

COMPETITOR RATE & REVIEW INTELLIGENCE

What the market charges.

What the guests say.

Two modules that travel together. A nightly market scrape: competitor rates and guest scores on the same surface where you make pricing decisions. No more five Booking.com tabs and a Friday-stale screenshot ritual.

TWO MODULES · ONE COMPETITIVE PICTURE

Price is one signal. Guest score is the other.

A property charging €145 with a 9.2 score is in a fundamentally different business than a property charging €145 with a 7.6. The guests booking the first experience a different value — and the next guest, reading reviews before booking, factors that in. Most rate-shopping tools pretend the score doesn't exist.

Peaqlus treats the two as a pair. The same nightly pipeline scrapes both — same competitor set, same public sources. The two modules ship bundled inside Peaqlus: Reviews Intelligence isn't a separate purchase on top of Rate Intelligence.

RATE INTELLIGENCE

What the market does

Where you stand today vs. competitors. Who moved, when. What booking-window pattern they price by. Where they restrict supply.

- 4 reports · current state, history, pattern, supply

REVIEWS INTELLIGENCE

What the guests say

Where you lead, where you lag. Who's rising, who's slipping. The 11-dimension SWOT. The price-value map — who's overpriced, who's the "value king".

- 5 reports · position, evolution, strength, map, volume

THE SHARED PIPELINE

- **Nightly scrape** — publicly visible data only: Booking.com, regional OTAs, the hotels' own sites
- **Source-attributed** — every rate and score traceable to the source OTA page (trust signal + audit trail)
- **5 competitors · 120 days** — base configuration; extendable on demand

COMPETITOR RATE INTELLIGENCE

Know what they charge. And when they moved.

Four reports — ready every morning. The morning routine compresses: no more five Booking.com tabs, no more spreadsheet of yesterday's screenshots, no more stale-by-Friday data. The market lands where you make decisions.

01 Market position — where do I stand today?

Your rate, the competitive average, and the gap between them — day by day for the next 30 days. Spread chart, matrix table with every hotel as a column and every day as a row, per-cell hover popover with 30-day sparkline, multi-dimensional filters (currency, nights, adults, meal type, channel, room type).

02 Price history — who moved, and when?

Scrape-date on the X-axis, not stay-date. Multi-line history across the last 30 / 60 / 90 days. The "first mover" on weekend pricing, the late mover who dropped in the final week, the property that hasn't touched a rate in 3 months. Built for the revenue meeting.

03 Booking-window pattern — what strategy do I actually run?

7 fixed booking-window bins from 60+ days down to 0–3 days. Automatic classification: capacity-filler · early mover · conventional · late mover. 5 market-position labels: most aggressive · aggressive · average · restrained · mildest. Strategy-level self-knowledge, not daily-decision level.

04 Supply strategy — where do they restrict, where don't they?

A two-layer report: a price-delta timeline and a three-state availability matrix (open · restricted · no-data). The gap itself is a supply decision (min-LOS rule, closed channel, stop-sell). Choose the dimension: channel · length-of-stay · room type.

COMPETITOR REVIEWS INTELLIGENCE

Worth it? Or overpriced?

The competitive set on guest score, not on rate. Where you lead, where you lag, who's improving, who's slipping — and how your price-value position lines up against the market on a single map.

01 Score position — where do I stand, every category?

11 review categories (Booking total + 10 sub-categories: cleanliness, staff, value-for-money, comfort etc.) with every competitor as a column. Heat-coloured cells — green when you lead, red when you lag. 30-review reliability threshold: small-sample categories are dimmed.

02 Score evolution — who's rising, who's slipping?

One line per competitor across the last 90 / 180 / 365 days. The lines move in steps — a score changes the moment a review lands. The "stairs" pattern reflects that. Category selector: see who lost half a point on Staff or gained on Cleanliness.

03 Strength matrix — what you lead, what you lag

A horizontal-bar SWOT. One bar per category: the delta between your score and the market average. Right in green when you lead, left in red when you lag. Dynamic scale — a -1.8 delta is exactly twice as long as a -0.9 . Marketing input ready.

04 Price-value map — worth it or overpriced?

The hybrid report: price on the X-axis, score on the Y-axis, every property a dot. Four quadrants emerge along the market averages: Value King (cheap + great), Premium Satisfied (expensive but loved), Overpriced (cheap but disappointing), Risk Zone (expensive and disappointing). Your dot wears a white outline + label.

05 Review volume — hidden gem or viral risk?

Volume is half the story. A 9.0 hotel collecting 4 new reviews a month is invisible; a 7.8 hotel collecting 40 is everywhere. New reviews per bucket (day / week / month, chosen by lookback). KPI strip with fair-share comparison.

PRICING

€59 / month — Reviews included.

Reviews Intelligence ships alongside Rate Intelligence — same nightly pipeline, same competitor set, same source attribution. Not a separate purchase. Part of the Growth tier, or an add-on alongside Starter.

THE BASE BUNDLE

€59 / property / month

5 competitors × 120 days of history. Rate Intelligence + Reviews Intelligence together. Part of the Growth tier — or an add-on alongside Starter.

EXTENSIONS

Extra competitor · longer history

+€5 / month per competitor. History extension: 180 days (+25%) or 365 days (+40%). During onboarding we identify the competitive set together; in the first week we verify rate-match accuracy.

SETUP

Free — first-week verification

Part of onboarding. We identify the competitive set with you, configure the scraping filters (room type, meal, channel), and in the first week verify that the captured rates match the Booking.com screenshots.

EMBEDDED

Where your own data already is

Competitor rates show up on the Pricing Calendar. Your score deltas on the BI reports. Pulse Chat reads it natively: "Who moved this morning?" — an answer in plain language.

See it live: spread chart, price history, value map.

A 45–60 minute walkthrough on a simulated property. We walk through the four rate reports, the five review reports, the price-value map — all populated with live data.

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