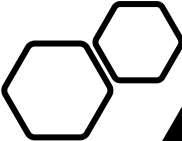


Revenue Management: Steigerung des Umsatzes mit dynamischen Preisen



Michael Max Müller,
Gastgeber Hotel
Hirschen Wildhaus

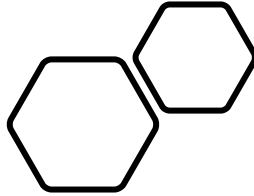


★★★★
HOTEL HIRSCHEN

SINCE
1871

WILDHAUS

Agenda



- Customer Journey
- Yielding früher und heute
- Rate Shopper
- STR-Report

Intensive Nutzung
 Selektive Nutzung
 Keine Nutzung

Beispiel-Customer-Journey von Gästesegment X

Beispiel-Customer-Journey von Gästesegment Y



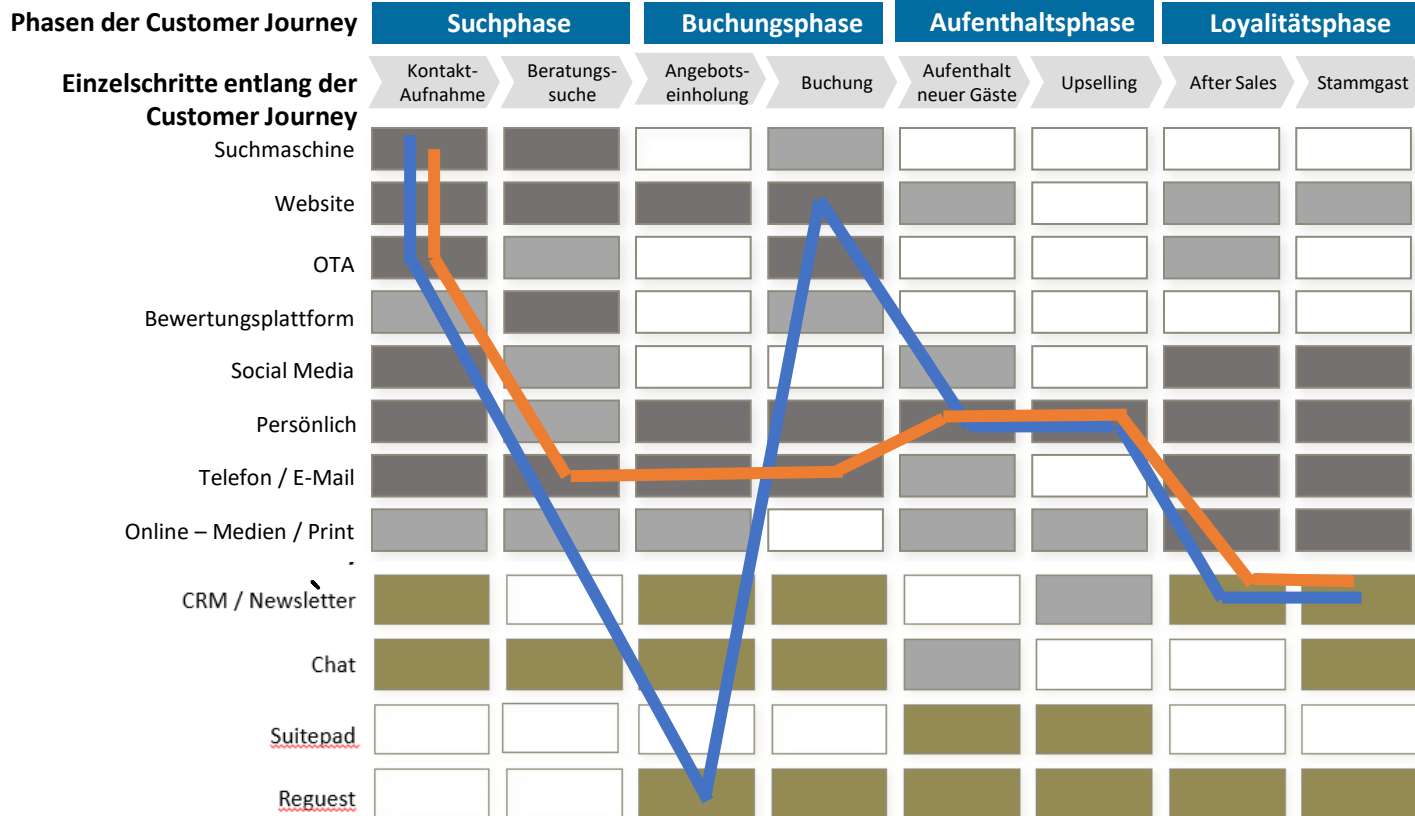
Phasen der Customer Journey

Suchphase
Buchungsphase
Aufenthaltsphase
Loyalitätsphase

