



Embracing Dynamic & Advanced Pricing Models for the 21st Century

Presented by Sami Elotmani of Destination MCO, Tracy Raimer of Windy City Limousine & Bus, and Joe Tidwell of MGM Resorts International

Moderated by Andy Hernandez of CTA Worldwide

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AGENDA

- **The *Why, What & How* of Operational Data**
- **Dynamic Pricing in Action: An inside look at how it is applied in the hotel industry**
- **Advanced Pricing Tactics for Our Industry**
- **Q & A**

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What Is *Data*?

Data are facts and statistics collected together for reference or analysis.

For the purpose of our internal data discussion, we are referring to **operational/service information stored in your dispatch system.**

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What Is *Data Analysis*?

Data analysis is the process of *cleaning*, transforming, and modeling data to discover useful information for business decision-making. The purpose of Data Analysis is to **extract useful information from data to make informed business decisions.**

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How Do I Access My Data?

Dispatch Software Questionnaire:

- Can your user easily access their data?
- In what format(s) can the data be used/exported?
- Do you have any training documents related to the above that you want to share?

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Your Exported Data in MS EXCEL Format

Conf#	Type	PU Date	PU Time	DO Time	Duration	Account#	Booking Contact	Passenger First Name	Passenger Last Name	Passenger Email	Ref#	Company	Group	Routing Details	Pax#	Driver	Car #	Vehicle Type	Service Type	Res By	Date Time Created	Status	Pmt Method	Trip Total
21732	INH	7/24/2019	12:30 PM	01:14 PM	00:42	31532	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	2	XXXXXX	402 Stretch	Limo 8	Departure	XXXXXX	07/16/2018	Done	XXXXXX	174.00
21737	INH	7/24/2019	01:32 PM	02:27 PM	00:54	31086	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXXX	07/17/2018	Done	XXXXXX	75.00
21738	FOT	7/24/2019	01:53 PM	N/A	01:00	31086	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	4	XXXXXX	N/A	N/A	Arrival	XXXXXX	07/17/2018	Done	XXXXXX	100.98
21704	FIN	7/24/2019	02:25 PM	03:13 PM	00:48	31639	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	2	XXXXXX	203 Escalad	SUV	Arrival	XXXXXX	07/08/2018	Done	XXXXXX	77.85
21740	INH	7/24/2019	11:43 AM	12:58 PM	01:18	30299	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	4	XXXXXX	203 Escalad	SUV	Arrival	XXXXXX	07/17/2018	Done	XXXXXX	94.95
21746	INH	7/24/2019	09:30 AM	10:18 AM	00:48	31837	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXXX	07/19/2018	Done	XXXXXX	143.00
21744	INH	7/24/2019	10:10 AM	12:50 PM	02:40	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	203 Escalad	SUV	Departure	XXXXXX	07/19/2018	Done	XXXXXX	194.03
21785	INH	7/24/2019	10:25 AM	01:58 PM	03:33	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXXX	07/20/2018	Done	XXXXXX	237.58
21658	FOT	7/24/2019	06:15 PM	06:45 PM	00:30	31824	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	2	XXXXXX	203 Escalad	SUV	Wedding	XXXXXX	06/23/2018	Done	XXXXXX	100.98
21741	FIN	7/24/2019	06:15 PM	09:15 PM	03:00	31836	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	3	XXXXXX	Luxury Seda	Sedan	Hourly/As D	XXXXXX	07/18/2018	Done	XXXXXX	225.00
21739	FIN	7/24/2019	09:15 AM	09:47 AM	00:30	30985	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	2	XXXXXX	Luxury Seda	Sedan	Departure	XXXXXX	07/17/2018	Done	XXXXXX	148.50
21789	FIN	7/24/2019	10:10 AM	N/A	01:00	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXXX	07/21/2018	Done	XXXXXX	0.00
21790	FIN	7/24/2019	10:10 AM	11:42 AM	01:32	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	2	XXXXXX	204 GMC YU	SUV	Departure	XXXXXX	07/21/2018	Done	XXXXXX	162.83
21788	FIN	7/24/2019	10:25 AM	N/A	01:00	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	4	XXXXXX	302 Sprinter	Luxury15	Arrival	XXXXXX	07/21/2018	Done	XXXXXX	0.00
21792	INH	7/24/2019	06:21 PM	08:11 PM	01:48	31834	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	5	XXXXXX	204 GMC YU	SUV	Arrival	XXXXXX	07/21/2018	Done	XXXXXX	140.60
21794	FIN	7/24/2019	06:30 AM	06:53 AM	00:24	30677	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	204 GMC YU	SUV	Departure	XXXXXX	07/22/2018	Done	XXXXXX	187.50
21689	INH	7/24/2019	06:30 AM	08:50 AM	02:18	31629	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXXX	07/02/2018	Done	XXXXXX	211.60
21793	INH	7/24/2019	09:30 AM	11:52 AM	02:22	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXXX	07/22/2018	Done	XXXXXX	269.10
21786	FIN	7/24/2019	11:20 AM	12:15 PM	00:54	31090	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXXX	07/20/2018	Done	XXXXXX	77.00
21787	FIN	7/24/2019	05:00 PM	05:30 PM	00:30	31090	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXXX	07/20/2018	Done	XXXXXX	77.00
21638	INH	7/24/2019	05:00 PM	11:00 PM	06:00	31822	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	37	XXXXXX	Grech 41 Pa	N/A	Hourly/As D	XXXXXX	06/19/2018	Done	XXXXXX	887.99
21797	FIN	7/24/2019	12:40 AM	02:37 AM	01:57	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXXX	07/23/2018	Done	XXXXXX	180.78
19742	INH	7/24/2019	02:50 PM	N/A	01:00	31534	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	4	XXXXXX	Escalade E9	N/A	Departure	XXXXXX	11/17/2017	Done	XXXXXX	0.00
21748	INH	7/24/2019	03:15 PM	N/A	01:00	31822	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXXX	07/19/2018	Done	XXXXXX	0.00
21802	FIN	7/24/2019	05:35 PM	06:49 PM	01:12	30815	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXXX	07/24/2018	Done	XXXXXX	88.00
21705	INH	7/24/2019	06:15 AM	06:49 AM	00:36	31639	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	2	XXXXXX	Luxury Seda	N/A	Departure	XXXXXX	07/08/2018	Done	XXXXXX	77.85
21708	INH	7/24/2019	05:52 PM	09:41 PM	03:48	31117	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	2	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXXX	07/06/2018	Done	XXXXXX	84.50
21804	INH	7/24/2019	06:00 PM	N/A	01:00	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	N/A	N/A	Departure	XXXXXX	08/24/2018	Done	XXXXXX	0.00
21812	INH	7/24/2019	06:00 PM	06:46 PM	00:48	30016	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	4	XXXXXX	203 Escalad	N/A	Transfer	XXXXXX	07/26/2018	Done	XXXXXX	81.00
21745	INH	7/24/2019	08:37 PM	09:05 PM	00:30	31629	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXXX	07/19/2018	Done	XXXXXX	93.42
21810	FOT	7/24/2019	10:00 PM	10:48 PM	00:48	31839	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	N/A	Sprinter Lir	Arrival	XXXXXX	07/26/2018	Done	XXXXXX	217.50
21808	FIN	7/24/2019	10:10 AM	02:00 PM	03:50	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	City 2 City	XXXXXX	07/26/2018	Done	XXXXXX	180.38
21809	FIN	7/24/2019	10:30 AM	12:32 PM	02:02	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	City 2 City	XXXXXX	07/26/2018	Done	XXXXXX	310.62
21796	INH	7/24/2019	10:00 AM	12:52 PM	02:54	31752	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXXXX	10	XXXXXX	Limo Crusie	Sprinter Lir	Charter In T	XXXXXX	07/23/2018	Done	XXXXXX	330.00

