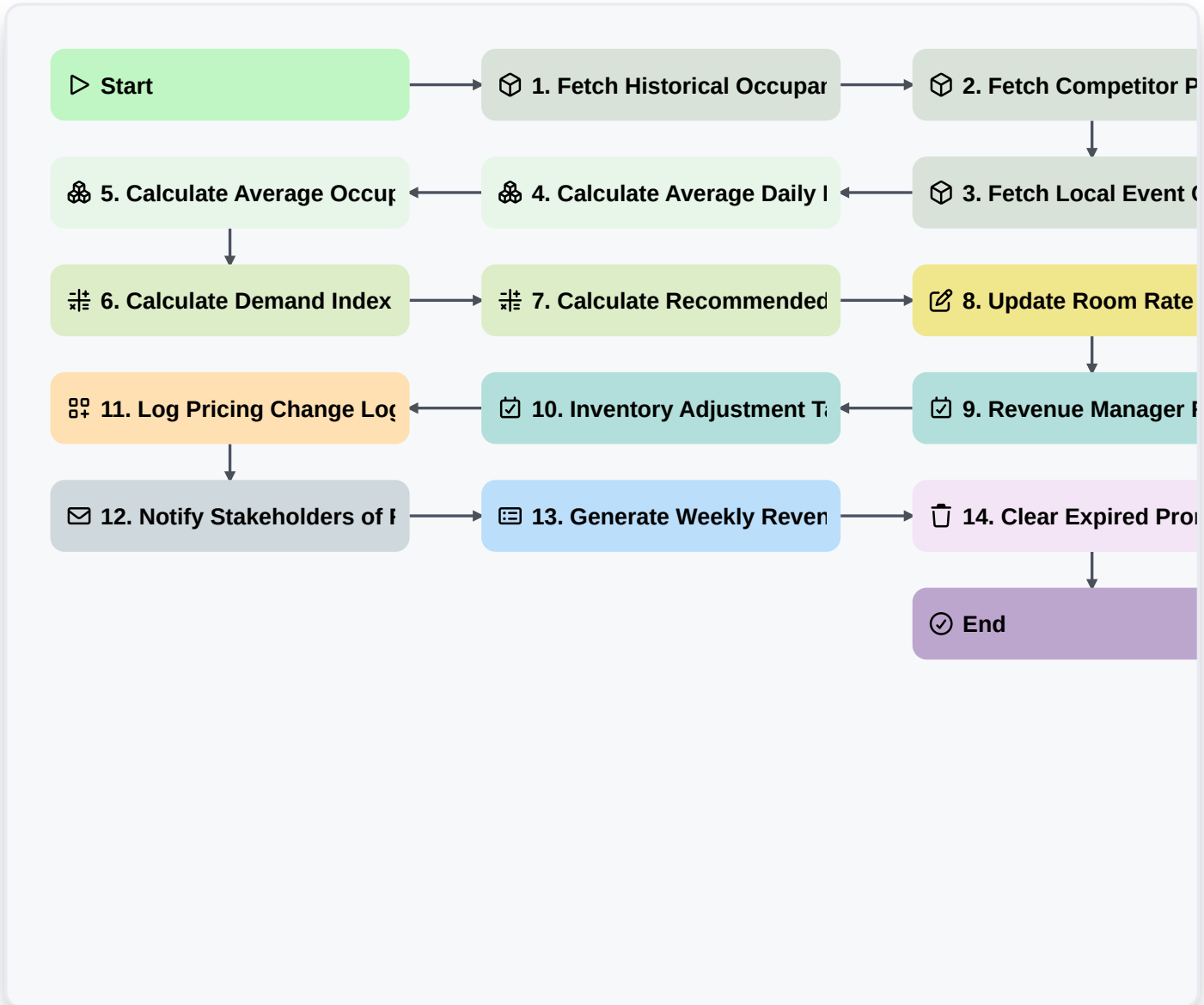


# Hospitality Revenue Management And Dynamic Pricing Strategy



▷ **Start**

Start of the Workflow/Process.

 **1. Fetch Historical Occupancy Data**

Retrieve historical occupancy rates from the past 30 days to establish a baseline for forecasting.

 **2. Fetch Competitor Pricing**

Retrieve current pricing data from the Competitor Rate Monitoring data model.

 **3. Fetch Local Event Calendar**

Retrieve upcoming local events and holidays that may impact demand.

 **4. Calculate Average Daily Rate (ADR)**

Aggregate all completed booking entries to calculate the average room rate for the current period.

 **5. Calculate Average Occupancy Rate**

Aggregate occupancy percentage entries to determine the mean occupancy for the upcoming week.



## ⚙️ 6. Calculate Demand Index

Execute a formula comparing current booking pace against historical trends to determine a demand multiplier.

## ⚙️ 7. Calculate Recommended Dynamic Price

Apply a formula: (Baseline Rate \* Demand Index) + Seasonal Adjustment.

## ✍️ 8. Update Room Rate Master Table

Update the 'Daily Rate' field in the Room Rate Data Model with the newly calculated price.

## ☑️ 9. Revenue Manager Review

Create a task for the Revenue Manager to review and approve the proposed price changes for the next 7 days.

## ☑️ 10. Inventory Adjustment Task

Create a task for the Front Office Manager to adjust room availability if occupancy exceeds threshold.

## 📄 11. Log Pricing Change Log

Create a new entry in the Pricing Audit Log documenting the date, old price, new price, and the reason for change.

## ✉️ 12. Notify Stakeholders of Rate Change

Send an email to the General Manager and Sales Team notifying them of significant updates to the pricing strategy.

## 📄 13. Generate Weekly Revenue Forecast Report

Generate a PDF report summarizing the projected RevPAR (Revenue Per Available Room) based on the new pricing.

## 🗑️ 14. Clear Expired Promotions

Delete outdated promotional rate entries from the Promotions Data Model that have passed their end date.

## 🏁 End

End of the Workflow/Process.