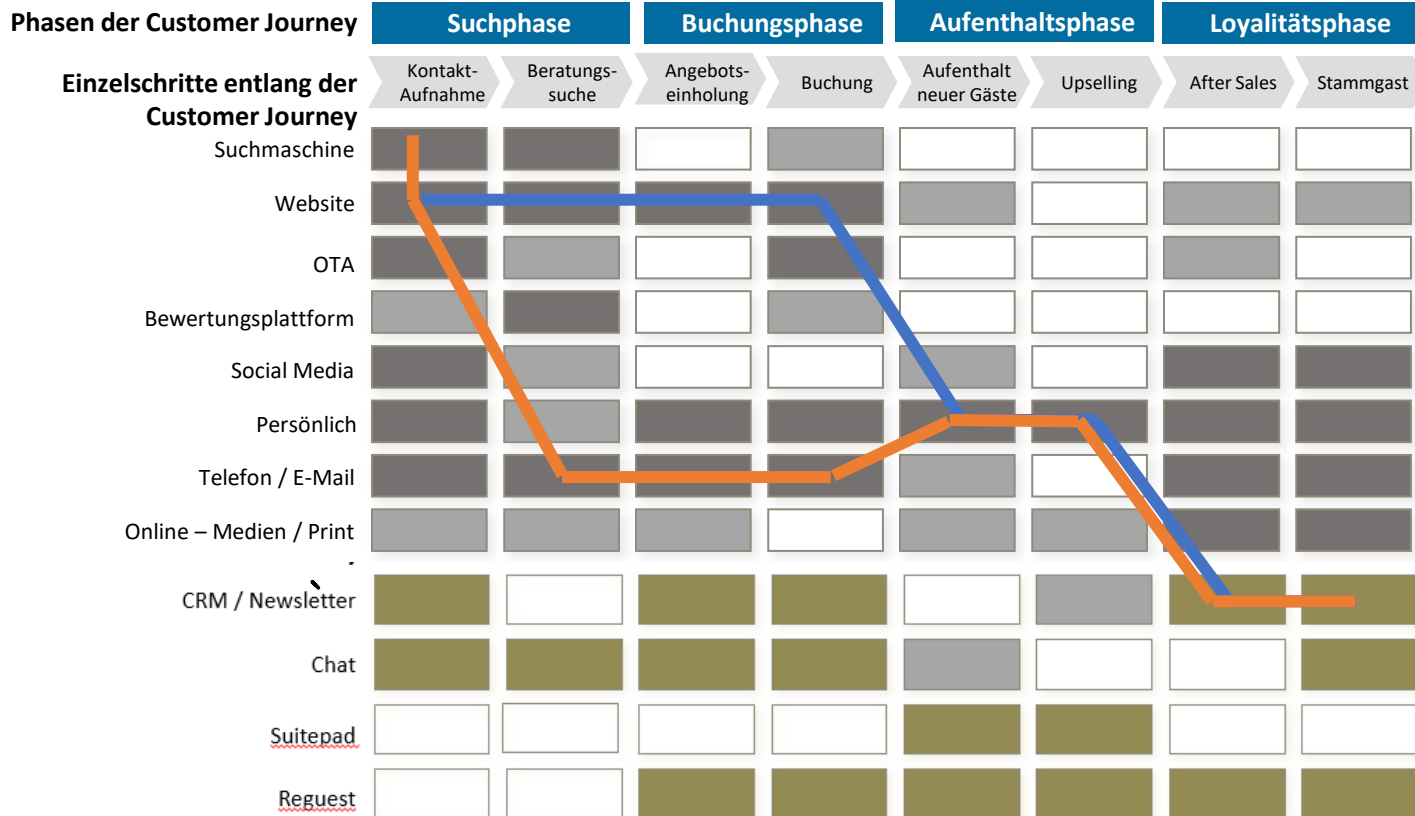
Einzelschritte entlang der Customer Journey

Kontakt-Aufnahme
Beratungs-suche
Angebots-einholung
Buchung
Aufenthalt neuer Gäste
Upselling
After Sales
Stammgast

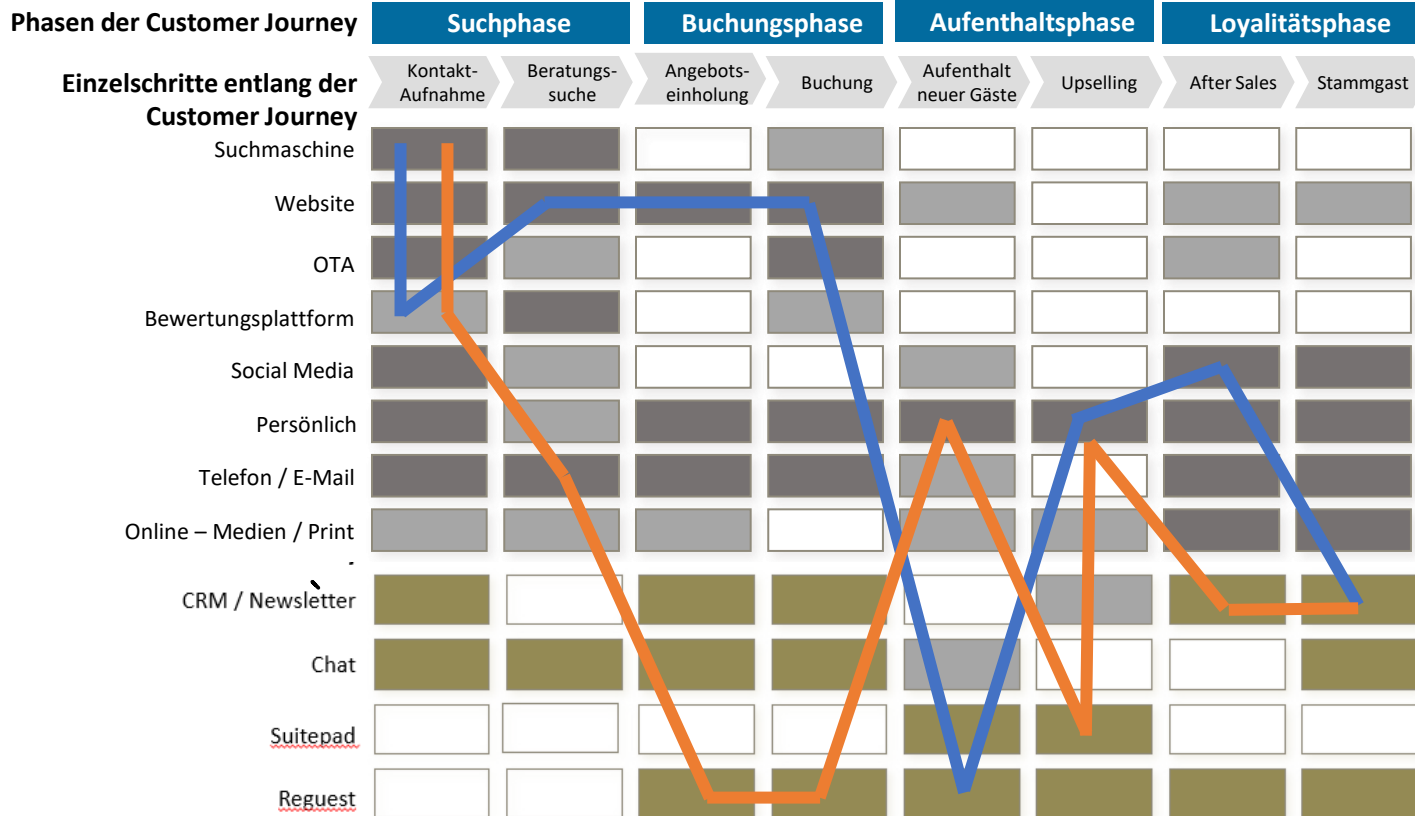
	Kontakt-Aufnahme	Beratungs-suche	Angebots-einholung	Buchung	Aufenthalt neuer Gäste	Upselling	After Sales	Stammgast
Suchmaschine								
Website								
OTA								
Bewertungsplattform								
Social Media								
Persönlich								
Telefon / E-Mail								
Online – Medien / Print								
CRM / Newsletter								
Chat								
<u>Suitepad</u>								
<u>Request</u>								



