Revenue you can count on
Pitch deck

room price genie

Today's challenges for
independent hoteliers

Staffing challenges are putting **pressure** on the operations

How much more will **cost** rise?

How to meet the changing guest **expectations**?

Inflation is top of mind for my regular guest; how will this impact next years occupancy?

How to deal with the increased **competition**?

Competitive pricing is vital for the **hospitality industry**

Online competition and price transparency
make good pricing more important & complex than ever.

68%
of bookings are online
giving the guest an easy
comparison of hotels[1]

85%
of travellers say price is a
key factor
in decision making[2]

20%
change in price can
halve or double
bookings[3]

Corus Hotel Hyde Park
3.7 ★★★☆ (2,334)
4-star hotel
Free Wi-Fi
Check availability

1. Source Statista   2. Source Micrometrics   3. Source: internal data
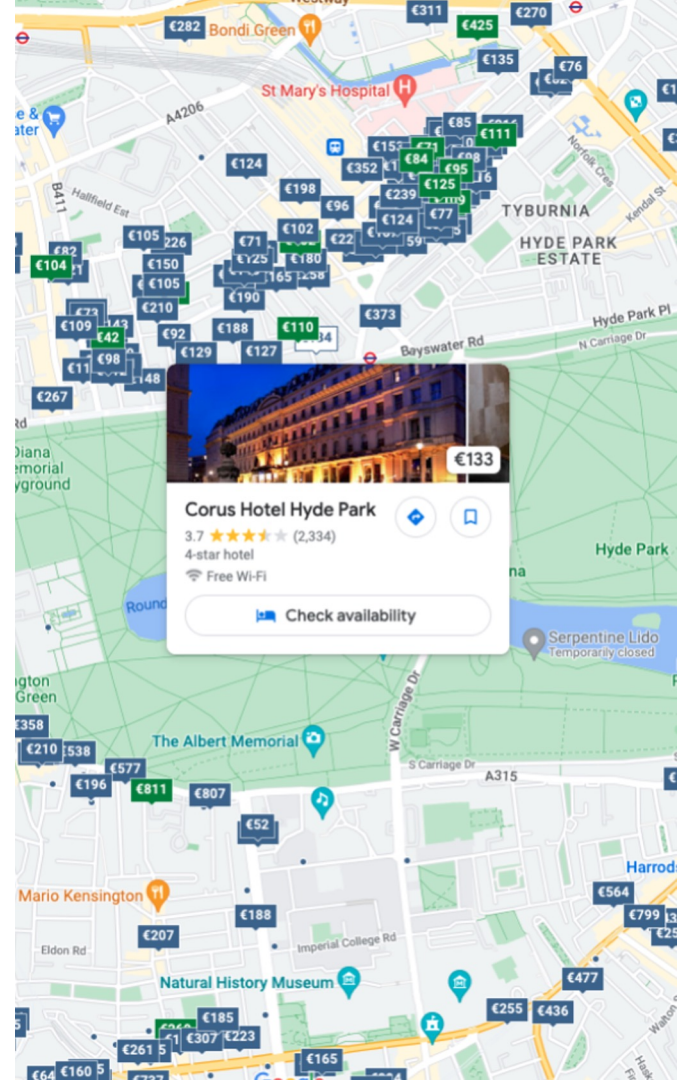
With so much unpredictability and so little time, how can you possibly have time to analyze the data necessary to get room pricing right?

Independent hotels struggle, either not doing any dynamic pricing, or spending many hours and still getting it wrong

* ALEXANDRA HOTEL
Steve

"I always felt like I was playing catch-up. The prices always needed doing, which weighed on me. And by the time I did them, it was usually already too late."

* THE LIFE SUITES
Thomas

"Sometimes I had no time and I knew I was leaving money on the table. You don't wake up in the morning and say 'I want to tweak my prices'."

* YOUR APARTMENT
Charlie

"With a vibrant portfolio of 130 serviced apartments in Bristol under our belt, we were struggling to find an adequate means to manage our rates. Our strategy was very time consuming and, in some cases, didn't always work in our favour."

The challenge for
independent properties

Current 'Enterprise' solutions are not suitable fora the majority of properties:

- Require an expert to use
- Too expensive
- Heavily data intensive
- Time consuming to operate
- Hefty setup fees

"Revenue management, in my opinion, is the item that yields the highest ROI for hotel owners and operators."

