

# Revenue management and dynamic pricing

This workflow automatically adjusts room rates based on real-time market data, demand patterns, and competitor pricing to maximize revenue per available room. It continuously optimizes pricing strategies to increase profitability while maintaining competitive positioning.

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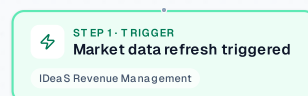


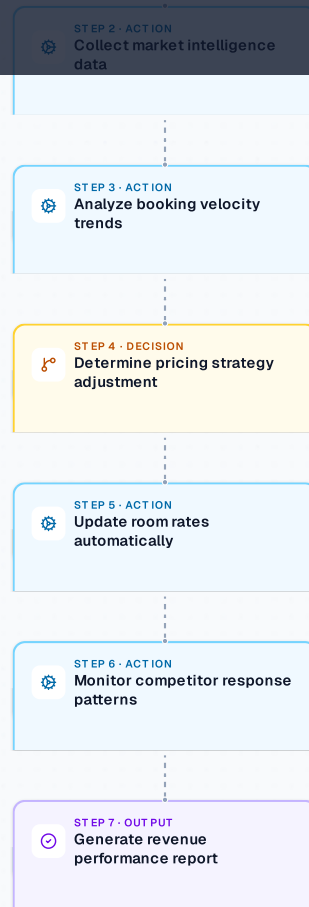
## WORKFLOW TRIGGER

Daily market data refresh at 6 AM or significant booking velocity change detected

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





IDes Revenue Management | Oper. DMS

## Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

### Market data refresh triggered

System initiates pricing analysis based on scheduled time or when booking velocity changes exceed predefined thresholds. Triggers comprehensive

2

 ACTION

### Collect market intelligence data

Gathers current occupancy rates, competitor pricing, local events, and historical booking patterns. Aggregates demand forecasting data from multiple sources.

IDeaS Revenue Management

Opera PMS

3

 ACTION

### Analyze booking velocity trends

Evaluates current reservation pace against historical data and forecasts. Identifies rooms with high or low demand patterns for targeted pricing adjustments.

Opera PMS

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4

 DECISION

### Determine pricing strategy adjustment

Decides whether to increase, decrease, or maintain current rates based on demand analysis and revenue optimization algorithms. Considers occupancy thresholds and profit margins.

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5

 ACTION

### Update room rates automatically

Applies new pricing across all distribution channels and updates inventory availability. Ensures rate parity and implements length-of-stay restrictions where needed.

Opera PMS

Cloudbeds

6

 ACTION

## Monitor competitor response patterns

Tracks competitor rate changes and market positioning after pricing updates. Prepares data for next optimization cycle and identifies potential rate wars.

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7

 OUTPUT

## Generate revenue performance report

Creates comprehensive pricing performance dashboard showing rate changes, booking impact, and revenue projections. Delivers insights to revenue management team.

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Opera PMS



## Outputs

- Updated room rates across all channels

- Revenue optimization performance report

## AI Business OS



### Key Metrics

- Revenue per available room (RevPAR)
- Average daily rate (ADR)
- Occupancy rate percentage



### Tools & Integrations

- IDeaS Revenue Management
- Opera PMS
- Cloudbeds

## AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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