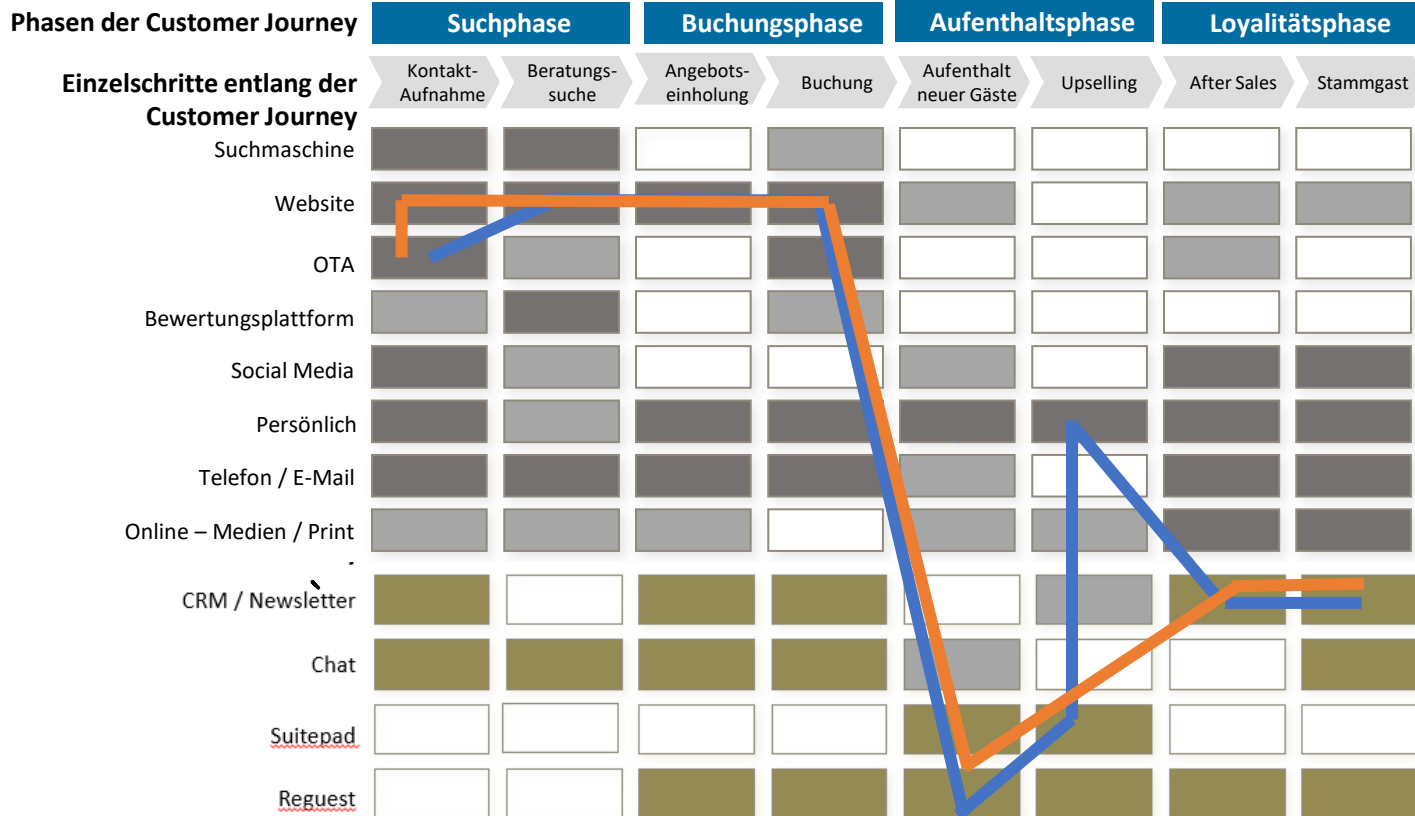
U65



U55

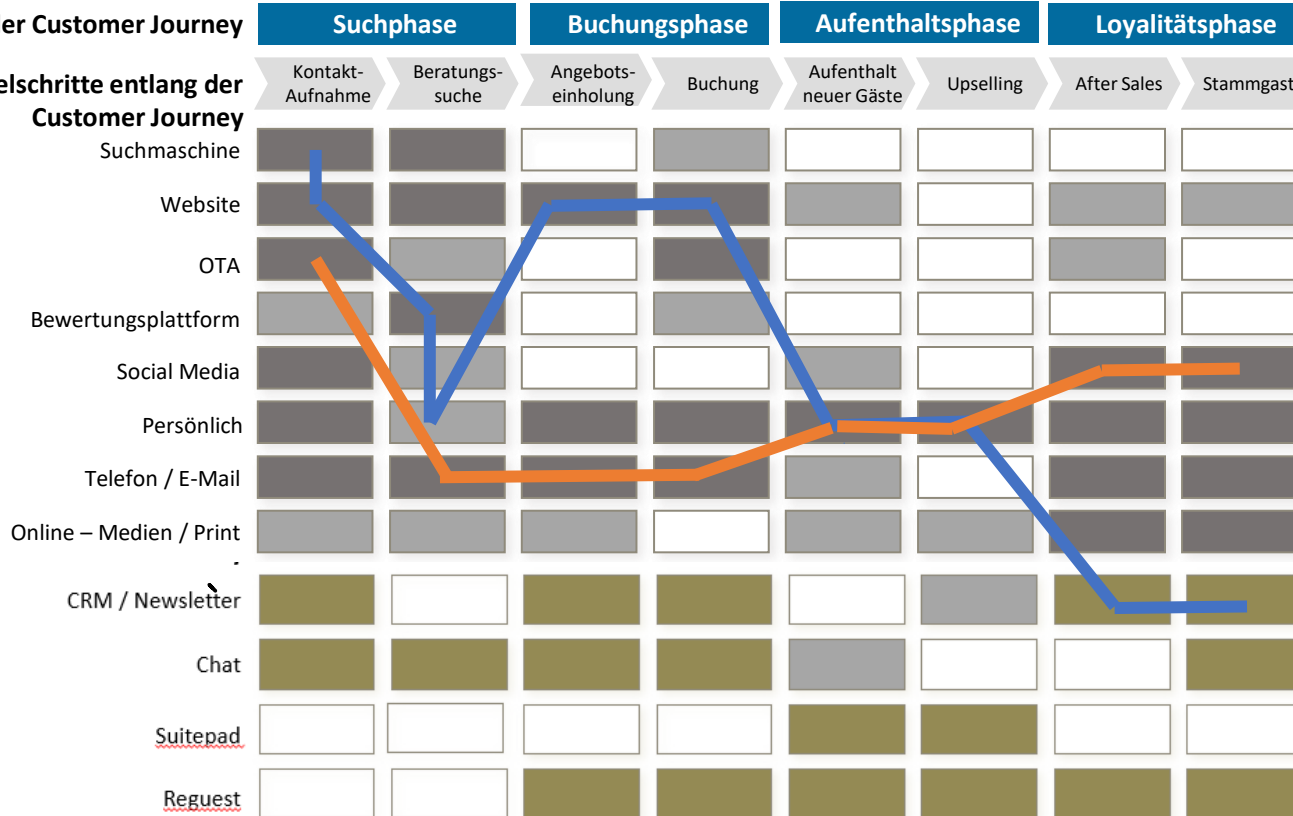


U45

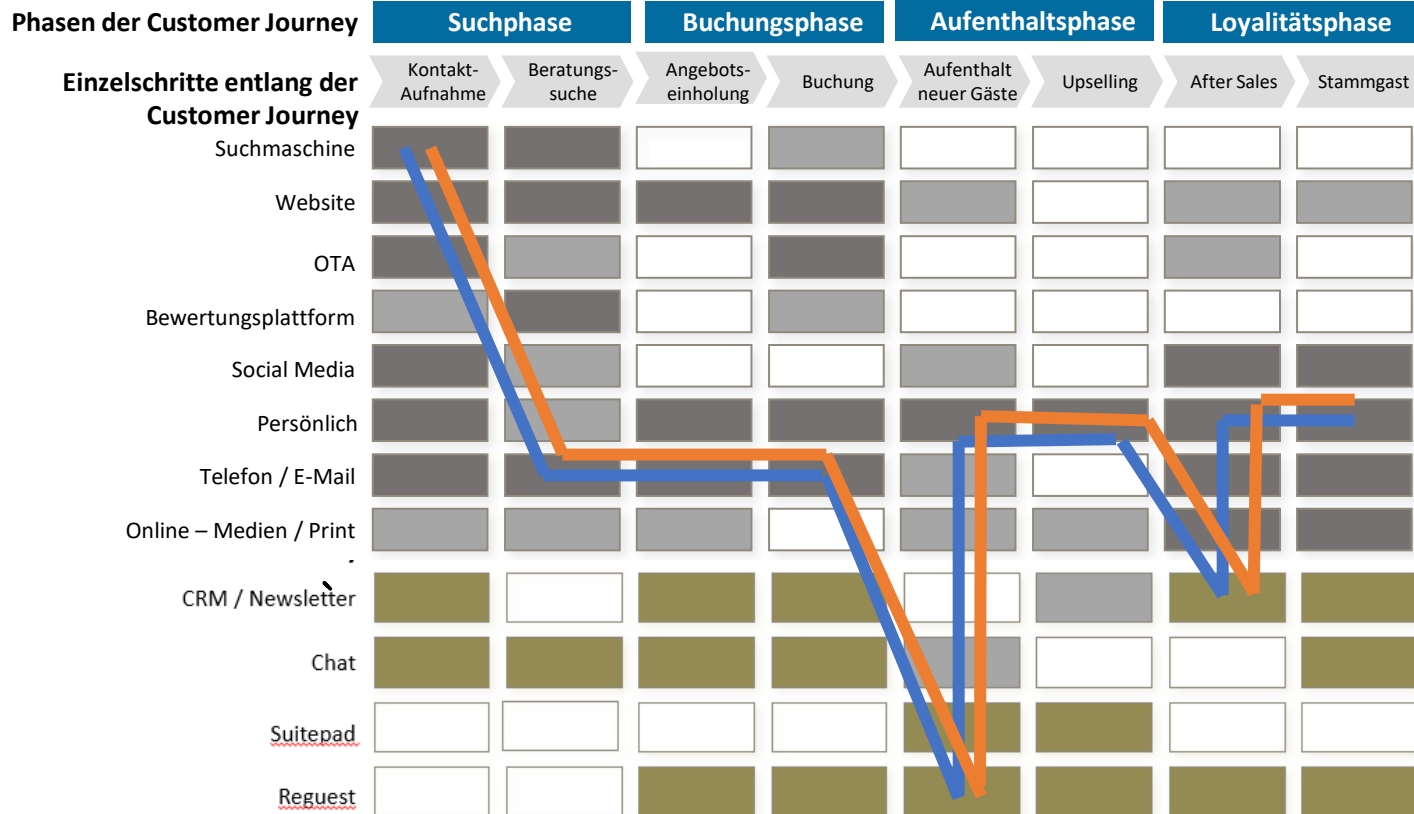