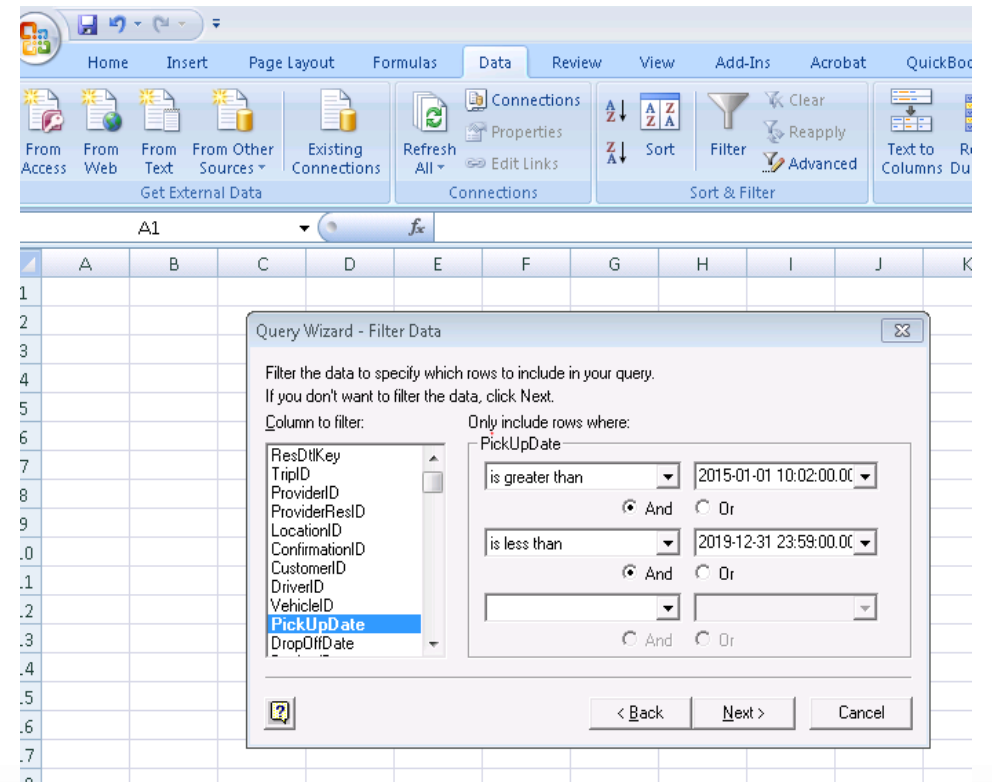
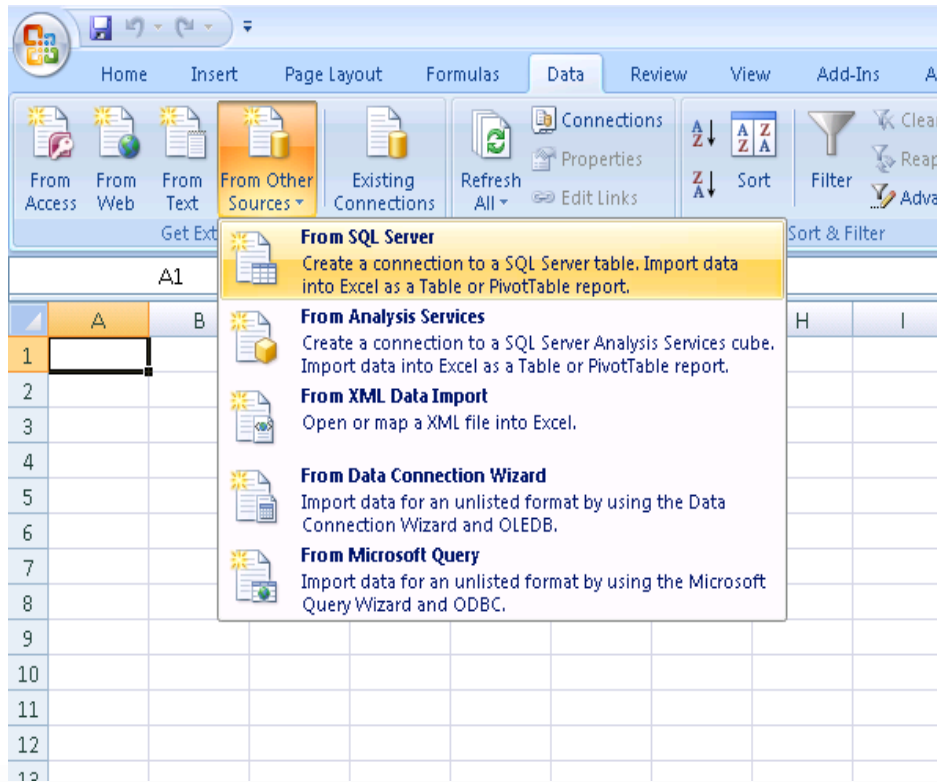
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Direct Connection to Your Database



