

# Track Pricing Hacks: Scrappy Strategies for a Competitive Market

By: Austin Ford & Brianna Jureidini-Rojas

# Today's Presenters



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Associate Director of Revenue  
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Revenue Analyst

# Session Background & Expectations

- Gain practical insights into pricing strategies that help you adapt to market conditions.
- Explore dynamic pricing hacks, bulk editing tips, and market-driven adjustments to ensure your rates remain competitive and profitable.
- Maximize revenue while minimizing time spent on manual pricing.



# Demand Optimization

Tools and processes to maximize your success through the recovery



**Pricing**

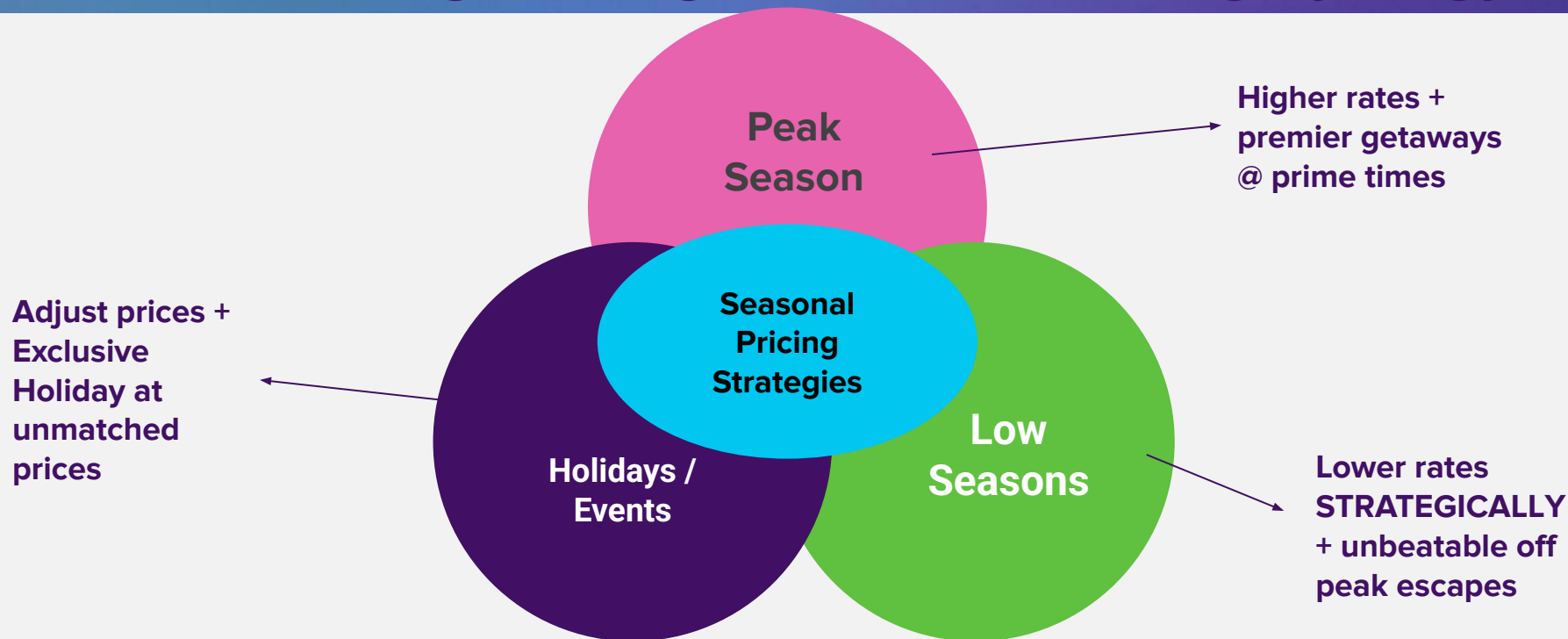


**Distribution**



**Digital Marketing**

# Seasonal Pricing Strategies with Marketing Synergy



# Incorporating Time-Based Pricing with Message Marketing

## Early Reservations

Discount offer for bookings made well in advance

Plan Ahead and Save: Book Early for the Best Rates



## Last Minute

As occupancy dates approach offer price reductions

Book NOW and enjoy exclusive savings

# Rules and Restrictions

Reduce the number of blackouts you have on the channels. Instead increase the rate so you show available

- Keep minimum lengths of stay low
- Try to reduce restrictions
  - Example: Sat to Sat
- Be cognizant of excessive fees
  - Studies show 2 fees is the cap for guest retention

# Min-Stay Strategies



Default min-stay ?

2

Weekend min-stay ?

3

Weekend days ?

S M T W T F S

Gap min-stay ?

☒ 2 night(s)

Split weekends? ?

☒

Advanced Settings 0 changes v

Close-In min-stay ?

2 within 90 days

Far-Out min-stay ?

4 after 300 days



# Rate Strategies

## Dynamic Base Rates

- ❑ The starting point for all pricing

1

## Dynamic Min & Max Rates

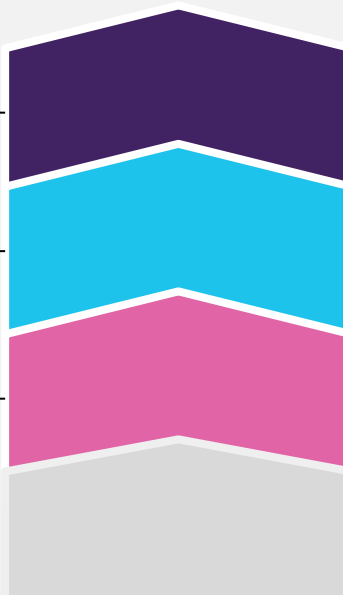
- ❑ Guardrails to protect your units

2

## Defined Seasonality

- ❑ Proper settings for peak and off-season timeframes

3



### Rate Settings

105 Whitaker  
1 bed | 1 bath | 4 guests  
Savannah, Georgia

☒ Use Seasons 0 changes

### Main Settings

0 changes

### Premiums & Discounts

0 changes

< Within 30 Days >

Change Rate

%

After

days

Length

days

Gradual Adjustments

☒

x Remove Adjustment

1 of 2

+ ADD PREMIUM OR DISCOUNT

Tu 11 208 days	We 12 209 days	Th 13 210 days	Fr 14 211 days
↑ \$271	↑ \$300	↑ \$305	↑ \$478
2	6	5	4
↑ \$428	↑ \$469	↑ \$474	↑ \$749
3	6	5	4
↑ \$199	↑ \$218	↑ \$224	↑ \$398
2	6	5	4

## Time-Base Premiums and Discounts

- ❑ Capitalize on timely increases/decreases



# Questions?



# *The **Heart** of Hospitality*