Ira Vouk, Hospitality 2.0

RoomPriceGenie is the easiest way to ensure that your rooms are priced right, **every night.**

Effortless to set up

Easy to understand & use

Automated Revenue Generation

Keeps You Competitive

REVENUE

+22%

Increase in revenue

TIME SAVING

10 hours

Saved per week average

HotelTechReport

98%

Of customers recommend us!

In an uncertain world, it's **revenue** that you can count on.

Customer story

* **HOTEL RÖSSLI**
  Zuzwil, Switzerland

The challenge
Before RoomPriceGenie the hotel had steady prices, which did not always fit the market conditions.
Once they were too high and once too low.

The trigger
Rafael, the manager at Hotel Rössli, knew that he had to stay competitive in today's dynamic and growing market. Therefore it was necessary to react quickly to all internal and external influences. Without an automated revenue management system this was not possible.

The solution
RoomPriceGenie brought more profitability to hotel Rössli due to automated price adjustments based on the current market conditions at any time.

The result:
By using RoomPriceGenie Rafael has been able to increase sales by 10%.

room price genie

We have over 900 delighted customers around the globe

✳ **PUNCH PUB GROUP**
   Simon

"In terms of the autopilot, we've been so impressed..... We've seen a 15-20% increase in our average daily rate for the bookings that are coming in for the next 3 months. So, really excited."

✳ **ALEXANDRA HOTEL**
   Steve

"Since having RoomPriceGenie it looks like we've increased our revenue by about 20%... I'm really not a technical person, and if you're not, don't be worried using RoomPriceGenie because it's really easy to use."

✳ **HOTEL BEAUSEJOUR**
   Massiva

"In this whole [Covid] situation I didn't know how to set our rates, I didn't know how to price our rooms and thanks to RoomPriceGenie I was able to set pricing and feel confident in it."

✳ **AURA ACCOMODATION**
   Nick

"I have more time now. I logged on today for the first time in a week, and yet I knew that over the course of the last week, my pricing was moving accurately and effectively with with was happening in the market."

PUNCH PUB GROUP

+20%

increase in average ADR

HOTEL ALPENBLICK

+15%

increase in
low season revenue

AMAROO APARTMENTS

15 minutes

average time spend a week on revenue management

SIESTA HOTEL

30%

increase in occupancy

HOTEL CARLTON

+25%

YoY increase in average ADR without losing occupancy

HOTEL AUGUSTINERPLATZ

+29%

From Oct 2021 to Oct 2022 YoY Increase in revenue

FOLKS HOTEL KONEPAJA

+37%

2021 to 2022 YoY ADR increase from €105 to €144

YOUR APARTMENTS

7-9 hours

timesaving per week

Customer performance case study

Case study with

9

different hotels with room count between 4-55 rooms

Average increase of

22%

in revenue compared to the same period last year

Average increase of

€ 309

in revenue per room per month.

Cost

€ 6

per room per month

room price genie

Pricing automation – how it works

Using a combination of advanced market intelligence, reservation data and demand and supply calculations, our powerful algorithms optimize to find the perfect price

Competitor Hotel Prices

Air BnB Occupancy Data

Air BnB Prices

The Hotel's Internal Reservation and Occupancy Data

DATA

room price genie

PRICES

protel

d-edge
HOSPITALITY SOLUTIONS

LITTLE HOTELIER

SiteMinder

MEWS

RMS

ORACLE
Hospitality

Guest

1 | Scans

RoomPriceGenie Scans prices from other local hotels and AirBnB's

2 | Checks

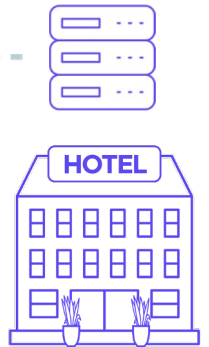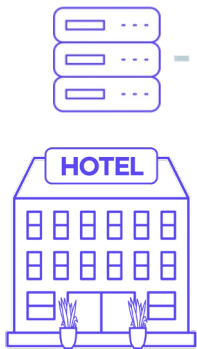RoomPriceGenie checks the current Reservation performance

3 | Optimizes

A smart algorithm optimizes the rates

4 | Updates

These rates are automatically updated into the hotels system

Integrations — how it works

1

Hotel > RoomPriceGenie

A real time connection sends data availability, rate and inventory data from the hotel PMS to the RoomPriceGenie system.