Phasen der Customer Journey

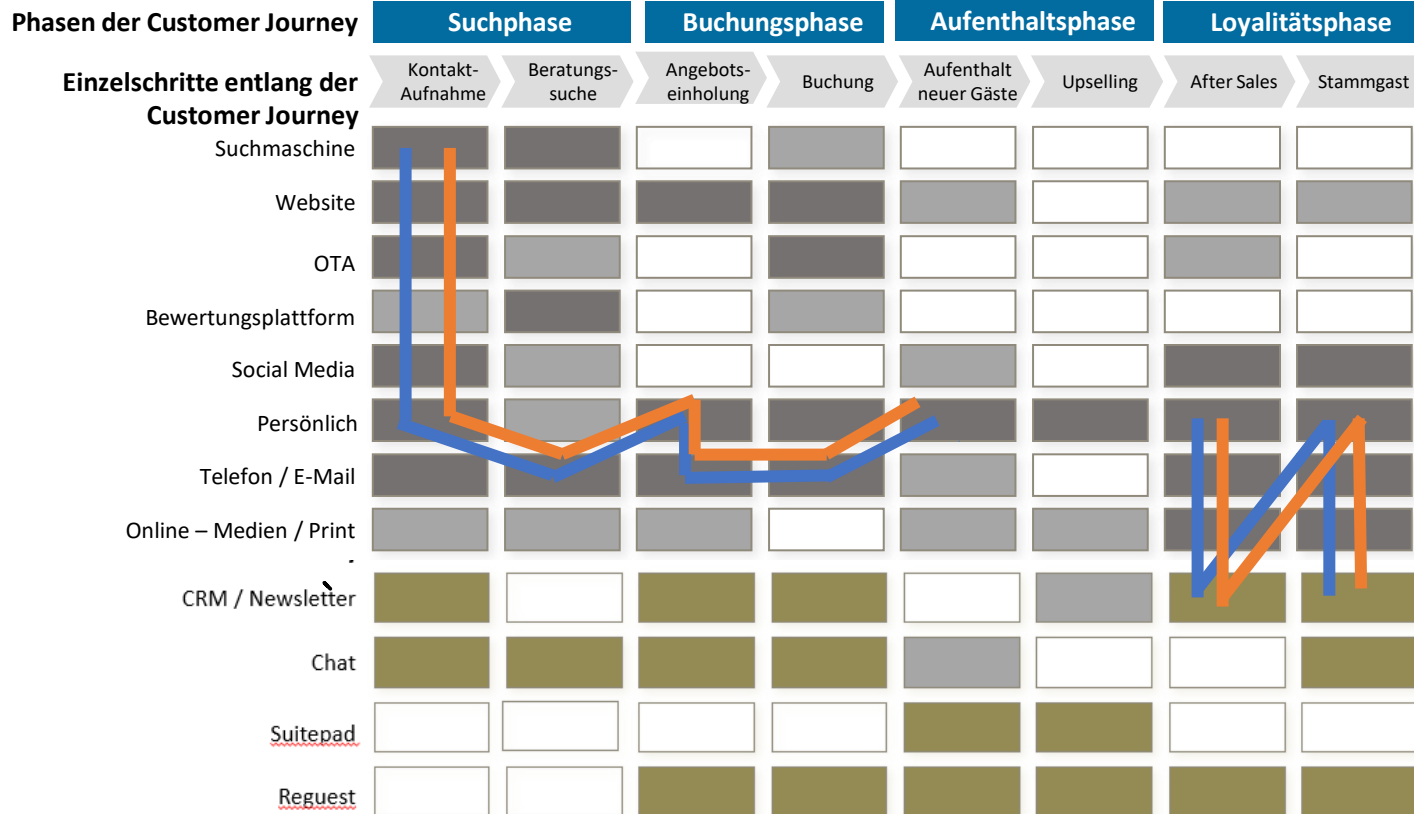
Einzelschritte entlang der Customer Journey



