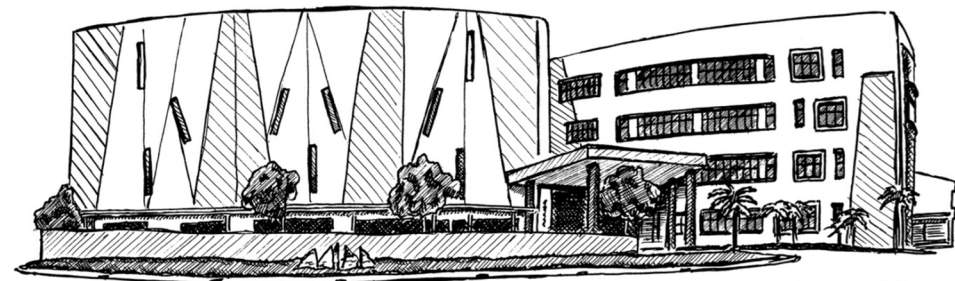


How to design our PRICES - RATES - CONTRACTS





How to design our PRICES - RATES - CONTRACTS



Price Profile / Rates Group. Valid for Y&R Management studies.

Let's take the example of the Rates of an AREA company

RATE J - Highest Price (normal RR rate)
 RATE K - For FIDELIZED CUSTOMERS
 RATE L - For Travel Agencies
 RATE M - Special Offers

Where J, K, L and M are REALLY the (PROFILES) Profiles of PRICES to which WE REFER TO

Rate Description

IVA/IGIC/IGV/... included YES or NOT

Market Segment to which we associate this Rate

If we are going to use MARKET SEGMENTS, when assigning it in a rate it already assumes us by default a certain Market segment, so even if the operator "does not want" it will always give us at least one VALID MARKET SEGMENT.

It is indicated if this rate is or NOT REFUNDABLE

It is indicated if this rate is RESTRICTED, if so, only those operators who are authorized can give it.

It is indicated if this rate is OTA TYPE. If this is the case when a Reservation of this rate is given, the prices are charged with modifiers, as it is possible that it may vary for the following Reservations



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Pricing System

It must be explained how a Price rate works.

A price is made up of the Room Price, plus minors and/or extra people, plus the way the room is occupied, plus the meal plan of the people in the room.

Logically, each Season (period of time between dates), will have its different price criteria.

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Let's see an example of creating a Rate:

(H) Room, for type M per person from February 5, 2001 to April 8, 2001 has an amount of 37.26 €, with an increase per type of minor, MEN2 of 18.63 € and another increase per extra person PER3 of 24.22 €. It would be necessary to subsequently add O for Occupation and R for meal plan (of similar characteristics to those described).

A Price List can be applied to a single Agency/Company or to different Agencies/Companies.

Total season of the Hotel: In a word first day of opening of the doors of the Hotel until the day of closing, to begin later a new period. Under normal conditions it will coincide with the fiscal year.

Seasons: In the first place, we must clarify that the term season, goes totally league with the tariffs of prices, that we will see later and, of course in turn with the different types of room, regime and type of occupation that possesses.

We consider that there are two different types of seasons:

- Seasons for Direct customers.
- Seasons for Agencies/Companies



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Seasons for Direct Customers, Walk-Ins (Passing Customers), Official Rate: First of all, and with obligatory character, the Season/Rate for Direct Customers must be created. Seven Stars assumes DIR as the name for this Season/Rate. This is one of the fixed and unalterable Seven Stars data, the name **DIR**.

Normally they will be the three seasons to which we are accustomed, low, medium and high. In addition to being able to incorporate other Special Season/s (Easter, Fairs, Holidays...).

There are hotels that have a fixed price practically all year round. In this case its season will be from 01.01 .nn to 31.12.nn. Similarly, there are hotels that open for limited periods of time (Seasonal Hotel). In this case your season will be from, for example, 01.06.nn to 30.09.nn.

On the other hand, we will clarify that the season does not have to start on the first day of January, although it is convenient for tax reasons, not of program.

Seasons for Agencies/Companies: Seven Stars' pricing policy is contemplated in two different and cohabitable ways:

The first one is the one that really has meaning in this section, it means that to a Rate we apply different prices according to the dates (Seasons). The second is that to a Rate already defined, for example DIR Directos, we apply a percentage of discount for that Agency, Company or Direct Client

Of course we could include a third option that would be the mixture of the two above.

They are the Seasons / Rates by which different Agencies / Companies that we have concerted will govern. They can coincide with the previous ones or they can be totally different. In this case it is advisable to make a small study of price grouping, for example:

Imagine that in Agencies One, Two, Four and Five, their Seasons/Prices are the same. Well, we will create a Rate (Season), which we will call TAR-2, with the different breakdowns (High, Low...) depending on different Dates/Rates.

At the same time, the Agency Two, has another totally different Rate. Well, we will call this one TARIFA (Season) CORTY, in the ones that will put the different dates to the one that correspond different prices.



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As a summary we will say that different Rates/Agencies/Dates will correspond to different Seasons.

The number of rates (seasons) that you can create is unlimited, of course depends on the capacity of your computer.

Note: New Seasons for Agencies can be incorporated at any time, as well as to vary the conditions and the prices, obviously without retroactive character.

Next, a rate that will coincide with Directos but whose prices are different from those of Directos. If the prices are a discount on the Direct fare, should not be done in this section, since when registering the Agency/Company, you can indicate that the Direct fare is applied the discount percentage for that Agency/Company.

As detailed in the example above, this is the Rate/Season that corresponds to a group of Agencies/Companies. This is what we will call TAR-2 example.



How to design our PRICES - RATES - CONTRACTS



Main menu / Master files / A.1. SmartRate User: admin1

Calendar Rates Boards Events Calendar (Past) Boards (Past) Massive changes Close Dates Save

Rate: TODOS TARIFA GENERAL fx Δ / %

<< < 16 Mar 2019 > >>

	Sat 16 MAR	Sun 17 MAR	Mon 18 MAR	Tue 19 MAR	Wed 20 MAR	Thu 21 MAR	Fri 22 MAR	Sat 23 MAR	Sun 24 MAR	Mon 25 MAR	Tue 26 MAR	Wed 27 MAR	Thu 28 MAR	Fri 29 MAR	Sat 30 MAR	Sun 31 MAR	Mon 01 APR	Tue 02 APR
A - APARTAMENTO ESTAND...																		
Occ. ▾																		
MEN1	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31
MEN2	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
MEN3	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31
PER4	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62
Closed																		
CTA																		
CTD																		
B - APT. PUERTA COMUNICA...																		
Pr. room ▾	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5
Occ. 1 ▾	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5	51.5
Occ. 2 ▾	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5	31.5
Occ. 3 ▾	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63	63
C - DOBLE VISTA MAR																		
Pr. room ▾	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Occ. 1 ▾	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Occ. 2 ▾	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40
Occ. 3 ▾	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80	80
D - CUADRUPLE																		
Pr. room ▾	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5
Occ. 1 ▾	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Occ. 2 ▾	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5	41.5
Occ. 3 ▾	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83	83
Occ. 4 ▾	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5	124.5
Occ. 5 ▾	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166	166
E - CUADRUPLE VISTA MAR																		
Pr. room ▾	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5	50.5
Occ. 1 ▾	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

See explanation in

<http://www.reservahotel.com/90/indexSevenStars/201711enSSa10.pdf>