



ADVANCED PRICING CALCULATOR PLAYBOOK



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1) Open & set the basics (2 minutes)

1. Open in Excel.
2. Go to Start Here:
 - Pick your Currency (\$, €, £).
 - Note the legend:

Green = input,

Grey = formula (locked),

Yellow = sample data (safe to clear).

- Read the reset tip (how to clear samples without breaking formulas).

2) Enter your costs & seasons (5 minutes)

1. Go to Base Inputs:
 - CPOR (cost per occupied room) → Green cell.
 - Target Margin % → Green cell.
 - The sheet calculates Base ADR for you (Grey).

2. Season mapping (uplift %): set Low / Shoulder / Peak.

3. Week pattern adjustments (%): set Mon–Thu, Fri–Sat, Sun.

4. (Optional) Add Events with Date / Name / Uplift % (Yellow sample rows can be overwritten).

Quick sense-check: CPOR 30 and margin 35% gives a base ADR ≈ 46.15 before any uplifts.

3) Define room types (3 minutes)

1. Go to Room Types:

- List each Room Type (e.g., Standard, Deluxe, Suite).
- For each, enter CPOR and optional Room Uplift % (e.g., Suites +15%).

2. These flow into the engine so each room type gets its own base ADR before season/day/LOS tweaks.

4) Tune your assumptions (3 minutes)

1. Go to Assumptions:

- LOS Curves (multipliers vs 1-night): e.g., 2 nights = 0.98, 5+ nights = 0.94.
- Booking-window bands: set the % for 0–7 / 8–21 / 22+ days.

2. Keep it simple at first; you can refine after a week of testing.

5) Build rates in the engine (5–10 minutes for a fortnight)

1. Go to Rate Engine. Fill Yellow cells only:

- Date
- Room Type (must match the text in Room Types)
- Week Pattern (pick Mon–Thu / Fri–Sat / Sun for that date)
- Season (Low / Shoulder / Peak)
- LOS (1, 2, 3, 4, 5... use 5 for 5+)

Booking Window Band (Short = 0–7, Medium = 8–21, Long = 22+)

- Event Uplift % auto-fills by date (from Base Inputs → Events) but you can override.

1. The engine calculates Calculated ADR (Grey) using:
2. Room-type base → Season uplift → Week pattern → LOS multiplier → Booking-window % → Event %.
3. Fill enough rows to cover the next 14–30 days for each room type. Copy/paste down is fine.

Sensitivity mini-table

- On the right, test $\pm 5\%$ / $\pm 10\%$ to see “what-if” ADRs instantly. Handy before pushing to channels.

6) Export to your channels (2–5 minutes)

A) Direct/PMS exports

1. Open Outputs.
2. You'll see clean tables by Season / Room Type / Week Pattern / LOS / Booking Window with ADR.
3. Copy → Paste values into your PMS or rate loader (avoid pasting formulas).

B) Booking.com style grid

1. Open Outputs-Booking.com.
2. Grid shows Date / Room Type / LOS(1–5) / Rate (pulled from the engine).
3. Copy rows into your Booking.com rate table or uploader. Check your min-stay rules match your LOS plan.

C) Airbnb discounts helper

1. Open Outputs-Airbnb.
2. For each room type you get a Base Nightly Price (1-night) plus suggested LOS discounts (2/3/4/5+ nights) derived from your LOS curve.
3. Set these in Airbnb's Discounts and use the base as your standard nightly price (then let Airbnb's calendar handle dates/seasons if you prefer, or keep pushing seasonal rates from the engine).

7) Your weekly rhythm (so it sticks)

- Monday: Update any Events, sanity-check Season uplifts.
- Mid-week: Review pick-up; tweak Booking-window or Week pattern if you're pacing ahead/behind.
- Friday: Extend the Rate Engine by another 7–14 days and export to PMS/channels.

8) Troubleshooting (fast fixes)

- #N/A or blank ADR? Room Type spelling must match; Season must be Low/Shoulder/Peak; LOS must be a number.
- Wrong currency symbol? Change the selector on Start Here; number formats show two decimals by default (fine for Sheets/Excel export).
- Locked cells? Only edit Green/Yellow. If you need to experiment, make a duplicate file.
- Event not applying? Ensure the Date in Events matches the Date in the Rate Engine exactly (YYYY-MM-DD).

9) Good practice (small tweaks, big wins)

- Start with modest Season uplifts (+10 to +35%), then adjust using pick-up and comp-set behaviour.
- Keep LOS multipliers gentle; steep discounts train guests to wait for longer stays.
- Use Booking-window % to reward early bookers slightly in low/shoulder and to price late demand higher during peaks.
- Revisit Room Uplift % after two weeks—did Suites sell too fast? Add a point or two.

