

A NEW DIMENSION OF PRICE PLANNING: ALL ACCOMMODATION PRICES AT A GLANCE

With machine learning and smart algorithms, CUBE-TECH makes possible what accommodation providers and destinations have long dreamed of: a complete market overview from hundreds of millions of available data points. With MARKET-ANALYSE you gain insights into the pricing structure of your destination and comparable values of your competitors.

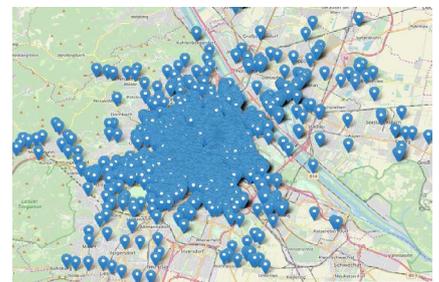
MARKET-ANALYSE evaluates up to 600 parameters in its overview, including pricing policy (such as meals, cancellation conditions, etc.), facilities, location and proximity to attractions, connections to public transport, customer reviews and many other factors. The systematic query of available offers and varying booking periods creates a detailed price forecast for six months for each room category. Our solution further accounts for price differences and availability for offers that include additional services (i.e. breakfast included), discounts (i.e. special rates) and factors duration into its forecasts.

SPECIAL REQUEST solves the common problem of alleged availability bottlenecks due to limited capacity and changing allotments. This means that rooms can also be booked by the customer if the accommodation provider needs to evaluate capacity or manually allocate availability. This unique feature will help to prevent loss of bookings and reduce discounted allotments in favour of well-paying guests.

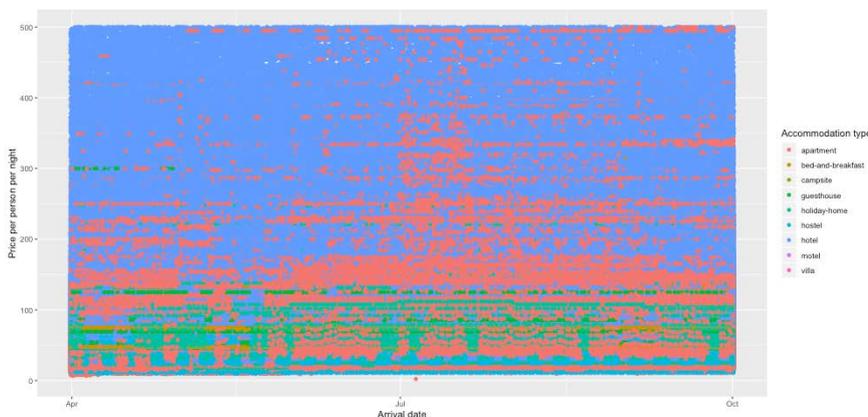
Based on the price level of a destination, region or city, **MARKET-ANALYSE** can represent the market-compliant price at the time of booking at the hotel or room type level. This allows you to optimize your pricing based on a total market comparison to systematically increase your earnings.

ADVANTAGES THROUGH MARKET-ANALYSE

- Detailed analysis of the booking prices in your region
- More than 600 parameters and 100,000 data points
- Unprecedented market insights
- Observation of the market and the competition
- Development of all prices over the course of time



Analysed companies, example Vienna



Price distribution according to type of accommodation over time, example Vienna

ON THE NEXT PAGE WE CONTINUE WITH MARKET PREDICT!

NO MORE CHEAP PRICE ALGORITHMS. USE AI FOR SMART PRICING.

What if you could predict the best prices for your room every day – and this six months in advance? MARKET-PREDICT enables you to do just that based on the market data available for your destination (see MARKET-ANALYSE). Break the negative spiral of Booking.com & Co “best prices” and take back full control over your pricing policy!

The forecasting tool MARKET-PREDICT provides price suggestions for your accommodation based on all available market data – down to the room type. The forecast is based on “machine learning”, a smart, self-learning algorithm for optimal market price recommendations. By knowing the market bandwidth in advance, you avoid excessive and under-rated overnight prices.

MARKET-PREDICT allows maximum dynamic and flexible room rates that always meet the ideal market price and create an alternative to misleading payment rankings of major meta search engines for your guests. With CUBE-TECH’s algorithms you benefit from insights based on millions of market data points, powered by artificial intelligence. While common methods are months to years behind, our solution allows you to plan beyond the end of the current season.

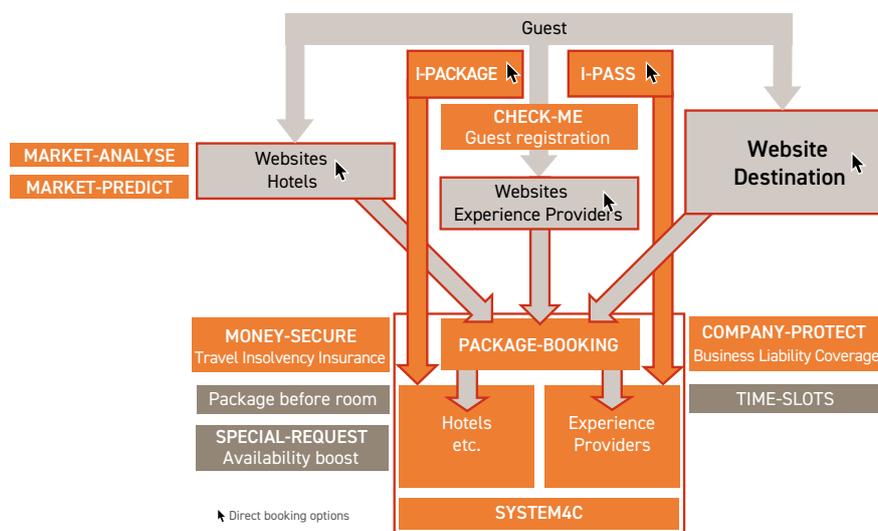
To further maximize value creation, you will be able to offer a variety of bundled services and packages. More and more guests are looking for directly bookable experiences for which they are happy to spend a little more. Monetize your regional network of top performers and take on a pioneering role. Find out more in the fact sheet SYSTEM4C (System for Customer).

ADVANTAGES THROUGH MARKET-PREDICT

- Dynamic price suggestions for each location & room type
- Direct comparison of competitors, also over time
- Full control over offers, prices and bookings
- Optimization of room prices
- Avoidance of booking losses
- Customized reports

April 2020						
Su	Mo	Tu	We	Th	Fr	Sa
			1 104.1 ↑	2 104.42 ↑	3 104.29 ↓	4 108.69 ↑
			74.5	68	114.5	75.5
5 94.23	6 100.12 ↑	7 103.89 ↑	8 106.07	9 106.46	10 106.25 ↓	11 110.88 ↓
	70	78			119	130.25

Comparison: optimal vs. real prices



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WE ARE HAPPY TO PRESENT OUR SOLUTIONS TO YOU PERSONALLY!