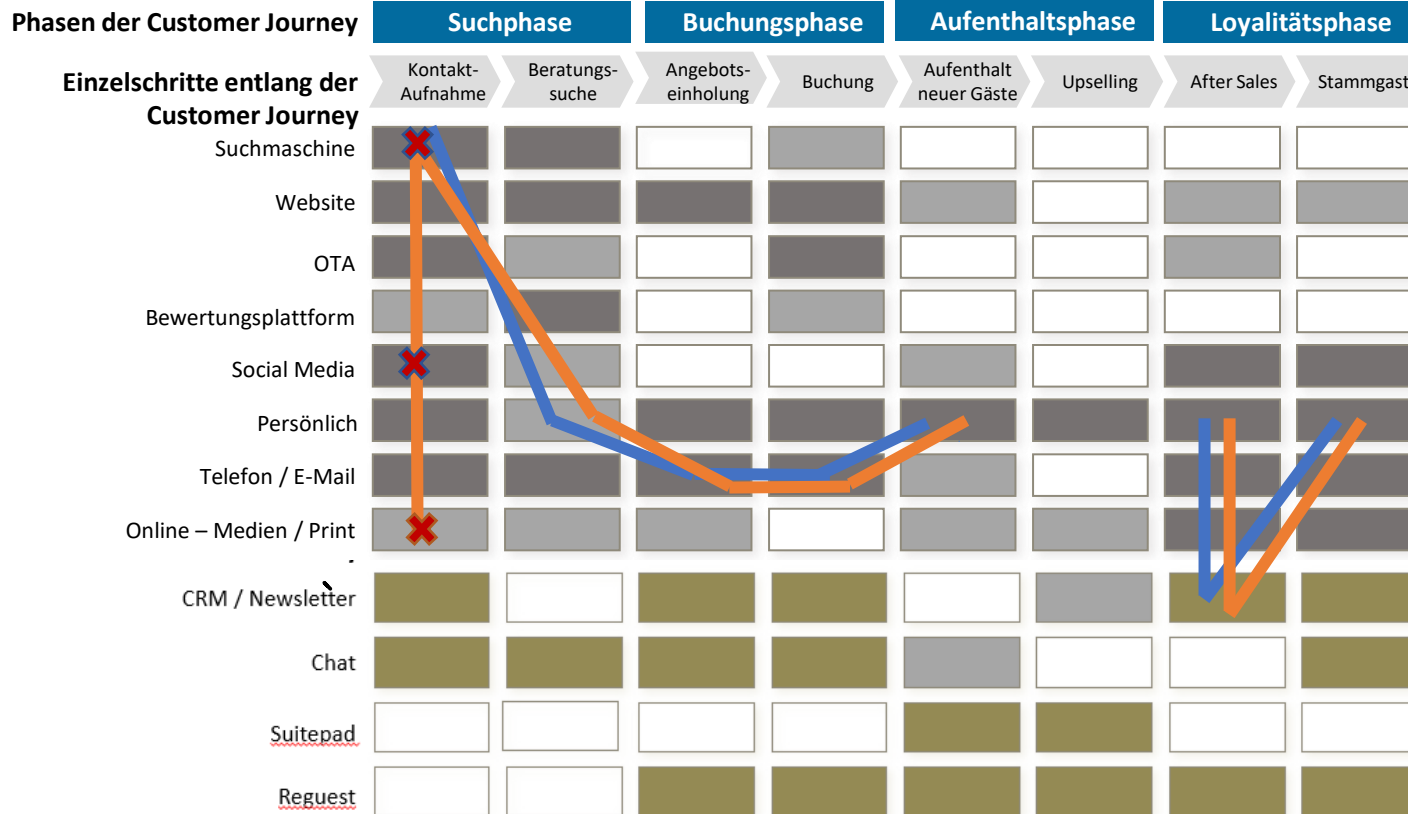
Seminar



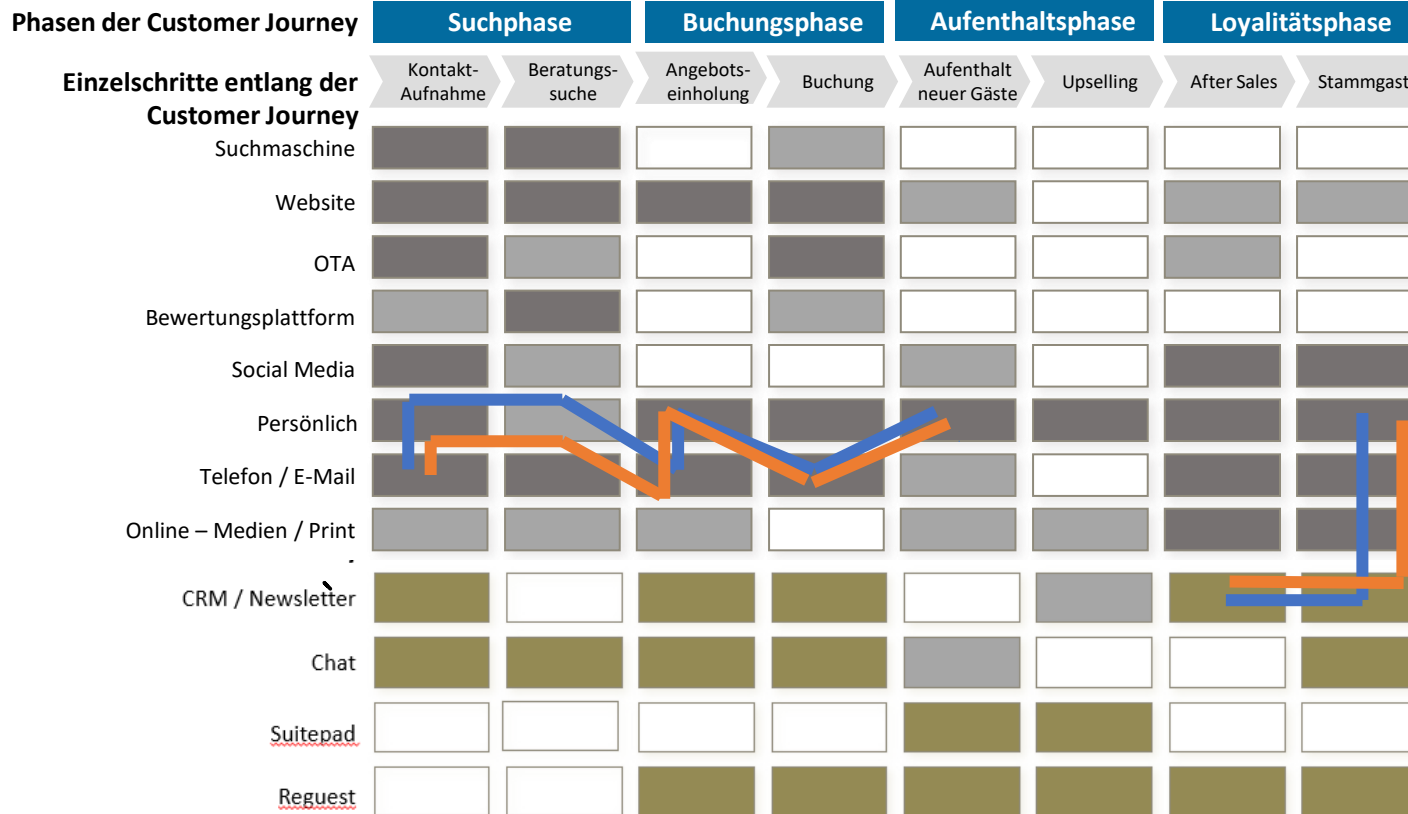
Hochzeit



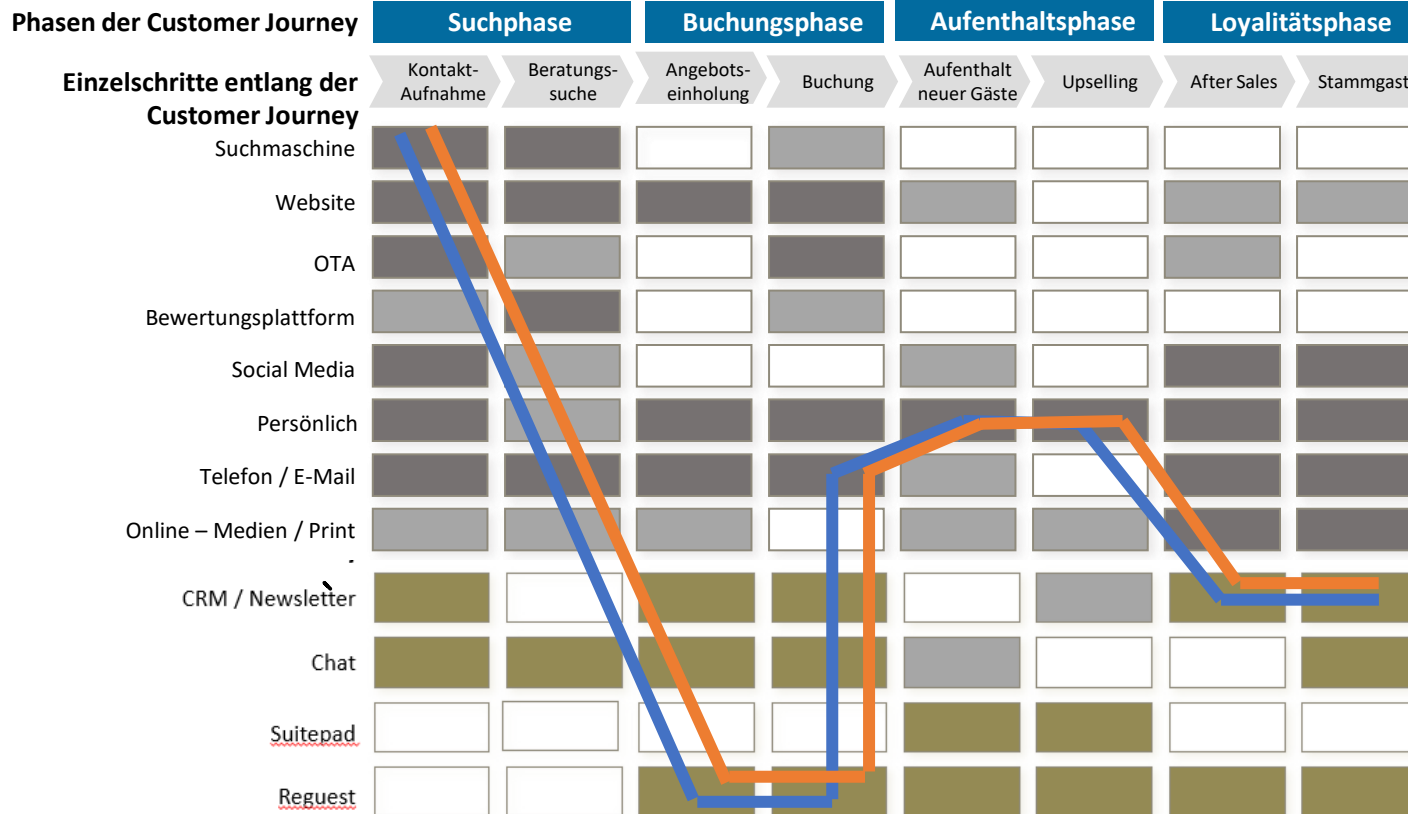
