

High/Low Demand

High Demand

- Close or restrict discounts
- Apply a minimum of nights, but with caution
- Reduce groups and 'shoulder days'
- Reduce 'late check out', and in moderation, if possible, 'late check in'
- Increase guarantees and cancellation charges
- Increase rates in accordance with those the competition
- Increase the cost of packages and hotel services
- Apply the full cost of suits and executive rooms
- Select dates that are 'closed to arrivals'
- Evaluate the total profit of the hotel and try to increase it
- Invoice for all of the nights in case the client shortens their stay

Low demand:

- Sell added value and special benefits
- Offer packages including internal and external products
- Don't close sales of the cheapest category of rooms
- Incentivize upgrades
- Offer better prices at adjusted budgets
- Don't use 'stay restrictions'
- Motivate hotel staff to be especially attentive
- Monitor competitors' actions
- Lower prices