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Saved Reports

All
Description
Occasion Statistics - Archived
Occasion Statistics - Pending
Open Trip Auto Farm Report
Reservation Booking Statistics - Archived
Reservation Booking Statistics - Pending
Reservation Count On The Hour
Reservations by Contact - Archive
Reservations by Contact - Pending
Reservations by Group & Date - Pending
Reservations by Group & Trip # - Pending
Reservations by Group and Trip with Vehicle and Chauff - Pending
Reservations by Group with Rates - Archived
Reservations by Group with Rates - Pending
Revenue by Category & Vehicle Type - Archive
Revenue by Owner
Revenue Summary Sort by Various
Sales Detail by Company & Credit Card - Archived (Select Co. in Drop Down Box)
Sales Detail by Company & Passenger - Archived (Select Co. in Drop Down Box)
Sales Detail by Company - Archived
Sales Detail by Company - Archived (In House) Sort by \$
Sales Detail by Company - Archived (In House) Sort by Company
Sales Detail by Company - Pending
Sales Detail By Company / Contact Monthly - Archive
Sales Detail By Company / Contact Monthly - Archive

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What Next?

*“GREAT! I have access to my data... **now what?**”*



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What Next?

Use your internal data to:

- **Understand past demand** for your company's services
- **Forecast future demand** for your company's services*

We can't talk about optimal pricing without a good understanding of demand.

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Data Analysis Sample (basic)

