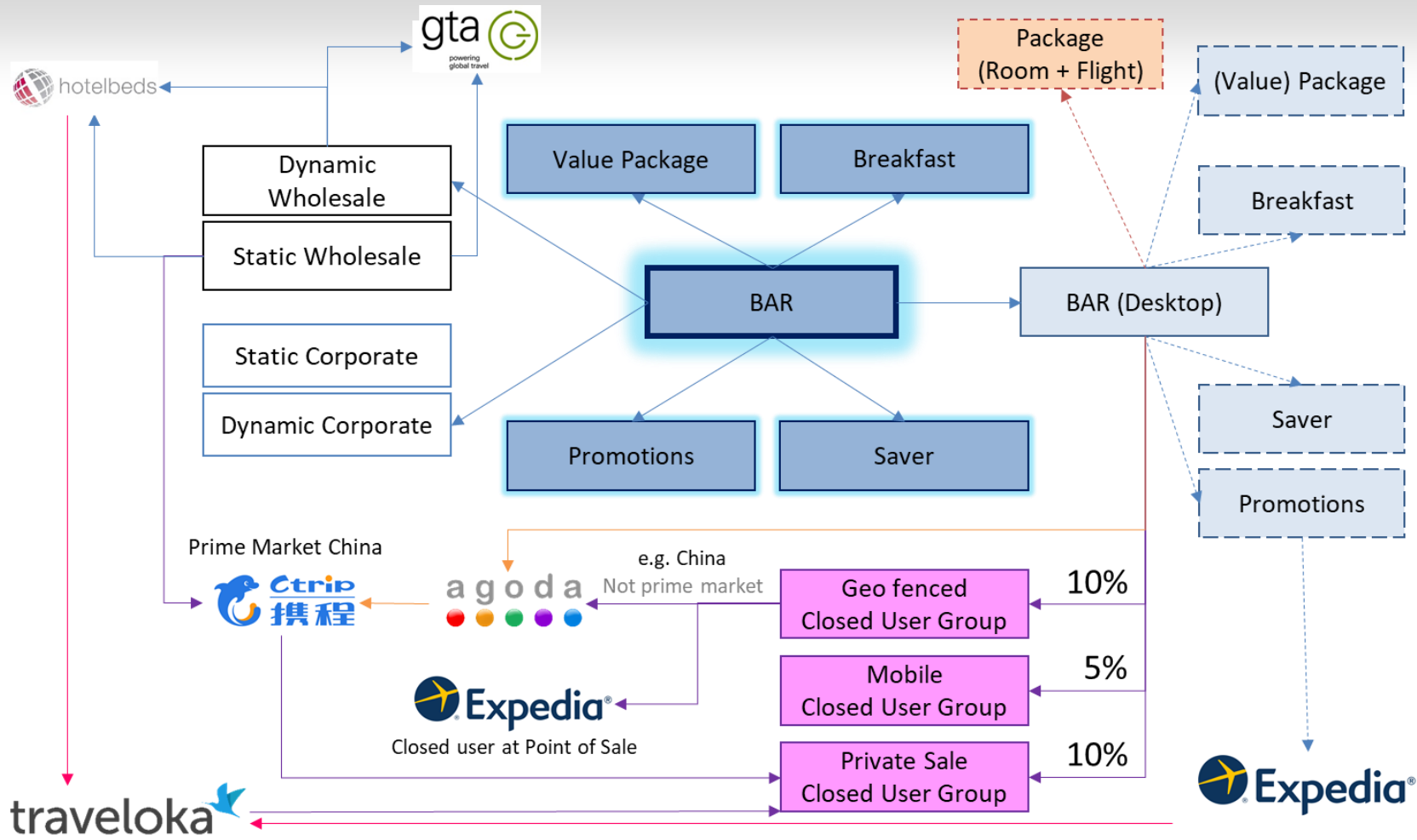
Closed User Groups



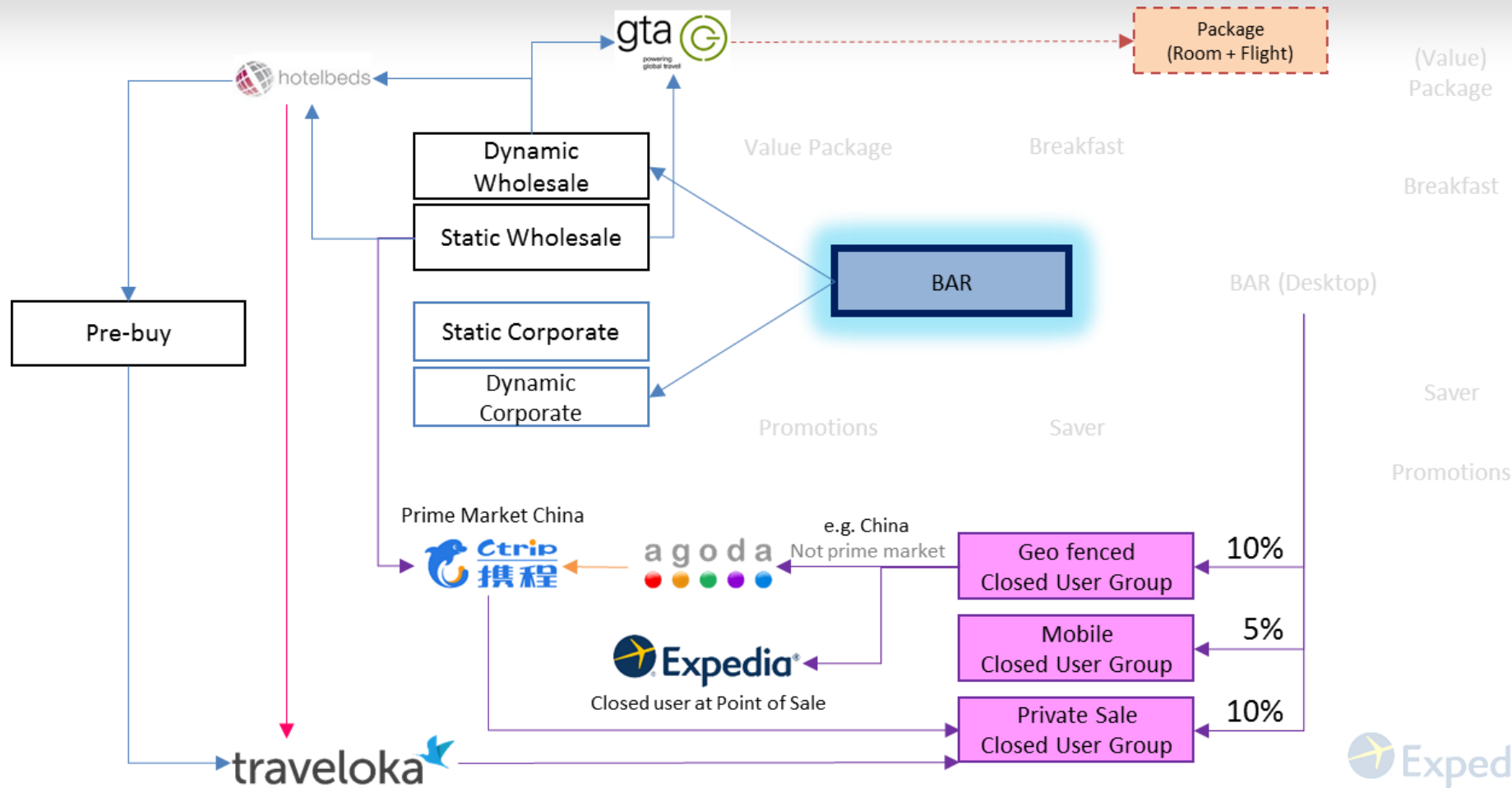
Closed User Group

The screenshot displays the Agoda website interface. A dropdown menu titled "Select your preferred PointsMAX loyalty program" is open, listing various programs such as Air China, American Airlines AAdvantage, and United MileagePlus. A red box highlights this dropdown. Below it, a sign-up form is visible, featuring a "Sign up" button and a message: "Only agoda members get Insider Deals! Sign up now and receive exclusive offers with huge discounts from Agoda!". The form includes fields for "First Name", "Last Name", "Email", and "Password". A red box highlights the sign-up form. At the bottom, a search bar is visible with fields for "Destination, hotel, or apartment" (Kuala Lumpur), "Check-in" (06 Apr 2016), "Check-out" (08 Apr 2016), and "Guests" (1 Room, 2 Adults, 0 Children), along with a "Search" button.


Closed User Group



Closed user group pricing in reality



Discount trap

- A 50% decrease means a 100% increase
- Flash sales
 - Deal-of-the-day (also called daily deal or flash sales or one deal a day) is an ecommerce business model in which a website offers a single product for sale for a period of 24 to 36 hours.
- Opaque / Secret Hotel 
 - An opaque inventory is the market of selling unsold travel inventory at a discounted price. The inventory is called "opaque" because the specific suppliers (i.e. hotel, airline, etc.) remain hidden until after the purchase has been completed.

Want to complete the online course?

Step 1 – go to the HSMAI Academy Website:

<https://hsmaiacademy.org/course-pricing-rooms-for-accommodation-suppliers/>

Step 2: Enrol!

Only US\$50 for HSMAI Members and US\$65 for non-members

www.hsmaiacademy.org



Who is HSMAI?

www.hsmaiasia.org

We are the largest & most active hospitality marketing association in the world

90-year-'new' professional association (Non Profit) with over 7000 members in 41 countries

Volunteers and members have a global footprint:

Americas (United States, Canada, Mexico, Caribbean), Europe, Middle East & Brasil

Asia Pacific (Singapore, Thailand, Indonesia, Australia and China)

Funded by membership fees and partnership funds

**Introducing
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Provide educational content and personal development that will allow hotel professionals to grow and advance their careers.



Sound
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Go to the events and workshops

Get certified

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Join as a member and help us help you

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