

# RoomPriceGenie

A pricing tool that increases revenue for small and medium-sized hotels by 22%*

**https://roompricegenie.com**

*According to our case study of 9 hotels (see https://roompricegenie.com/exactly-how-much-extra-revenue-does-a-revenue-management-system-make-a-case-study-of-9-hotels/)

# Smart Pricing for Independent Hotels

## Independent hotels need dynamic pricing more than ever because they face big challenges...

### TECHNOLOGICAL TRENDS

Technology is making pricing more transparent and important. Customers can easily compare prices on online travel agents.

Expedia
Booking.com
trivago
Hotels.com

### COMPETITORS

Large hotels and hotel chains invest in full-time Revenue Managers and expensive software tools to find the optimal prices for every night.

Hilton
HYATT
Marriott
Holiday Inn

### MARKET PRESSURE

Private sector providers put pressure on the market because they can offer rooms at low prices via Airbnb.

airbnb
THOMPSON HOTELS

## So, how should small hotels respond?

# The Backstory



When Ari visited his 77 year old father at his Bed & Breakfast in England, he could see that the competition was getting stronger and his father wasn't getting his pricing quite right. His B&B was sometimes empty and sometimes booked up too early at too low a price.

Ari, having spent 15 years creating trading algorithms for financial markets, knew he could build a solution that would increase his father's revenue. He set out to interview hoteliers in a similar position, find partners equally passionate about the independent hotel experience, and to create a revenue management solution intended specifically for smaller hotels.

RoomPriceGenie's pricing solution was built on the feedback from some of the top revenue managers in the world, whilst never forgetting that our clients are people like Ari's father.

Marvin spoke to literally hundreds of hotels, gathering feedback. Jörg, sitting opposite him, put the earplugs in to block out Marvin's chat and concentrated on using that feedback to create a product that you would love using.

Your successes are our successes. By partnering with our customers, our product is always improving. Ari's father has increased revenue by over $50,000 in the first eight months – not bad for 15 rooms.



# Our Solution

> *"The best algorithm I have ever seen"*
>
> Gianluca Marongui, Partner, Swiss Hospitality Solutions Revenue Management Consultants



**More than 15% increase in revenue**

With smart pricing that lets you adjust your rates for quiet periods, busy spells and everything in between. Our customers make more than 15% revenue in average.



**Stay in control**

The system allows you to set strategy. The prices given are transparent and you can adjust them to do exactly what you want.



**Save hours on pricing**

Our system calculates the prices and uploads them automatically to your PMS or CM so you can spend more time with your guests.



**Simple interface and automated updates**

If the system is to be used by Ari's father then it must be intuitive. We keep everything simple on the outside and complex underneath.

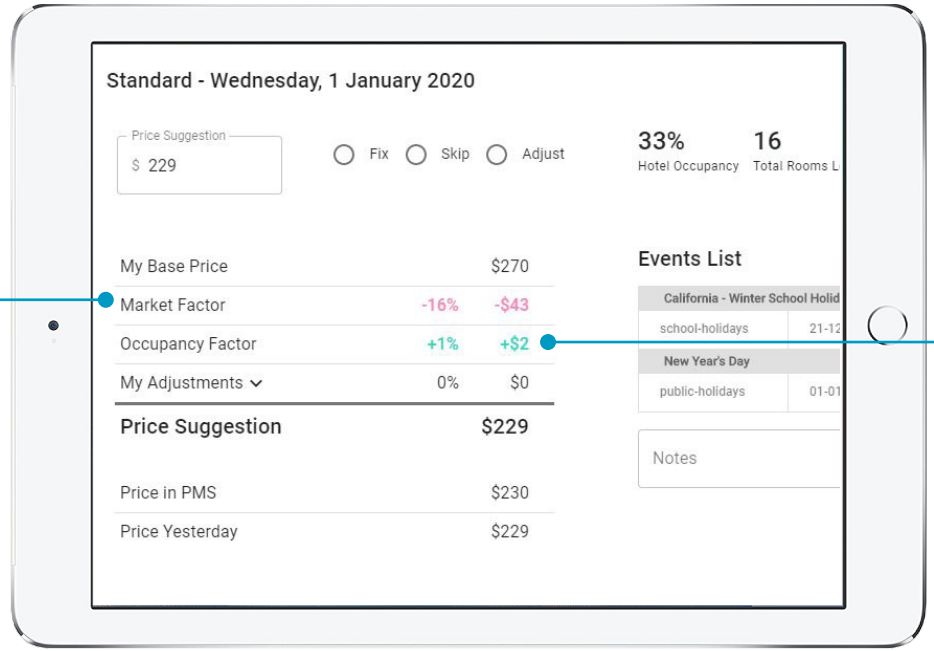
# How it Works: Pricing

## RoomPriceGenie optimizes your prices and shows you why...

### MARKET FACTOR

We check the prices of the best hotels in your market area. We use their expertise to estimate the market dynamics.