Event



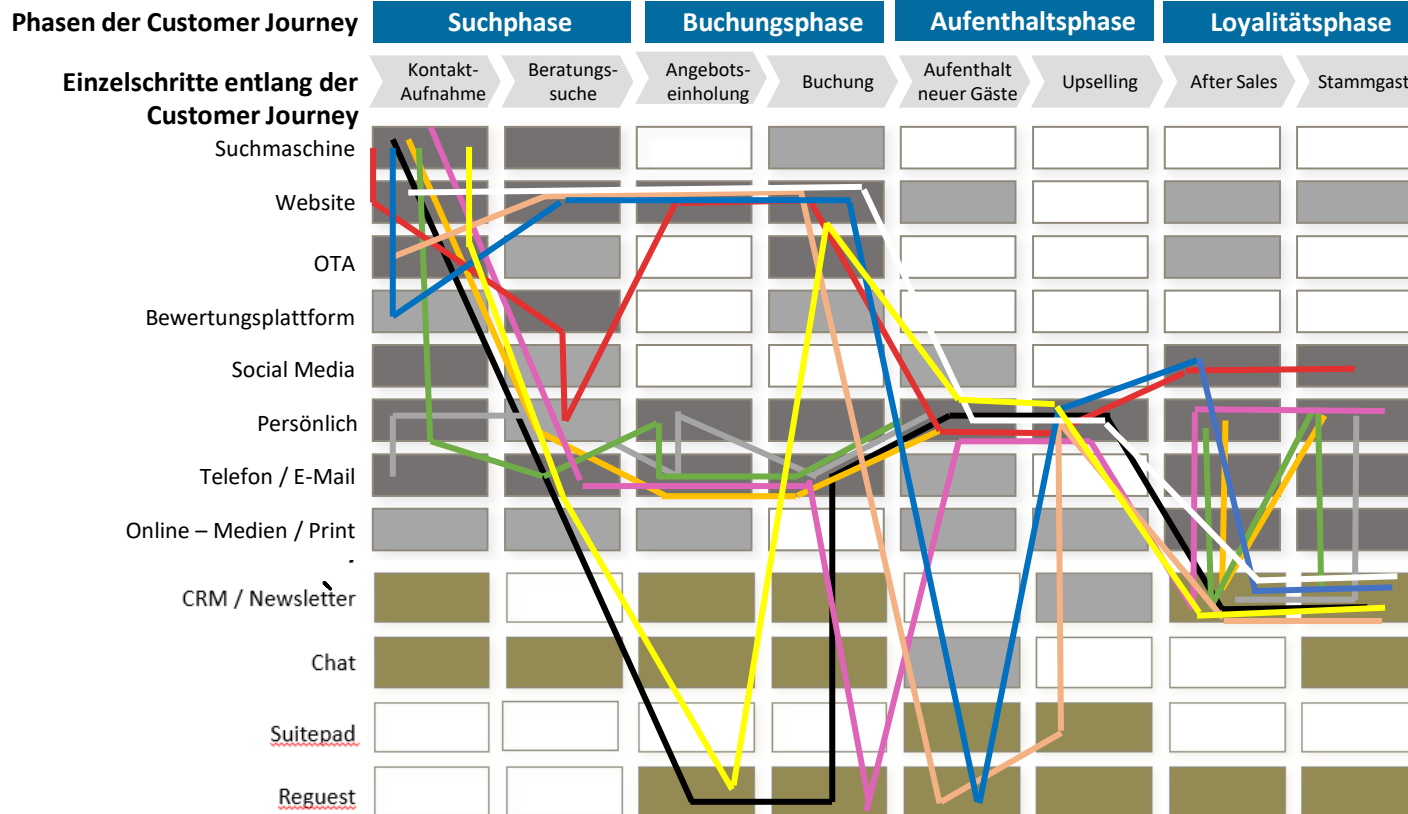
Familienfeier



Gruppen

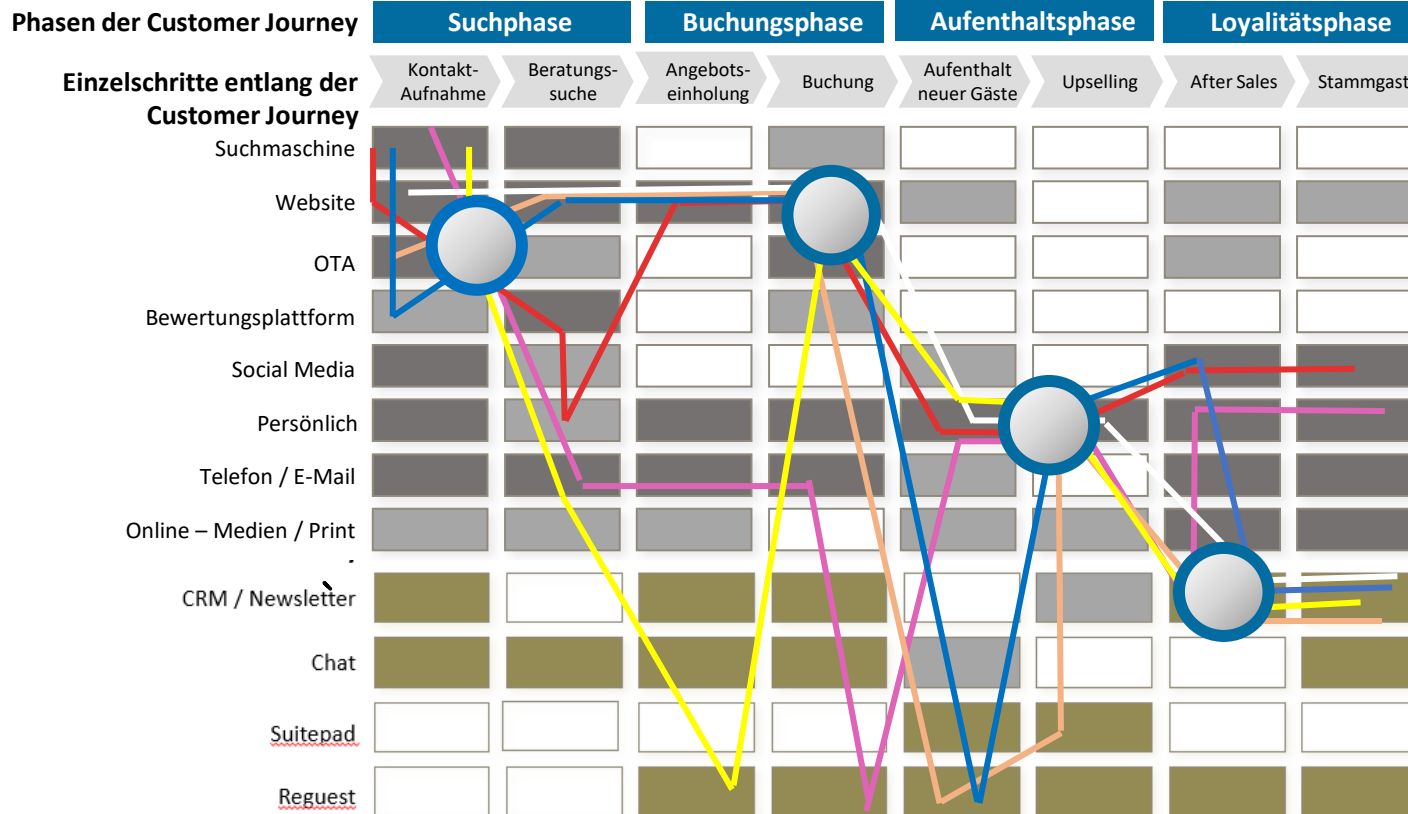


