



**MAXIMIZE EARNINGS,
MINIMIZE GUESSWORK:
EMPOWERING HOTELS WITH
PRECISION PRICING
STRATEGIES**

www.revenuetales.com



It is extremely difficult to get hotel room pricing right.



Dynamic market

Fluctuating market forces, seasonal changes, local events, economic shifts, and varying travel trends make accurate hotel pricing a challenging moving target.



Complex Competition

Hotel managers must constantly monitor and respond to the actions of a wide array of competitors, requiring vigilance and adaptation to thrive in a multifaceted hospitality market.



Access to Technology

The lack of advanced analytical tools and data insights often leaves hotel managers navigating pricing strategies in the dark, with manual efforts and burdensome pricing update processes.

Maximize your revenue potential through our hotel pricing optimization platform.

Automating Dynamic Pricing

Understanding the volatile nature of the hospitality market, our solution continuously adapts to the ever-changing market conditions. We leverage advanced algorithms to adjust room prices in near real-time, optimizing for maximum revenue potential. It responds to seasonal trends, local events, and shifts in demand, ensuring that your hotel's pricing strategy is always one step ahead.

Real-Time Competitive Landscape Analysis

Our platform excels in pulling in comprehensive market information, offering a real-time view of your competitive landscape. By continuously monitoring and analyzing prices, occupancy rates, and offerings of nearby hotels as well as alternative lodging options, RevenueTales ensures you have a clear and up-to-date strategy, staying ahead of your competitors.

Simplified Decision-Making from Complex Data

Our system enables scenario planning and decision-making from complex data with just a few clicks. It transforms intricate market data, historical trends, and pricing models into actionable insights and easy-to-understand dashboards, quickly visualizing potential outcomes of different pricing strategies and choosing the one that best fits your business goals.

Your hotel. Your strategy. Your key features for success.

01

Choose your own rules

Take control of your pricing strategy by tailoring it to your specific needs. With RevenueTales, you have the freedom to define and implement pricing rules that align perfectly with your business objectives, ensuring a pricing strategy that's uniquely yours.

02

Scenario planning

Explore various pricing scenarios effortlessly. RevenueTales enables you to define and execute multiple scenarios, allowing you to visualize the potential outcomes of different pricing strategies and make informed choices that optimize your revenue.

03

Automated price updates

Say goodbye to manual price adjustments. RevenueTales automates the process of updating room prices across all your booking platforms, ensuring consistency and accuracy while saving you time and effort.

04

Extended data streams

Using a wealth of external data sources to enhance your pricing decisions, RevenueTales seamlessly integrates competition analysis and industry-wide insights into our pricing algorithm, using a comprehensive understanding of market dynamics and trends.

05

Advanced optimization

Harness the power of predictive analytics with RevenueTales. Our advanced optimization feature uses data-driven insights to set the ideal prices for each season and room type, maximizing your revenue potential with precision.

06

Near real-time reporting

Gain valuable business intelligence in near-real-time. RevenueTales provides you with comprehensive analytics, competition insights, personalized metrics, and KPIs, allowing you to make data-driven decisions and stay ahead in the competitive hospitality landscape.

Subscription packages

Basic

Starter pricing strategy for boutique hotels

- Access to the Revenue Tales pricing optimization tool
- Accommodate up to **2 users per property**
- Define up to **7 pricing scenarios**
- Download real-time availability data **5 times daily**
- Upload your preferred pricing suggestions up to **5 times each day**
- Complimentary daily customer support

Advanced

Dynamic pricing for mid-sized hotel chains

Everything in Basic, plus

- Accommodate up to **3 users per property**
- Define up to **10 pricing scenarios**
- Download real-time availability data **10 times daily**
- Upload your preferred pricing suggestions up to **10 times each day**
- Access to Revenue Tales **BI reporting**
- API Connection with your **PMS**
- Country BI report

Enterprise

Comprehensive optimization for hospitality groups

Everything in Advanced, plus

- Accommodate up to **4 users per property**
- Define **unlimited scenarios**
- Dashboard **Smart View**
- **6 Competitors** Included
- **Otas: Booking, Expedia, Hotels.com, Agoda**
- Rate Shop next 180 days (daily), next 365 days (monthly)
- **Integration** with your website
- Daily parity check
- **Review and ranking analytics**
- **Events calendar** (updates per country)

particular Season compared to its base price.



Season Name	Dependency (€)
Low	0
Mid	30
High	100
Christmass	70
Easter	70

See Example



 Dependency: Discounts

Up and running in 24 hours.

The setup of our pricing analytics platform is swift and seamless, ensuring it's **fully operational within 24 hours**. This includes a **comprehensive initial training session**, designed to familiarize your team with all the features and functionalities of the tool, ensuring you can start optimizing your pricing strategies immediately

Business Intelligence

The effectiveness of our business intelligence solution is closely linked to the availability of data. Typically, insights can be generated within a day, but this timeframe may extend depending on the volume and accessibility of the data involved.

Customer success

At the core of our service is a dedication to your success, which is why we offer daily support. Our team is readily available to assist with any queries, provide guidance, and offer solutions tailored to your specific needs.

Our Team



**Panos
Paschalinopoulos**
co-founder

A leading Hospitality Management Expert with over a decade of experience, excelling in pivotal roles at prestigious hotels and hospitality groups like The Foundry Suites Athens and HotelBrain Group.



**Dimitris
Psaradellis**
co-founder

A seasoned Data Scientist with over a decade of experience at renowned tech giants, including Facebook, Amazon, and eBay, specializing in analytics algorithms, econometrics, and marketing analytics.

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