% of Trips Per Day of Week



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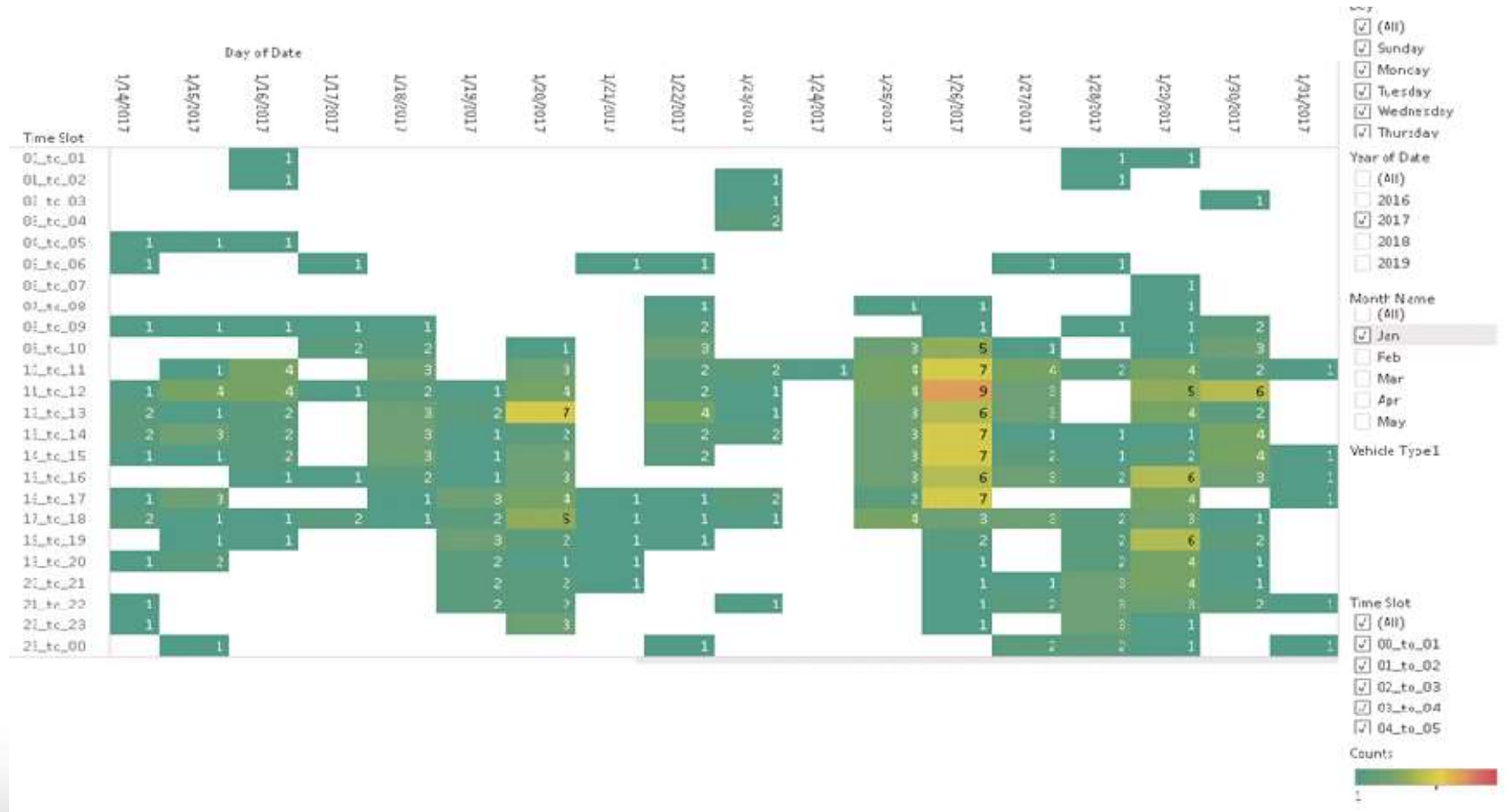
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Data Analysis Sample (advanced)



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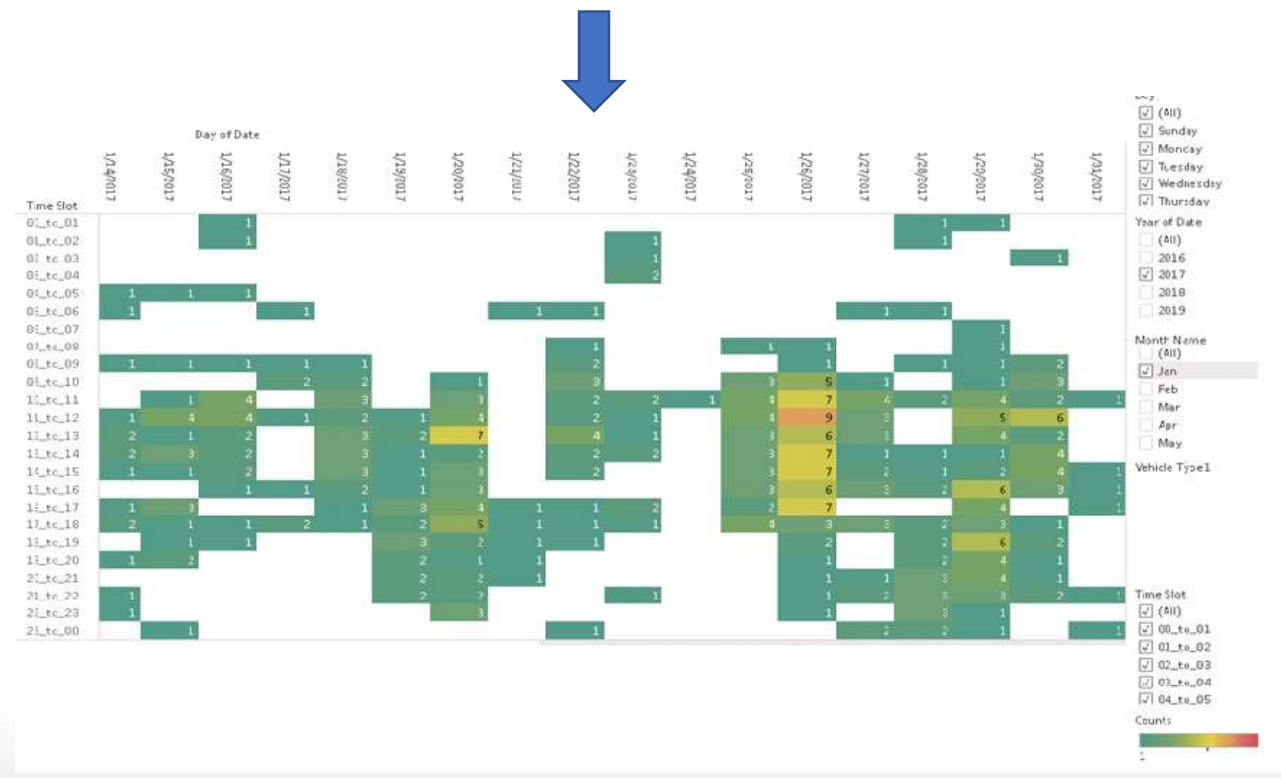


