



# RACCOONREV

## OVERVIEW

RaccoonRev is a competitor analysis tool that keeps track of and compares the pricing strategy of your competition on Booking.com. It allows you to set exclusive CompSet-based yield rules that automatically optimize your rates to outperform your top competitors.

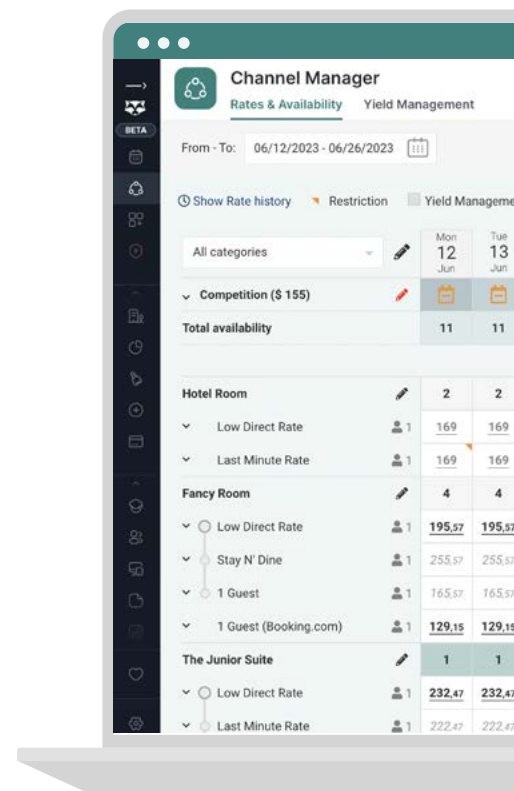
With the use of RaccoonRev, you gain insights into your competition and develop a price strategy that's attractive to prospective guests. This results in an increase in occupancy as well as revenue per available room (RevPAR). In fact, RoomRaccoon users that implement two or more yield rules typically see a 14% increase in RevPAR.

## DASHBOARD

### Competitive Set (CompSet)

To give you a better overview of what is happening in your market, the RaccoonRev dashboard provides daily updates on your top three competitors' rates and occupancy levels for the next 30 days.

The data is updated every morning; the various brown colors indicate a percentage of a price decrease, and the blue shades indicate an increase. In the hospitality industry, you're constantly competing for bookings with other properties in your geographical area, and that is why competitor analysis is crucial in your revenue strategy.

