

PRICING & RATE MANAGEMENT

Rules, not roulette. Two engines. One discipline.

Transparent rule-based pricing for the hotel team — not the data engineer. You set the logic, the platform runs it, every change is audited, and every rate pushes to your channels in seconds.

Set rules → Auto-price → Push to channels → Audit +
adjust

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THE PRICING DILEMMA

Gut feel or black box?

The independent hotel's false binary.

Most independent hotels are stuck choosing between two extremes: price by intuition (and leave 2–7% of annual revenue on the table), or hand pricing to an enterprise RMS (and lose visibility into *why* a rate changed).

Gut-feel pricing scales badly. It works for a 30-room boutique with one segment, but breaks under multi-channel, multi-segment reality. Weekend pickup behind plan, corporate weak, OTA strong — the GM can't price all that in their head every morning.

Enterprise RMSes (IDeaS, Duetto, Atomize) optimize the rate well — but they are black boxes. The hotel team can't see why a price changed, can't override cleanly without losing the audit trail, and can't explain the rate to the owner in plain language.

Peaqplus's pricing isn't AI guessing.
It's **your rules** — running on autopilot.

THE APPROACH

Rule-based · transparent · hotel-controlled

You define the pricing logic in plain rules (season, weekday/weekend, event days, occupancy bands). The platform executes the rules every day, pushes the rates to your channels, and logs every change with the reason behind it. Override any day with one click — the override is captured, too.

TWO ENGINES

Different hotel shapes. Two ways to express your pricing logic.

Independent hotels don't all price the same way. A boutique with two rate types needs different controls from a city hotel running BAR-plus-corporate accounts and group blocks. Two engines, pick the fit — or use both side by side.

ZONE ENGINE

Day-class calendar

Each day classified into a class — high demand, mid, low, compression event, holiday. Each class gets a rule: base rate, modifiers, occupancy band. The platform prices every day according to its class.

Fast to set up — most hotels are live in a single afternoon. Transparent — anyone on the team can read the calendar and understand why a Tuesday is priced differently from a Saturday.

Best for: boutique hotels, city hotels with a clear seasonal structure, properties without a heavy room-type tree.

MATRIX ENGINE

Pricing Group → Rule → Level → Price

Four-level rule structure. Pricing Group covers a period (a season, an event window). A Rule sits inside the group, scoped to a room type. Rate Level defines an occupancy band — Low / Medium / High / Peak — and the price for that band.

Full control over complex rate trees — multi-room-type properties, group-contract parity, brand-mandated table-style strategies. The audit log records every change at every level.

Best for: resort hotels, properties with 5+ room types, chains running brand-standardised rate tables.

Both engines feed the same Pricing Calendar.
Both push through the same channel manager.
Both log to the same audit trail.

FROM RULES TO CHANNELS

Set the rules. The platform runs them.

Once the rules are in place, the day-to-day work is almost zero. Every morning the platform applies the rules to the new occupancy state, computes the day's rates, and pushes them to every connected channel — silently if nothing exceptional happens, with a flag if something needs your attention.

01 – CHANNEL MANAGER PUSH

Rates sync in seconds, not hours

Every rate change pushes to D-EDGE, SabeeApp CHM, and the other supported channel managers. The push is auto-throttled, retried on failure, and logged. Your OTA listings stay in sync without you opening a single dashboard.

02 – OVERRIDE WORKFLOW

Your call always wins — and is recorded

A manual rate beats the rule. One click, the override is captured with a timestamp, a user, and an optional reason. Three months later, anyone on the team can find out why a Saturday in March was priced 12% above the rule output.

03 – CLOSED-PERIOD GUARDS

The past doesn't get rewritten

Once a month closes, the prices for that month become read-only — even via API. The audit trail of what was charged when stays intact. This matters when the owner asks "what was the rate on March 5" and the question needs to have one answer, not five.

04 – PRICING CALENDAR

The day-by-day operational view

One screen, every day for the next 12 months, every room type, every channel. Event icons on the relevant days, holiday icons on the holiday days, competitor rates overlaid. Click a day, see the rule that applied, override if needed.

PRICING

Available in Growth and Pro. Or à la carte on top of Starter.

Per-property monthly pricing. The Pricing & Rate Management module is included in the Growth and Pro bundles. It can also be added à la carte to a Starter subscription. Setup fee €135 (one-time, includes 1 hour of team training). The prices below apply to the under-49-room band.

Starter + Pricing add-on

€109 + €49

/ property / mo

If you want pricing without the rest.

- + BI Core (23 reports, 9 dashboards)
- + Pricing & Rate Management module
- + Pricing Calendar + day-class
- + Channel Manager auto-push
- + Full audit trail + override workflow

Growth

RECOMMENDED

€236

/ property / mo

For hotels actively pricing.

- + Everything in Starter, plus:
- + Pricing & Rate Management
- + Ping (smart alerts on pricing anomalies)
- + Competitor Rate Intelligence (5 competitors · 120 days, on the calendar)

Pro

€334

/ property / mo

For teams running the full loop.

- + Everything in Growth, plus:
- + Pulse AI (Chat, Smart Forecast, AI Report Narrative, Daily Briefing)
- + Sales Pipeline + Smart Pricing (group-deal pricing engine)
- + Revenue Meeting workflow

What's NOT in the Pricing module

- → **AI-driven pricing.** The Pricing module is rule-based. AI-corrected forecast (Smart Forecast Enhanced) is in Pulse AI — it improves the forecast, not the rate.
- → **Channel manager replacement.** Peaqlus pushes to your existing channel manager (D-EDGE, SabeeApp CHM, etc). We don't replace it.
- → **OTA direct management.** Inventory and rate parity remain on your channel manager. Peaqlus only sets the rates that go in.

See it on your own room types.

A 45-minute walkthrough on a simulated property with data that moves day to day. We start with your room types and rate logic, show how both engines would express it, and recommend the shape that fits your operation.

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