2

Calculate

The system calculates the optimal rate. By Checking tens of thousands of data points and running millions of calculations we get your price right, every night.

3

RoomPriceGenie > hotel

The RoomPriceGenie integration automatically sends the updated pricing back to the PMS.

Try before you buy

A pilot is the best way to validate RoomPriceGenie.
After connecting, it takes 2 hours to start your revenue journey.

1

Setup & strategy
After connecting with your systems, RoomPriceGenie will train the hotel team, set up the account together and define
your strategy.

2

Price Automation
On Auto-Pilot RoomPriceGenie automatically leverages your data and uses AI to determine the best room price, every day.
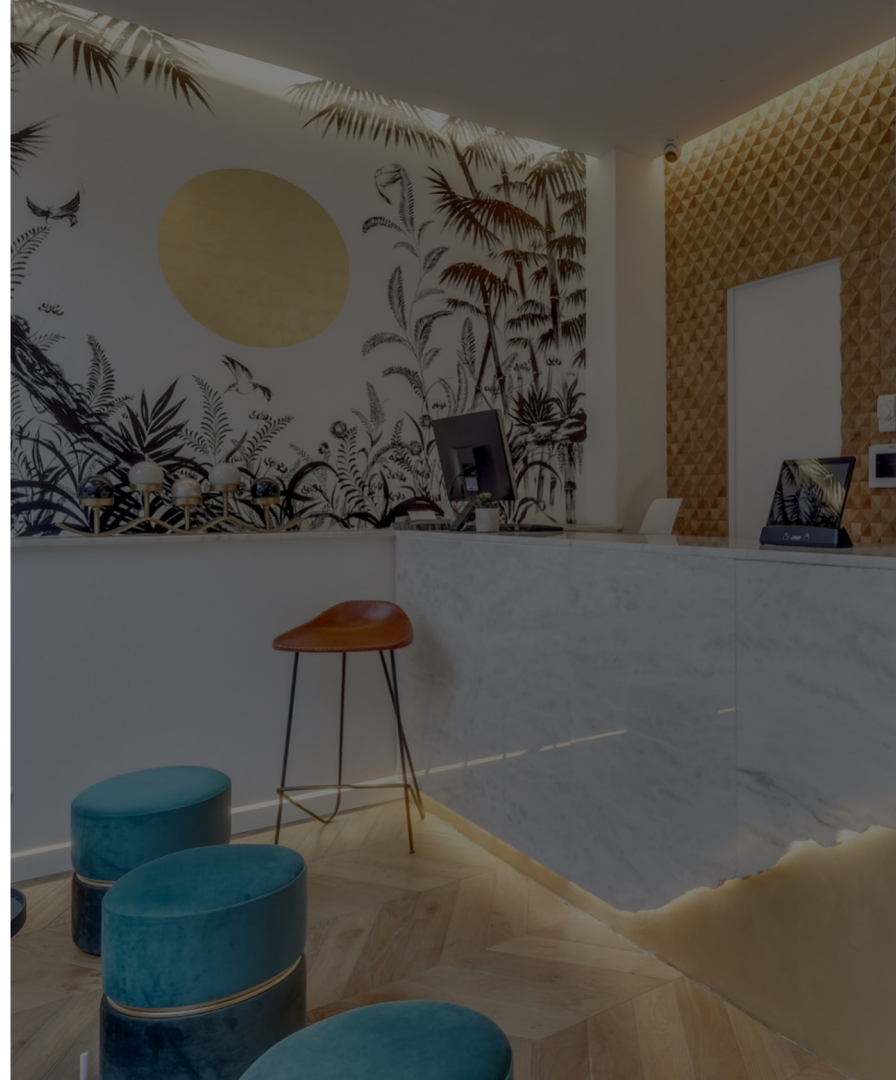
3