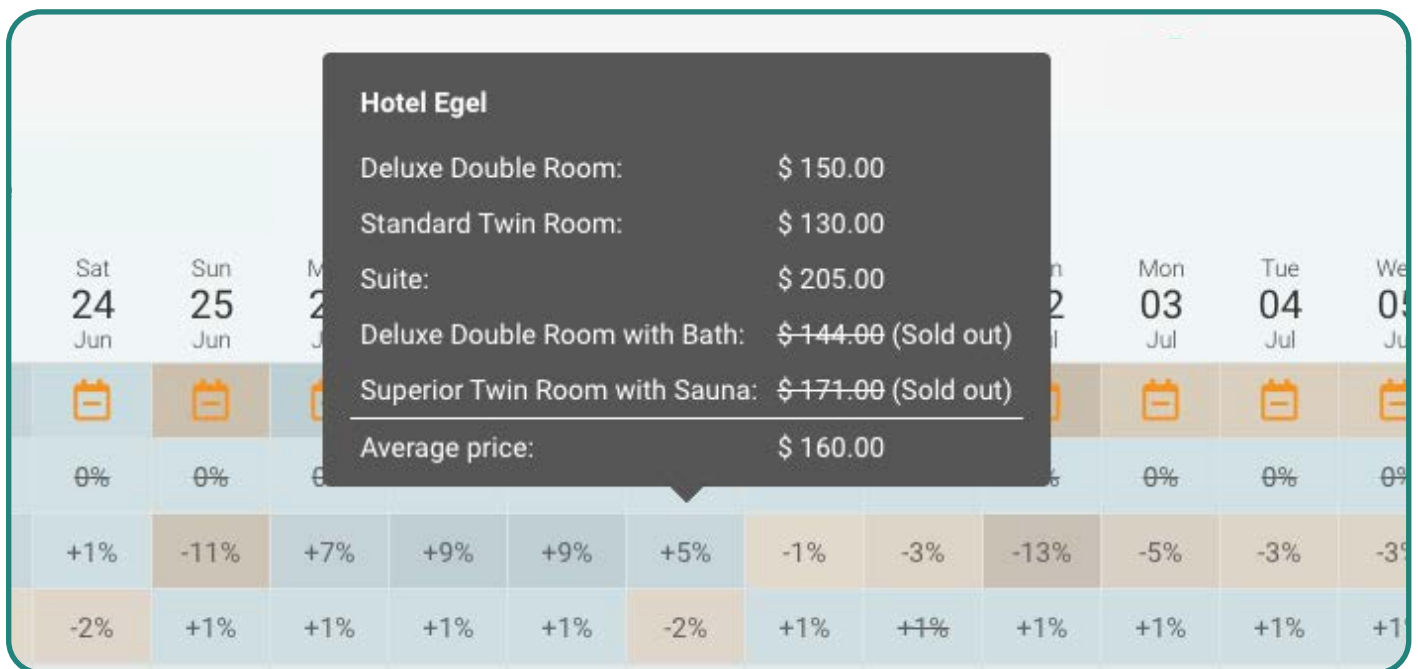


# Insights at Your Fingertips

COMPETITOR: HOTEL EGEL

## Competitor Room Categories

Get to know the different room categories of your competitors, from the average cost per room category to its availability (sold out or not).



## Competitor Pricing & Occupancy

Take a look at the range of prices your competitors offer and their overall availability.



## How to Choose Your CompSet:

### 6 Aspects to Consider

RaccoonRev provides a convenient way to keep track of your top three competitors by sourcing data from Booking.com. In order for you to see their rates and occupancy levels, these competitors must be listed on the OTA. Here are 6 factors to consider when choosing your CompSet.



#### Location

Where are your competitors located? The properties nearest to you are the ones competing with you for guests.



#### Star Rating

Your own star rating should be comparable to those of your competitors to ensure a similar perception of value. This is because the cost, amenities and facilities of a 3-star hotel will differ from that of a 5-star one.



#### Pricing

Your price points and average daily rate (ADR) should be similar to your competitors. Having an ADR that's higher or significantly lower than your competition would negatively influence your pricing strategy.



## Room Types

Travelers compare accommodations with similar room categories and amenities like a Nespresso machine or free Netflix. For instance, if you have a bridal suite, it's good to benchmark against competitors with a bridal or honeymoon suite.



## Property Facilities

The facilities at your hotel will attract different types of travelers. A meeting room and fitness center will draw business travelers, while leisure travelers and families may be more inclined to book a stay with a swimming pool and children's playroom. This is important to note because your biggest competitors target the same segments as you with similar facilities.