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Data Analysis Sample (advanced)

How much, in \$\$\$, is this *Vehicle utilization Heat Map* worth to you?



What Next?

Use your internal data to:

- **Understand past demand** for your company's services
- **Forecast future demand** for your company's services*

We can't talk about optimal pricing without a good understanding demand.

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Understanding Demand

Sample demand questions we all ought to know the answer to:

- ***What % of your services are booked between more than 30 days in advance?***
- ***What % of your services are booked between 30 and 7 days in advance?***

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Your Exported Data in MS EXCEL Format



Conf#	Type	PU Date	PU Time	DO Time	Duration	Account#	Booking Contact	Passenger First Name	Passenger Last Name	Passenger Email	Ref#	Company	Group	Routing Details	Pax#	Driver	Car #	Vehicle Type	Service Type	Res By	Date Time Created	Status	Pmt Method	Trip Total
21732	INH	7/24/2019	12:30 PM	01:14 PM	00:42	31532	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	2	XXXXXX	402 Stretch	Limo 8	Departure	XXXXX	07/16/2018	Done	XXXXXXXX	174.00
21737	INH	7/24/2019	01:32 PM	02:27 PM	00:54	31086	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXX	07/17/2018	Done	XXXXXXXX	75.00
21738	FOT	7/24/2019	01:53 PM	N/A	01:00	31086	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	4	XXXXXX	N/A	N/A	Arrival	XXXXX	07/17/2018	Done	XXXXXXXX	100.98
21704	FIN	7/24/2019	02:25 PM	03:13 PM	00:48	31639	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	2	XXXXXX	203 Escalad	SUV	Arrival	XXXXX	07/08/2018	Done	XXXXXXXX	77.85
21740	INH	7/24/2019	11:43 AM	12:58 PM	01:18	30299	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	4	XXXXXX	203 Escalad	SUV	Arrival	XXXXX	07/17/2018	Done	XXXXXXXX	94.95
21746	INH	7/24/2019	09:30 AM	10:18 AM	00:48	31837	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXX	07/19/2018	Done	XXXXXXXX	143.00
21744	INH	7/24/2019	10:10 AM	12:50 PM	02:40	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	203 Escalad	SUV	Departure	XXXXX	07/19/2018	Done	XXXXXXXX	194.03
21785	INH	7/24/2019	10:25 AM	01:58 PM	03:33	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXX	07/20/2018	Done	XXXXXXXX	237.58
21658	FOT	7/24/2019	06:15 PM	06:45 PM	00:30	31824	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	2	XXXXXX	203 Escalad	SUV	Wedding	XXXXX	06/23/2018	Done	XXXXXXXX	100.98
21741	FIN	7/24/2019	06:15 PM	09:15 PM	03:00	31836	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	3	XXXXXX	Luxury Seda	Sedan	Hourly/As D	XXXXX	07/18/2018	Done	XXXXXXXX	225.00
21739	FIN	7/24/2019	09:15 AM	09:47 AM	00:30	30985	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	2	XXXXXX	Luxury Seda	Sedan	Departure	XXXXX	07/17/2018	Done	XXXXXXXX	148.50
21789	FIN	7/24/2019	10:10 AM	N/A	01:00	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXX	07/21/2018	Done	XXXXXXXX	0.00
21790	FIN	7/24/2019	10:10 AM	11:42 AM	01:32	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	2	XXXXXX	204 GMC Yu	SUV	Departure	XXXXX	07/21/2018	Done	XXXXXXXX	162.83
21788	FIN	7/24/2019	10:25 AM	N/A	01:00	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	4	XXXXXX	302 Sprinter	Luxury15	Arrival	XXXXX	07/21/2018	Done	XXXXXXXX	0.00
21792	INH	7/24/2019	06:21 PM	08:11 PM	01:48	31834	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	5	XXXXXX	204 GMC Yu	SUV	Arrival	XXXXX	07/21/2018	Done	XXXXXXXX	140.60
21794	FIN	7/24/2019	06:30 AM	06:53 AM	00:24	30677	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	204 GMC Yu	SUV	Departure	XXXXX	07/22/2018	Done	XXXXXXXX	187.50
21689	INH	7/24/2019	06:30 AM	08:50 AM	02:18	31629	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXX	07/02/2018	Done	XXXXXXXX	211.60
21793	INH	7/24/2019	09:30 AM	11:52 AM	02:22	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXX	07/22/2018	Done	XXXXXXXX	269.10
21786	FIN	7/24/2019	11:20 AM	12:15 PM	00:54	31090	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXX	07/20/2018	Done	XXXXXXXX	77.00
