

BOUTIQUE HOTELS

One revenue platform for boutique hotels.

Where brand identity matters as much as occupancy. Where ancillary revenue can equal room revenue. Where every guest experience is a marketing channel. Peaqplus respects all of it.

BOUTIQUE MATH

Different math than the transient-retail city property.

The revenue conversation at a boutique hotel rarely starts with "what's our ADR." It starts with "what are our guests experiencing" — and the data needs to follow that lens.

01

Direct booking dominance

Direct bookings often 40–70% of total. The OTA channel matters but isn't the lead. Most rate-shopping and distribution-focused tools were built for OTA-dominated properties; their feature priorities don't fit.

02

Ancillary equals rooms

The restaurant. The bar. The spa. The experiences package. For many boutique hotels, non-room revenue is 30–60% of total. Tools that fold it into one "total" metric (or worse, exclude it) miss the point.

03

Brand-driven pricing

A boutique's premium isn't justified by category benchmarks — it's justified by the experience. The strategy is aspirational positioning, not market-following. Tools that recommend rates based on competitor moves miss the strategic context entirely.

04

Smaller scale, less analytical staff

Most boutique hotels don't have a dedicated revenue manager. The owner or GM does revenue alongside guest experience, marketing, and ten other things. The tools that work at scale are wrong-fit at this size.

BOUTIQUE-SPECIFIC CAPABILITIES

Four places where boutique math becomes visible.

01 – DIRECT + ANCILLARY

Every revenue source, separately visible

The Insight dashboards split revenue across categories: room, F&B, spa, other. Same Point YoY runs separately on each. The Executive Summary shows ancillary mix as a separate scorecard. If 50% of revenue is non-room, you see 50% of the story properly.

02 – BOOKING ENGINE SEARCH

See what guests search before they book

Prebook — included free with every Peaqplus subscription — captures every search on your direct booking widget. Conversion rate per period, high-search-low-conversion dates (price barrier?), seasonal patterns of direct intent. For a boutique with strong direct dominance, this is intelligence OTA-focused tools can't provide.

03 – ASPIRATIONAL PRICING

Position-driven pricing, audit-trailed

The rate matrix lets you set premium positioning as a rule — not as an autonomous AI optimization that assumes market-following. Hold rates above the cheapest competitor by design. Mark dates as event premium. Every override is logged, every reason captured.

04 – COMPASS FOR OWNER-OPERATORS

Built for one person doing everything

No revenue manager? The Daily Briefing email arrives at 7 AM with what to look at today — in plain language, three paragraphs, suggested actions ranked. The Executive Summary Insight reduces three months of data to traffic-light scorecards. You don't need to learn RM; you need a compass.

WHAT YOU GET BEYOND HOTEL SIZE

The full revenue lifecycle. **On one platform.**

On top of the boutique-specific capabilities, every customer gets the same snapshot foundation — the full Peaqplus platform on which the vertical refinements are built.

THE FRAMEWORK

Signal → Decision → Action → Outcome

01

Signal

Insights, alerts, daily briefing, Pulse Chat — surfaces what changed.

02

Decision

Every revenue decision logged with a reason, owner, deadline.

03

Action

Rates push to channels. Tasks reach the team.

04

Outcome

Forecast accuracy, won/lost, revenue vs plan — traced back.

The boutique-specific capabilities are built on the shared platform — **not a separate product, just a specific lens.**

PRICING AT BOUTIQUE SCALE

From €109 — boutique scale.

For boutique hotels under 50 rooms, the Starter bundle is €109/month — the BI foundation, Discussion / Decisions, Daily Briefing, email reports, plus Booking engine statistics and Event Calendar free. Most boutique owners stay on Starter or move to Growth (€236/month) for Pricing, Ping, and Competitor Rate Intelligence.

<p>Starter BOUTIQUE FIT</p> <p>€109 / property / mo</p> <p>Under 50 rooms — the common choice.</p> <hr style="border: 0.5px solid white;"/> <ul style="list-style-type: none"> + Business Intelligence (23 reports) + Insight Engine (9 dashboards) + Daily Briefing · Discussion / Decisions + Booking Engine Search (Prebook) free + Event Calendar · multi-currency 	<p>Growth</p> <p>€236 / property / mo</p> <p>If you're actively pricing.</p> <hr style="border: 0.5px solid #ccc;"/> <ul style="list-style-type: none"> + Everything in Starter, plus: + Pricing & Rate Management + Ping (smart alerts) + Competitor Rate Intelligence 	<p>Pro</p> <p>€334 / property / mo</p> <p>The full loop.</p> <hr style="border: 0.5px solid #ccc;"/> <ul style="list-style-type: none"> + Everything in Growth, plus: + Pulse AI (Chat · Forecast · Narrative) + Sales Pipeline + Smart Pricing + Revenue Meeting workflow
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See Peaqlus at boutique scale.

A 45–60 minute walkthrough on a simulated property. We walk through direct vs. OTA mix, ancillary revenue split, and what a Daily Briefing looks like. Bring a guest-experience question — we'll show you what the data actually says.

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