

# The Quick Guide to Revenue Management for Extended Stay Hotels

Revenue management is important for the hospitality sector, providing establishments with the means of better maximizing their revenue and profitability. But how does revenue management for extended stay properties work, and how is it different from revenue management for hotels?

Find out more in our quick guide to revenue management for extended stay hotels!



## 1

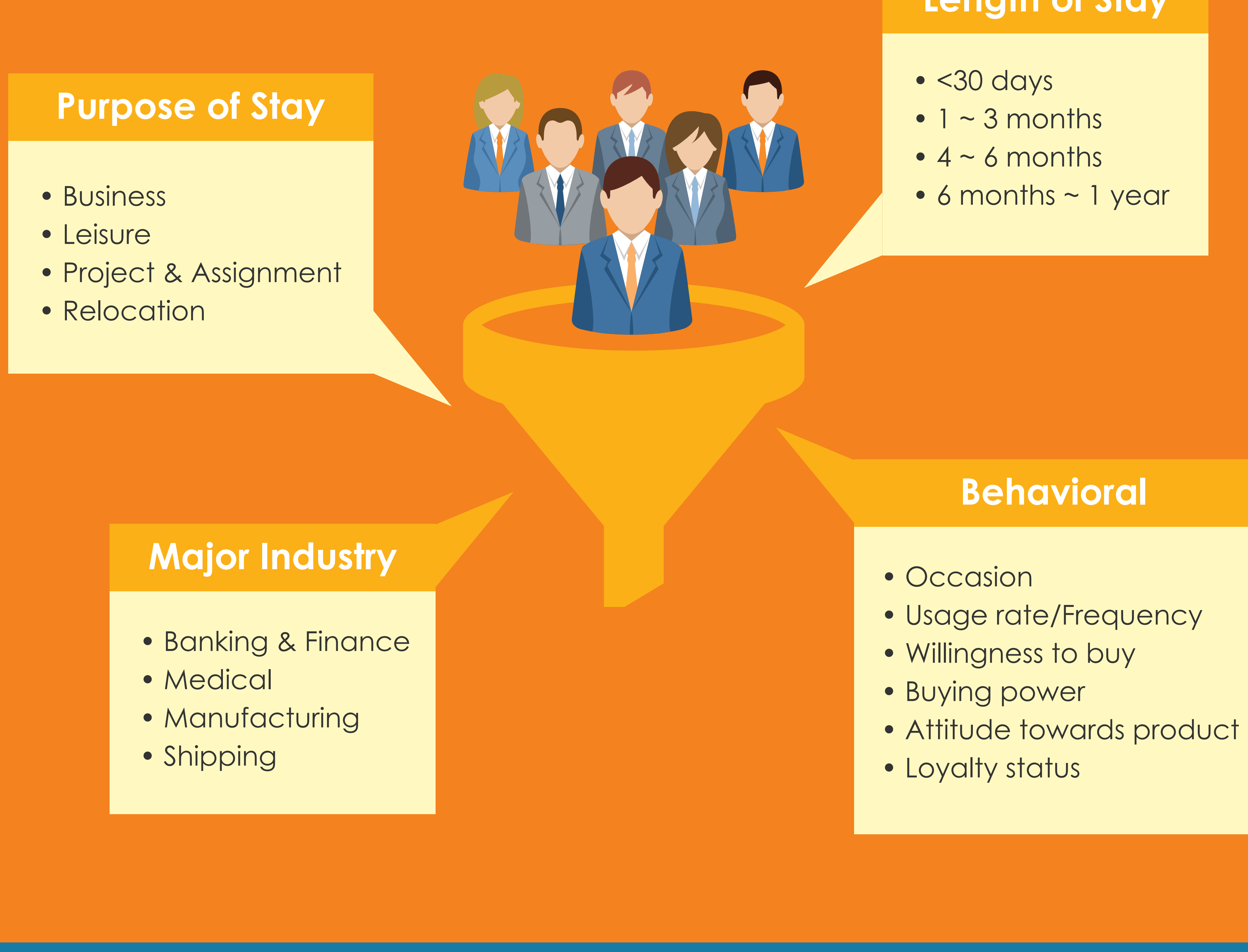
Understand key differences between revenue management for hotels and extended stay properties:

	Extended Stay	Hotels
<b>Definition of Long Stay Guest</b>	30 days+	7 or 14 days+
<b>Property Type Configuration</b>	1-3 bedrooms	Standard categories
<b>Number of Reservation Records</b>	Fewer long stay reservation records	More short stay reservation records
<b>Data Collection</b>	Guest's profile	Transactional data
<b>Booking Window</b>	Longer booking window	Week-on-week pickup
<b>Common Booking Changes</b>	Shorten Stays and extensions	Cancellations and no-shows

## 2

Build up market segmentation structure

Segmenting guests will help in forecasting demand accurately, pricing according to different price sensitivity, and understanding the most valuable business to accept.



## 3

Forecast by market segmentation by property type

In order to fully control your business, revenue managers of extended stay hotels should develop forecasts on occupancy, average daily rate and room revenue both at market segmentation level and property type level for each day.



## 4

Adopt a dynamic pricing approach based on market demand forecast & perceived value

Account for booking cancellations, no-shows, extensions and early departures

Command a higher price on forecasted high occupancy days and try to improve occupancy on forecasted low occupancy days by offering promotions

Maximize revenue opportunity by conducting a displacement before accepting stay extensions

Manage your inventory with automated controls to identify the most valuable business to accept

Leverage on price versus perceived value analysis



Want to learn more?

Contact us at [www.ideas.com](http://www.ideas.com)

## IdeaS Company Quick Facts

27+ years ago, we started helping clients manage their revenue better.

7000+ clients later, we are still finding the revenue opportunity in every situation.

1.3M+ rooms around the world are priced every single day using IDEaS.

94 countries on 6 continents have hotels that run on IDEaS Revenue Management Solutions

95% of our clients are still working with us today