21787	FIN	7/24/2019	05:00 PM	05:30 PM	00:30	31090	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXX	07/20/2018	Done	XXXXXXXX	77.00
21638	INH	7/24/2019	05:00 PM	11:00 PM	06:00	31822	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	37	XXXXXX	Grech 41 Pa	N/A	Hourly/As D	XXXXX	06/19/2018	Done	XXXXXXXX	887.99
21797	FIN	7/24/2019	12:40 AM	02:37 AM	01:57	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXX	07/23/2018	Done	XXXXXXXX	180.78
19742	INH	7/24/2019	02:50 PM	N/A	01:00	31534	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	4	XXXXXX	Escalade E9	N/A	Departure	XXXXX	11/17/2017	Done	XXXXXXXX	0.00
21748	INH	7/24/2019	03:15 PM	N/A	01:00	31822	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Departure	XXXXX	07/19/2018	Done	XXXXXXXX	0.00
21802	FIN	7/24/2019	05:35 PM	06:49 PM	01:12	30815	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXX	07/24/2018	Done	XXXXXXXX	88.00
21705	INH	7/24/2019	06:15 AM	06:49 AM	00:36	31639	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	2	XXXXXX	Luxury Seda	N/A	Departure	XXXXX	07/08/2018	Done	XXXXXXXX	77.85
21708	INH	7/24/2019	05:52 PM	09:41 PM	03:48	31117	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	2	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXX	07/06/2018	Done	XXXXXXXX	84.50
21804	INH	7/24/2019	06:00 PM	N/A	01:00	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	N/A	N/A	Departure	XXXXX	08/24/2018	Done	XXXXXXXX	0.00
21812	INH	7/24/2019	06:00 PM	06:46 PM	00:48	30016	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	4	XXXXXX	203 Escalad	N/A	Transfer	XXXXX	07/26/2018	Done	XXXXXXXX	81.00
21745	INH	7/24/2019	08:37 PM	09:05 PM	00:30	31629	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	Arrival	XXXXX	07/19/2018	Done	XXXXXXXX	93.42
21810	FOT	7/24/2019	10:00 PM	10:48 PM	00:48	31839	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	N/A	Sprinter Lir	Arrival	XXXXX	07/26/2018	Done	XXXXXXXX	217.50
21808	FIN	7/24/2019	10:10 AM	02:00 PM	03:50	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	City 2 City	XXXXX	07/26/2018	Done	XXXXXXXX	180.38
21809	FIN	7/24/2019	10:30 AM	12:32 PM	02:02	30986	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	1	XXXXXX	Luxury Seda	Sedan	City 2 City	XXXXX	07/26/2018	Done	XXXXXXXX	310.62
21796	INH	7/24/2019	10:00 AM	12:52 PM	02:54	31752	XXXXXX	XXXXXX	XXXXXXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXX	XXXXXXXXXX	10	XXXXXX	Limo Crusie	Sprinter Lir	Charter In T	XXXXX	07/23/2018	Done	XXXXXXXX	330.00

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Dynamic Pricing In Action: An inside look at how it is applied in the hotel industry

Joe Tidwell

Director of Revenue

Mandalay Bay & Delano Las Vegas – MGM Resorts Int'l

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Types of Rates

- **Transient: Dynamic Daily Rate Based on Demand**
- **Fenced Rates: % Discount off Dynamic Daily Rate With Requirements**
- **Business Traveler: % Discount off of Dynamic Daily Rate**
- **Permanent/Crew: Flat Rate**

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Key Hotel KPIs

Occupancy: % of sold units

65 Rooms Sold/100 Rooms Available = 65%

ADR = Average Daily Rate

Total Revenue/Number of Rooms Sold = (\$13,975 / 65 Rooms = \$215)

RevPAR = Revenue Per Available Room

Total Revenue/Total Rooms Available = (\$13,975 / 100 = \$139)

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Pricing Decision-Making Process

Days Out	Date	DOW	Total Sold	Rooms Left to Sell	RMS needed per day To Sell Out	Current Daily Pickup	Rate	Year Over Year Pace	STLY Rate	LY Final ADR	LY Final OCC
135	6/27/20	SAT	2,575	1,751	13	20	\$175	216 / 5%	\$199	\$209	99%
136	6/28/20	SUN	1,315	3,011	22	10	\$99	(-129) / (-3%)	\$99	\$92	85%

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External Demand Indicators

- **Convention and Visitor's Bureau Calendar**
- **Sports Events/Concerts**
- **Market-Specific Seasonality**
- **Midweek/Weekend**
- **Hospitality Industry Data Aggregators (Booking.com, Google Flights, etc.)**

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External Demand Indicators

1



Event Details



Global Pet Expo

THIS EVENT IS NOT OPEN TO THE PUBLIC.

