

RESORT HOTELS

# One revenue platform for resort hotels.

Extreme seasonality, group business, on-property revenue, packages. Resort math is its own thing. Peaqlus respects it.

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Seasonality · group business · package math · long  
lead times

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## RESORT REVENUE MANAGEMENT

# Closer to airline yield than to city-hotel pricing.

A city hotel optimizes the rate. A resort optimizes the whole stay — the room, the F&B, the activities, the spa, the package configuration. The data side has to follow. The product is the experience; the rate is the whole package; the season makes everything else.

01

## Extreme seasonality

High-season weeks at 100% occupancy. Shoulder weeks at 60%. Low-season weeks at 25%. The same hotel, same room, same product — but the strategy for each phase is completely different. Forecasting that doesn't account for this is forecasting noise.

02

## Group business as a strategic decision

A single 80-room group block in May determines whether the whole month makes plan. The pricing decision on a group inquiry is high-stakes — too low and you erode shoulder-season margin; too high and you lose the booking and the period stays empty.

03

## Long lead times for high season

Guests book high-season weeks 6–12 months out. The pickup curve looks completely different from city-hotel patterns — by the time the season opens, your room nights are largely committed. Decisions made in winter determine summer's revenue.

04

## Package & all-inclusive complexity

The rate isn't just the room — it's room + breakfast + spa credit + airport transfer + activities. Reporting that breaks the package into components is essential for understanding what drove the booking. Tools designed for transient retail flatten all of this into one number.

## RESORT-SPECIFIC CAPABILITIES

## Four places where resort math becomes visible.

### 01 – SEASON-AWARE SNAPSHOT

#### Compare like-for-like, season-aware

Same Point YoY runs week-position-aware — critical for resorts, where Easter shifts and the local season-opening week needs comparing to last year's season-opening week, not last year's same calendar date. Time Machine lets you replay the OTB state from any past day — reviewing last year's June 15 booking pace at the moment this year's June 15 is approaching becomes one click.

### 02 – SALES PIPELINE + SMART PRICING

#### Group decisions with revenue context

When a group inquiry lands, the Sales module's Smart Pricing motor computes the minimum acceptable rate using your OTB + budget + occupancy band on those specific nights. "Accept this group at €140?" becomes a defensible question with a numerical answer. The hierarchical segmentation (MICE → Conference / Banquet / Wedding) lets you analyze group performance by category over time.

### 03 – LONG-WINDOW FORECASTING

#### See the high season as it fills

The Pace Insight (16 tiles) shows high-season fill curves vs LY, projected month-end with confidence band, and required daily pickup to hit budget. Smart Forecast Enhanced runs a daily 60-day AI correction with monthly accuracy reports. The Event Calendar feeds the AI: holidays for 51 countries auto-synced, local festivals and sports flagged. For a resort with 6–12 month lead times, the forward-looking layer is the one that matters most.

### 04 – REVENUE CATEGORY SPLIT

#### Room rate, package value, ancillary — separately

Reporting separates the room component from the package extras (breakfast, spa, transfer, activities). All-inclusive properties get the component breakdown that legacy reporting flattens. The Insight dashboards run separately on each revenue category, so you can analyze whether the package configuration is driving margin or just complexity.

WHAT YOU GET BEYOND HOTEL SIZE

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

The resort-specific capabilities are built on the shared Peaqplus snapshot foundation — same Time Machine, Same Point YoY, audit trail across every module.

THE FRAMEWORK

### Signal → Decision → Action → Outcome

01

#### Signal

Insights, alerts, daily briefing, Pulse Chat.

02

#### Decision

Every decision logged with a reason, owner, deadline.

03

#### Action

Rates to channels, tasks to the team, deals in the pipeline.

04

#### Outcome

Forecast accuracy, won/lost, revenue vs plan.

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

## PRICING AT RESORT SCALE

## From €139 — resort-scale Bl.

Mid-size resorts (150–299 rooms) start at the Starter bundle for €139/month. Most resort properties move to Pro (€364/month) to bring in the Sales Pipeline (group bookings + Smart Pricing), Pulse AI (Smart Forecast Enhanced), and Revenue Meeting (the weekly review structure that keeps a 12-month booking lead-time on track).

### Starter

# €139

/ property / mo

150–299 room band.

- + Business Intelligence (23 reports)
- + Insight Engine (9 dashboards)
- + Daily Briefing · Discussion / Decisions
- + Event Calendar · multi-currency

### Growth

# €266

/ property / mo

Pricing module for active rate management.

- + Everything in Starter, plus:
- + Pricing & Rate Management
- + Ping · Competitor Rate Intelligence

### Pro

RESORT FIT

# €364

/ property / mo

Group + AI + weekly review.

- + Everything in Growth, plus:
- + Sales Pipeline + Smart Pricing
- + Pulse AI · Smart Forecast Enhanced
- + Revenue Meeting workflow

### See Peaqplus at resort scale.

A 45–60 minute walkthrough on a simulated property. We walk through seasonal pace, group pipeline, and what Smart Forecast Enhanced would project for next high season. Bring a real group inquiry; we'll model the Smart Pricing math.

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