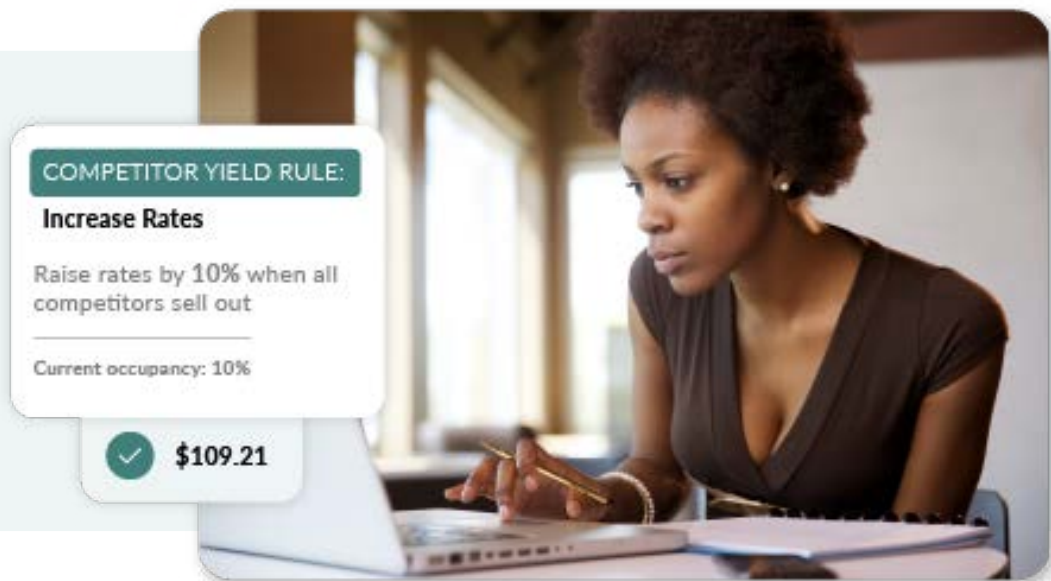
## Type of Accommodation

It's important to consider similar establishments in your vicinity for benchmarking. By comparing apples to apples, you can be sure your pricing strategy is on par with competitors.

## Competitive Yield Rules

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By taking advantage of the RaccoonRev upgrade, you will gain access to CompSet-based yield rules. These exclusive set of rules are powered by the Yield Manager which dynamically changes your rates in response to the activities of your CompSet.



## How to use competitive yield rules

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CompSet-based yield rules are designed to respond directly to changes in the industry. This means that when there is a shift in competitor availability or pricing, the system will adjust your prices - either increasing or decreasing them by a set percentage. No manual input is required from you.

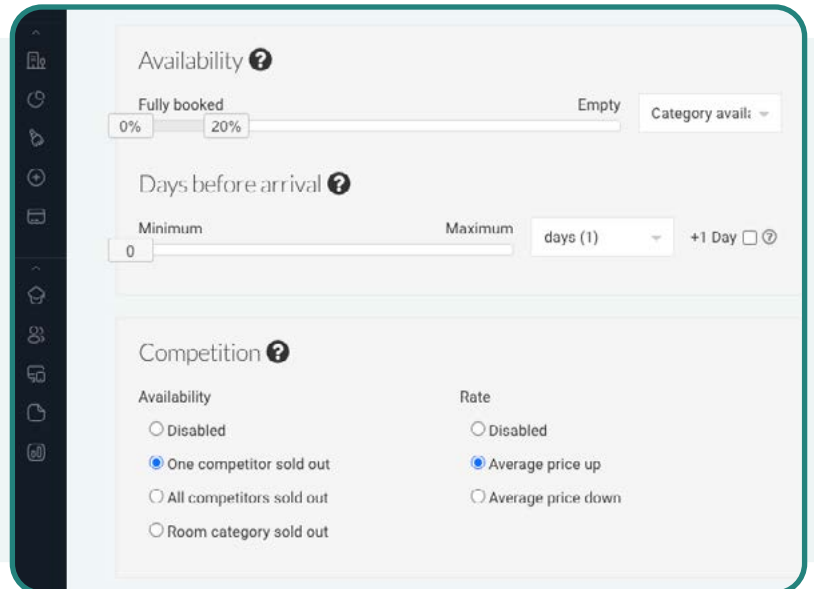


**Good to know:** RoomRaccoon users that implement two or more yield rules typically see a 14% increase in RevPAR.

# Here are some strategies for utilizing RoomRaccoon's competitive yield rules to maximize bookings and RevPAR:

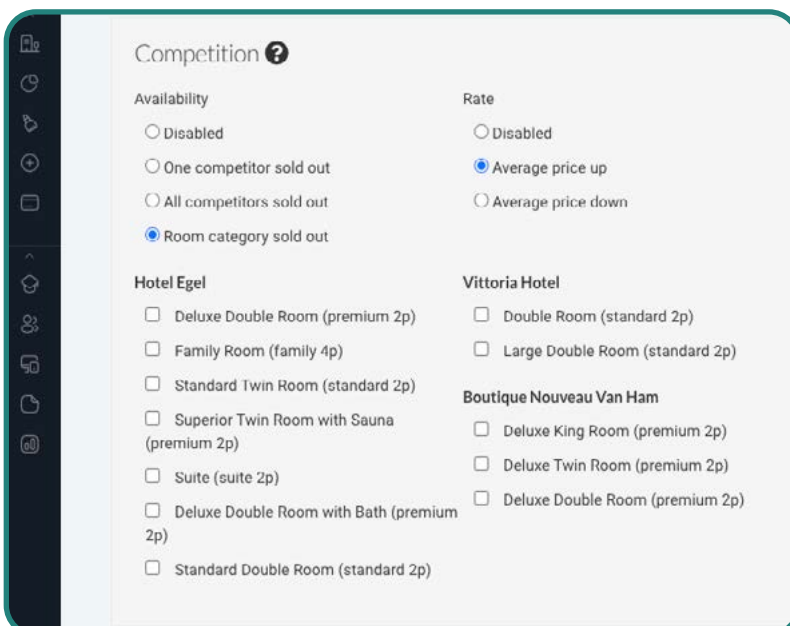
## CompSet Yield Rule 1:

Set a competitive yield rule that increases your rates when one or all three chosen competitors are sold out.



## CompSet Yield Rule 2:

Set a competitive yield rule that increases your rates when your competitors increases their rates.



## CompSet Yield Rule 3:

Set a competitive yield rule that will boost your prices when the room categories of chosen competitors are no longer available.

# Yield Rule Parameters

In order maximize revenue and tailor your pricing strategy, there are various parameters you can set when creating a yield rule. These parameters give more control over how the yield rule works.

## Availability

Use this parameter to control the price increase or decrease based on your occupancy levels.

The screenshot shows the 'Availability' parameter settings. It includes a 'Fully booked' slider ranging from 10% to 52%, with 'Empty' at the far right. A 'Category availability' dropdown menu is positioned to the right of the slider. Below this, the 'Days before arrival' parameter is shown with a 'Minimum' slider set to 4 and a 'Maximum' slider set to 12. A 'days (1)' dropdown menu and a '+1 Day' checkbox with a help icon are also visible.

## Days before arrival

Use this parameter to control the price increase or decrease based on booking lead times.

The screenshot shows the 'Action' parameter settings. It features a 'Discount / Increase' slider set to 0%. To the right of the slider is a 'Stop sell' checkbox with a help icon.

## Discount or Increase

Use this parameter to set the % for the price increase or decrease.

## Competitor

Use these parameters to control the price increase or decrease according to shifts in competitor conditions.

The screenshot shows the 'Competition' parameter settings. It is divided into two columns: 'Availability' and 'Rate'. Under 'Availability', there are radio buttons for 'Disabled', 'One competitor sold out', 'All competitors sold out', and 'Room category sold out' (which is selected). Under 'Rate', there are radio buttons for 'Disabled', 'Average price up' (which is selected), and 'Average price down'. Below these are sections for 'Hotel Egel' and 'Vittoria Hotel', each with a list of room types and checkboxes. 'Hotel Egel' includes Deluxe Double Room (premium 2p), Family Room (family 4p), Standard Twin Room (standard 2p), Superior Twin Room with Sauna (premium 2p), Suite (suite 2p), and Deluxe Double Room with Bath. 'Vittoria Hotel' includes Double Room (standard 2p) and Large Double Room (standard 2p). A 'Boutique Nouveau Van Ham' section is also present with checkboxes for Deluxe King Room, Deluxe Twin Room, and Deluxe Double Room.

# Real-Life Application for RaccoonRev

Jordan Phelps is the revenue manager at Brisby Hotel. He has been tasked to improve the property's bottom line. Jordan uses RaccoonRev to monitor the activities of the Brisby Hotel's three nearby competitors: Boutique Nouveau, Hotel Egel, and Vittoria Hotel.

The Brisby Hotel's RaccoonRev dashboard shows that Hotel Egel is sold out for its Deluxe Double Room with Bath, Standard Double Room, and Superior Twin Room with Sauna. The Brisby Hotel now has a chance to capitalize on this situation. With fewer options available for travelers, it is an opportune time for Jordan to set a yield rule to raise the prices of similar room categories at the Brisby Hotel.



Would you like to boost your revenue? RaccoonRev is an upgrade that could be just what you need. Reach out to a customer success manager and they will be more than happy to guide you through the setup.

Not a RoomRaccoon customer?

GET A FREE DEMO