Start Date
Wednesday, February 26
End Date
Friday, February 28

Location
West Concourse

Attendance
17000

Web Address
www.globalpetexpo.org/default.asp

2



Event Details



Society of Critical Care Medicine

THIS EVENT IS NOT OPEN TO THE PUBLIC.

Start Date
Saturday, February 15
End Date
Tuesday, February 18

Location
West Concourse

Attendance
5880

Web Address
www.soccm.org/education-center/annual-congress/

3



Event Details



Sunshine Volleyball Classic - USA

THIS EVENT IS OPEN TO THE PUBLIC.

Start Date
Friday, March 6
End Date
Sunday, March 8

Location
North/South Concourse

Attendance
20000

Web Address
www.uspetevolleyball.com/sunshine

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External Demand Indicators

Booking.com The World's #1 Choice for Booking Accommodations

Search
Destination/property name: Chicago
Check-in date: Thursday, March 19, 2020
Check-out date: Monday, March 23, 2020
4-night stay
2 adults
No children
1 room
I'm traveling for work

Based on your filters, 72% of places to stay are unavailable on our site.
If you're flexible, check out these alternative dates:
Mar 17 - Mar 21 From \$21 per night
Mar 18 - Mar 22 From \$21 per night
Mar 19 - Mar 23 From \$23 per night
Mar 20 - Mar 24 From \$23 per night
Mar 21 - Mar 25 From \$23 per night

Chicago: 202 properties found – including 61 great value stays!

Top Picks for Business Travelers
Your results include vacation rentals with similar quality ratings. [Show hotels only.](#)
Prices shown are for your 4-night stay

Best seller
Royal Sonesta Chicago Riverfront
Chicago, IL, Chicago - Show on map - 1,150 feet from center
Subway Access
Very Good 8.3
1,879 reviews
Location 9.6
1 other person looked for your dates in the last 18 minutes
Booked 4 times for your dates in the last 24 hours
Great value
Deluxe City View King - 2 adults
1 bed (1 king)
4 nights, 2 adults
\$506
+\$88 taxes and charges
Select your room

Filter by:
Popular for Business Travelers
Breakfast Included 45
Free WiFi 177
Twin beds 3
Parking 110
Airport shuttle 4
Fitness center 156

Booking.com The World's #1 Choice for Booking Accommodations

Search
Destination/property name: San Antonio
Check-in date: Thursday, March 19, 2020
Check-out date: Monday, March 23, 2020
4-night stay
2 adults
No children
1 room
I'm traveling for work

Based on your filters, 92% of places to stay are unavailable on our site.
If you're flexible, check out these alternative dates:
Mar 17 - Mar 21 From \$35 per night
Mar 18 - Mar 22 From \$35 per night
Mar 19 - Mar 23 From \$35 per night
Mar 20 - Mar 24 From \$35 per night
Mar 21 - Mar 25 From \$35 per night

San Antonio: 43 properties found – including 17 great value stays!

Top Picks for Business Travelers
Your results include vacation rentals with similar quality ratings. [Show hotels only.](#)
Prices shown are for your 4-night stay

Hotel Emma at Pearl on the Riverwalk
Downtown - Riverwalk, San Antonio - Show on map - 1.5 miles from center
Exceptional 9.5
110 reviews
Location 9.6
Deluxe Queen Room - 2 adults
1 bed (1 queen)
4 nights, 2 adults
FREE cancellation • No prepayment needed
Risk Free: You can cancel later, so lock in this great price today!
\$1,930
+\$351 taxes and charges
Select your room

Filter by:
Popular for Business Travelers
Breakfast Included 14
Free WiFi 31
Parking 42

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External Demand Indicators

One way ▾ 1 passenger ▾ Business ▾

New York

Track prices

Best flights ⓘ
Total price includes taxes + fees for 1 passenger

Class	Time	Airline	Duration	Route	Price
Business	8:45 AM – 12:07 PM	American			\$418
Business	7:05 PM – 10:27 PM	American			\$365
Business	10:53 AM – 1:55 PM	United			\$418
Business	12:15 PM – 3:14 PM	United	3h 59m	EWR-AUS	\$418
Business	9:15 AM – 12:35 PM	Delta	4h 20m	JFK-AUS	\$569

One way ▾ Reset Wed, Mar 11

March							April						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1 \$423	2 \$390	3 \$390	4 \$390	5 \$418	6 \$490	7 \$390				1 \$365	2 \$365	3 \$365	4 \$365
8 \$418	9 \$365	10 \$365	11 \$365	12 \$1,596	13 \$1,783	14 \$465	5 \$455	6 \$365	7 \$365	8 \$365	9 \$515	10 \$365	11 \$365
15 \$465	16 \$465	17 \$418	18 \$365	19 \$473	20 \$465	21 \$465	12 \$418	13 \$473	14 \$365	15 \$365	16 \$365	17 \$365	18 \$365
22 \$465	23 \$465	24 \$365	25 \$365	26 \$455	27 \$365	28 \$365	19 \$463	20 \$365	21 \$365	22 \$365	23 \$365	24 \$455	25 \$365
29 \$418	30 \$365	31 \$365					26 \$413	27 \$365	28 \$365	29 \$365	30 \$455		

from \$365 one way price DONE

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External Demand Indicators Examples

