

QUICK GUIDE TO UPDATING HOTEL RATE PLANS

SIMPLE STEPS WITH HUGE IMPACT



CREATE THREE BASE RATE PLANS

MAINTAIN AVAILABILITY AT ALL TIMES

1. Standard Fully Flexible Rate
2. Non-Refundable Rate
3. Early Booking Rate

SET UP A REACTIVE RATE

USE IT WHEN YOUR RESERVATIONS ARE DOWN

A Reactive Rate can be pulled out of your hat according to the current state of your reservation calendar. An example is a **Last-Minute Rate** that you can have ready to publish, activate, share and offer when demand drops and you need to fill your rooms.



GET PROACTIVE WITH THESE RATES

MONITOR TRAVEL TRENDS & PUBLISH

Proactive rates are created according to more general current travel trends, so that you stay in the game and cover all bases when it comes to what the travelling public is searching for. Examples are **Long Stay Rate**, **Family Group Rate** or **WhatsApp Reservation Rate**.



BE RESPONSIBLE

ENCOURAGE MORE SPEND IN LOCAL COMMUNITY

Responsible Tourism is all about creating “better places for people to live in and better places for people to visit”. IN THAT ORDER. Encourage your guests to stay longer and spend more in the community with a **Stay Another Day Campaign**.



ENSURE TAX TRANSPARENCY

STAY ON TOP OF CHANGING TRAVELLER SENTIMENT

Customers are comparing more than before for best price, and more nationals are searching for accommodation in their own countries. Unclear information about added tax is a deal breaker! Stay in the game by making sure your tax charges are detailed.



Want to know more? Read the full guide at:

WWW.SARAHHABSBURG.COM/BLOG

Join the Building Tourism Resilience FB community here:

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