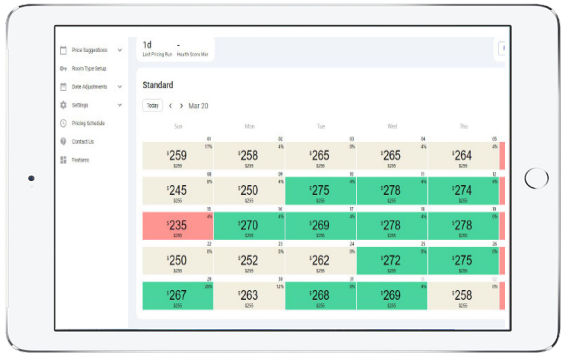

### OCCUPANCY FACTOR

Do you have 2 rooms to sell with 30 days to go? Or 15 rooms left for tonight? Our algorithm tells you how to make the maximum revenue.

# How it Works: Connectivity

We calculate and send prices to your PMS or CM 7 times a day. Or more often if you want!

RoomPriceGenie



Data from PMS/CM

Automatically adjusts prices in hotel software

Internal Hotel Software

Semper

Sales Channels

Expedia

trivago

Hotels.com

Booking.com

+ Your Website

**External Information**

- Market Prices
- Events
- Holidays

RoomPriceGenie is an advanced, cloud-based smart pricing engine with web-app interface.

The unique approach is to make demand estimates using market dynamics and then optimise revenue using live hotel inventory.

# Customer Performance

## Case Study

These customers made more than 50 times more revenue than what they spend on us. Even those with revenue managers already made 10% more on average.

For more details about the study see here.

Case study with

9




Hotels
with 4-55 rooms

Average increase of

22%



in revenue compared
to the same period last year
(with increased ADR)

Average increase of

$309



in revenue
per room per month.

That's $5,875
per hotel per month

RoomPriceGenie
charges just

$6



per room
per month

# The Feedback

Hotelminder.com

Room Price Genie

Website

Simple but amazingly efficient and fully automated solution. The Holy Grail for small to medium sized hotels!

Pricing starts at only 95€ for 15 rooms.

Connections with Siteminder, Clock, BookingFactory, Mews and more.

Get an additional 50% off your 2nd and 3rd Month!

1 Month Free Trial

| Popularity | Ease of use | Pricing |
|---|---|---|
| ♥♥♥ | ✓✓✓ | € |

Capterra

RoomPriceGenie

by RoomPriceGenie ★★★★★ 5/5 (11) Write a Review!

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RoomPriceGenie Reviews

Showing 5 of 11 reviews

Overall ★★★★★ 5/5

Ease of Use ★★★★★ 5/5

Customer Service ★★★★★ 5/5

Write a Review | Read All 11 Reviews

Chance T.
General Manager

"Huge Time Saver!"

HotelTechReport

Write a Review

RoomPriceGenie

Ranked **9th** (out of 33) in Revenue Management Software

New, automated, controllable dynamic pricing software made for Small and Medium-sized hotels.

PRICE QUOTE

REQUEST A DEMO

Ratings Snapshot

Overview
Pros & Cons
Expert Recommendations
Top Alternatives
Features
Reviews
Pricing
Integrations
News coverage
Have a question about RoomPriceGenie?

Ratings Snapshot

Certificate of Excellence | Read 7 reviews

97%
Recommend

#9
Popularity index

REVIEWS SUMMARY

4.9 ★★★★★ 7 reviews

66 HT Score

Ranked #9 out of 33 in Revenue Management Software

| | |
|---|---|
| Ease of Use | 4.9/5 |
| ROI | 5.0/5 |
| Implementation | 4.9/5 |
| Customer support | 4.9/5 |

Verified Customer Support

RoomPriceGenie's customer support processes haven't yet been verified by Hotel Tech Report.

MOST POPULAR FOR

| | | |
|---|---|---|
| 1.Boutique | Leader: SPOTPILOT | 90% (2 verified reviews) |
| 2.Budget | 2 verified reviews | 100% (2 verified reviews) |
| 3.Hostel | Leader: Pace | 100% (1 verified reviews) |
| 4.Vacation Rental | Leader: Atomize | 100% (1 verified reviews) |
| 5.Airport/ conference | Leader: IDeaS | Not recommended (0 verified reviews) |
| 6.Bed & Breakfast | | Not recommended |

# Pricing

## 2 weeks free trial with no obligation. Why not see why we have so many happy clients?

**EUR 5 / GBP 5 / USD 6**

per **room per month**

Minimum price: EUR 95/ GBP 95 / USD 120

No Setup Fee

FREE TRIAL



### REFER A FRIEND

Earn a $100 Amazon Gift Card when you share RoomPriceGenie with your friends and they pay six months of subscription.

They also receive a $100 Amazon Gift Card for you referring them.

Besides, you get the first full month for free when two of your friends sign up for a demo call via your referral link.

https://roompricegenie.referralrock.com/promotion/1/

# RoomPriceGenie

"For a small hotel like us, it is the perfect solution"

Daniel Smarason,
Hotel Akureyri, Iceland

Get in touch for more details

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www.roompricegenie.com