HYATT® LANGUAGE WORLD OF HYATT SIGN IN

OFFERS | HOTELS & RESORTS | MY RESERVATIONS | MEETINGS & EVENTS | ABOUT US

Sat, Mar 28 - Wed, Apr 1 | 1 Room, 1 Guest EDIT

Begin Search Select Hotel **Choose Room** Enter Details & Payment View Confirmation

 **Hyatt Regency Orlando**
9801 International Drive
Orlando, Florida, 32819
United States
[Visit Hotel Website](#)

VIEW PHOTOS

ⓘ A daily resort fee of \$30 plus tax will apply to each night of your stay. This fee covers several amenities that include: premium internet access in your guestroom; 24-hour access to the fitness center and classes; 25% discount on spa and salon services; 25% discount on cabana rentals (based on availability).
[Read More](#)

[View Points](#) | [View Rates](#) | Hotel Currency

Member Rate Advance Purchase from \$248 USD	Advance Purchase Rate from \$271 USD	Member Rate from \$276 USD	Standard Rate from \$284 USD	Bed And Breakfast from \$304 USD
--	---	----------------------------------	------------------------------------	--


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OFFERS | HOTELS & RESORTS | MY RESERVATIONS | MEETINGS & EVENTS | ABOUT US

Hyatt Regency Orlando | Mon, May 11 - Thu, May 14 | 1 Room, 1 Guest EDIT

Begin Search Select Hotel Choose Room Enter Details & Payment View Confirmation

✗ ⚠ Unfortunately, this hotel is not available during those dates. Explore other available hotels below, or modify your search. If you need further assistance, please contact us.

 **Hyatt Regency Orlando**
9801 International Drive
Orlando, Florida 32819
United States
0.0 miles/0.0 km
Extensive event space, near Orange County Convention Center
[Amenities](#) | [Visit Hotel Website](#)

VIEW PHOTOS

*Hotel Not Available
Please contact hotel for more
information:
+1 407 294 1234*

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Price Decision-Making for Our Industry

- Understand past demand
 - Forecast future demand (using internal & external data)
- ➔ Make informed pricing decisions

** You don't need new technology to improve your pricing decisions*

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Advanced Pricing Tactics ALREADY in Use

- Special Events Pricing (Super Bowl, All Star Game, etc.)
- Late PM & Early AM Surcharges
- Fuel Surcharges
- ASAP Fees
- Weekend Minimum of Hours vs. Weekday Minimum Hours
- Early Payment Discount
- Manifest Mgmt Fees
- Variable Cancellation Terms

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Dynamic Pricing ALREADY in Use!

Revenue Management Profit

Start End

Date	Booked Quotes	Upcharges	Percent
Jan 22			0.0%
Jan 23			5.5%
Jan 24			7.4%
Jan 25			11.2%
Jan 26			11.0%
Jan 27			1.8%
Jan 28			6.2%
Jan 29			0.0%
Jan 30			0.0%
Jan 31			0.0%
Feb 1			9.9%
Feb 2			6.3%
Feb 3			2.3%
Grand Totals			5.0%

Shows the "Percentage" of Revenue that was "uplifted" to be "Dynamically Priced"

Quoted At: 16 Feb 5:39 PM

Expiration: No Scheduled Expiration

Last Viewed: Not Opened Yet

[Open Map](#)

Type	Address	Distance
Pickup	SLC Salt Lake City UT	34.6
Dropoff	3000 Canyons Resort Drive Park City UT 84098	

Quoting Lead Vehicle #4096

- for vehicle category: OWN - SMALL
- Found Zone-to-Zone matching: [group FSPC SLC to group FSPC 21](#)
- Using Zone Rate from FSPC SLC to FSPC 21
- Selection Factor VEHICLES REMAINING = 4 evaluated as true:
capacity_remaining_in_category == 4
- Applying the base price of \$157 so the vehicle total is now \$157.00
- Applying the Admin Fee of \$3.00 so the vehicle total is now \$160.00
- Applying the Airport Fee of \$5.00 so the vehicle total is now \$165.00
- Vehicle priced at \$165.00, which meets the minimum of \$0
- Total Vehicle Priced at \$165.00

Available Vehicles Stops [Open Map](#)

Base Fare was \$137...
Because of Selection Factor = True... \$157

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Action Summary

Step 1: *Your data is trying to tell you a story...listen!*

Step 2: Start with simple data analysis

How is my work flow split based on day of week?

Should I raise prices for the busiest day of the week? How about the slowest days of the week?

Step 3: Don't be afraid to outsource your analysis

(upwork.com, Fiverr.com)

Step 4: Use the insight from your data + your experience to make informed pricing decisions

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