



Scenarios

Class One

Operative prices mechanics OTA's style

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Class One | Hospitality Software & Advisory





Operative prices mechanics OTA's style.

What would happen if in the **proper hotel** we could apply the same culture of prices that we apply with the Web channels (OTA's, CM, CRS, GDS, ...)?

- ✓ To be able to apply one Y&R **real** Management, not only of the prices of the day, but of the future and that **does not modify the prices of the reservations that are already in the system.**
- ✓ That Reception both for **reliability** and for **safety**, there could not falter the prices of the reservations to which there have been applied these tariffs "style OTA's".
- ✓ To obtain a **prices parity** with our Web channels, and even to increase / decrease the prices in a few certain percentages, but with whole transparency to the final guest.
- ✓ To be able to decide the rate of the Hotel and that they should change according to parameters of Y&R Management both of manual and automatic form, and that the same that is sent to our Web channels, they should be those of **every moment** that the proper hotel gives to its Reservations, and/or Check-In unreservedly previous.



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Prices.

The traditional functioning of Price list in the hotels, is evolving, tries it the fact is that to the different OTA's, CM, CDR, GDS, MR, ..., we send a few prices (or we modify them on the proper extranet of the OTA's ...), and the clients reserve with the price of THIS MOMENT, with which one hour later (for example), the price could be top or low.

If the reservation is carried out in the hotel, the functioning would be the application of a tariff with its corresponding prices that would be applied in the moment in which the stay was taking place. What does it mean?, that if we are changing certain tariffs because skills apply of Y&R Management to themselves, we would be breaking the price happened in its moment to the client. Current solution: most of the applications of the market give the option to carry the reservation load out modifying the prices manually and that does not affect the future changes in our tariffs politics with Y&RM, one exists but *"And if we do not want that this function to put the manual prices is a responsibility of the receptionist, or that it is automatic and that the receptionist does not have to take responsibility of introducing the correct price"*, in the above mentioned case the solution is not easy.

Solution Class One

In Class One, we will have the option in those tariffs that this way we are interested in (since inclusive there are tariffs of automatic calculation as formulation of Y&RM, and/or not refundable, and/or Early Booking), that at the moment of doing a reservation in the Hotel, takes automatically the price indicated in the above mentioned tariff as if it was manual (it will always prevail on the one that has the tariff at the moment of the check-In), with the option of which if in the "roll" of the receptionist it cannot modify prices, these are permanent and unmodifiable for the proper receptionist.

Advantages.

A hotel will be able to produce with the same conditions that if it was an OTA (prices in Web), as if the receptionist was doing a reservation from its Web, without prices manipulations existing or that the same ones are exclusive interviews of the person in charge of the politics prices of the Hotel, with what the reservation will be done by the current prices fixed by the pertinent person in charge.