Revenue & Zen
Rest easy and stay focused on your guests. We've got room pricing handled. All our clients
see an uplift in revenue within
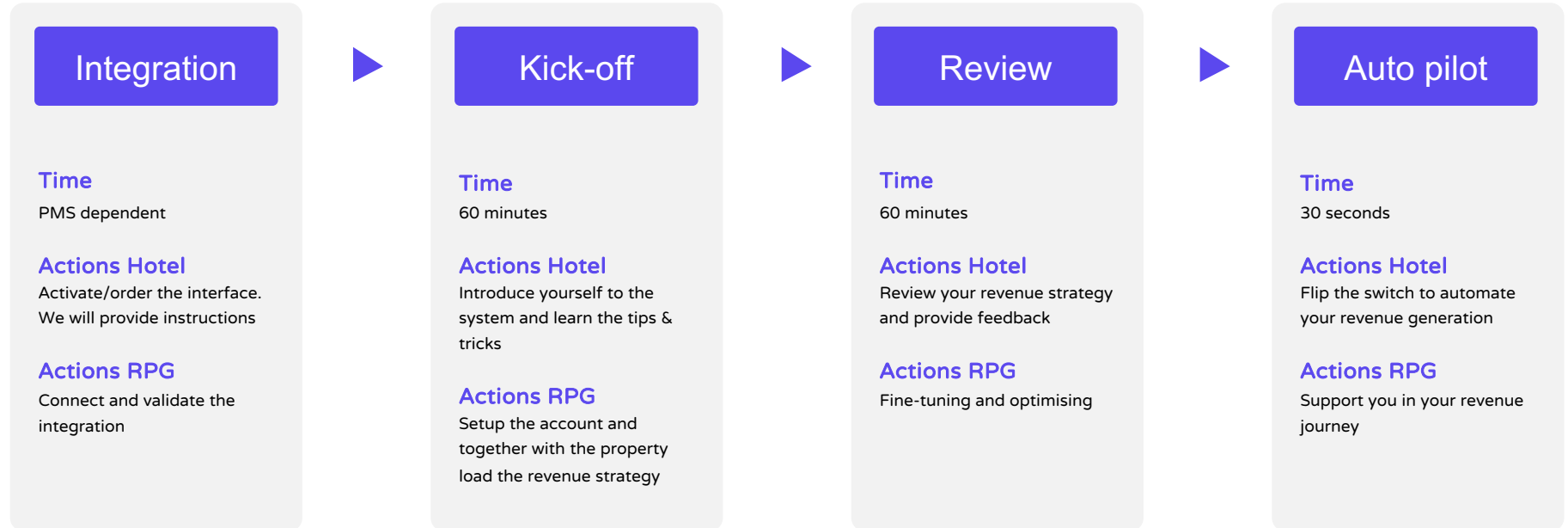2 months.

4

Support
We're hoteliers in technology clothing and we treat our customers like you treat your guests. Need help? We're there
for you.

The Setup Process

A pilot is the best way to validate RoomPriceGenie.

After connecting, it takes 2 hours to start your revenue journey.

Integration

Time
PMS dependent

Actions Hotel
Activate/order the interface. We will provide instructions

Actions RPG
Connect and validate the integration

Kick-off

Time
60 minutes

Actions Hotel
Introduce yourself to the system and learn the tips & tricks

Actions RPG
Setup the account and together with the property load the revenue strategy

Review

Time
60 minutes

Actions Hotel
Review your revenue strategy and provide feedback

Actions RPG
Fine-tuning and optimising

Auto pilot

Time
30 seconds

Actions Hotel
Flip the switch to automate your revenue generation

Actions RPG
Support you in your revenue journey

Meet some of the happiest customers in the world.

And see how RoomPriceGenie helped them increase their revenue and improve their business.

"Thanks to RoomPriceGenie, I only spend 15 minutes a week on my prices, but I am achieving, on average around 20% higher rates for my summer season."

Ron Eckert
Amaroo Apartments, Potsdam, Germany

"I have been using RoomPriceGenie for 3 months and I am achieving the highest monthly revenues ever!"

Nima Anvar
Siesta Hotel, Grenada, Spain

"We have increased our Average Daily Rate by almost 25% without losing occupancy."

Jeffrey Van Vooren
Carlton hotel, Ghent, Belgium

Meet some of the happiest customers in the world.

And see how RoomPriceGenie helped them increase their revenue and improve their business.

"Accurate room pricing in today's world is crucial for success. Since using RoomPriceGenie, our total revenue has increased considerably."

Natalia Assa
Inn Your Elemenent, New York, United States