Alle Gästegruppen Männlich



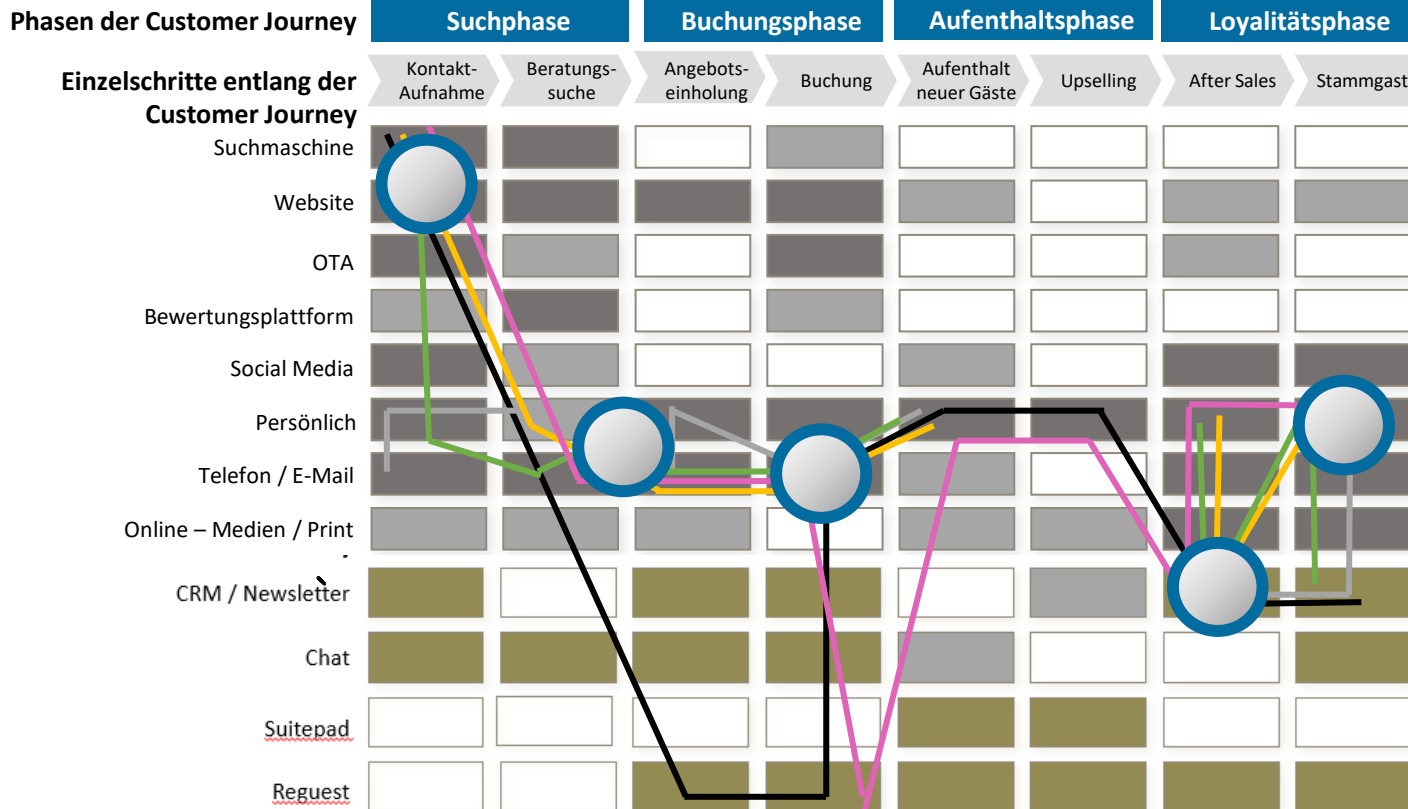
- Schwarz – Gruppen
- Grün – Familientreffen
- Violett – Event
- Orange - Hochzeit
- Rosa – Seminar
- Rot – Ü35
- Lachs – Ü45
- Blau – Ü55
- Weiss – Ü65
- Gelb – Ü75

Individualgäste Männlich



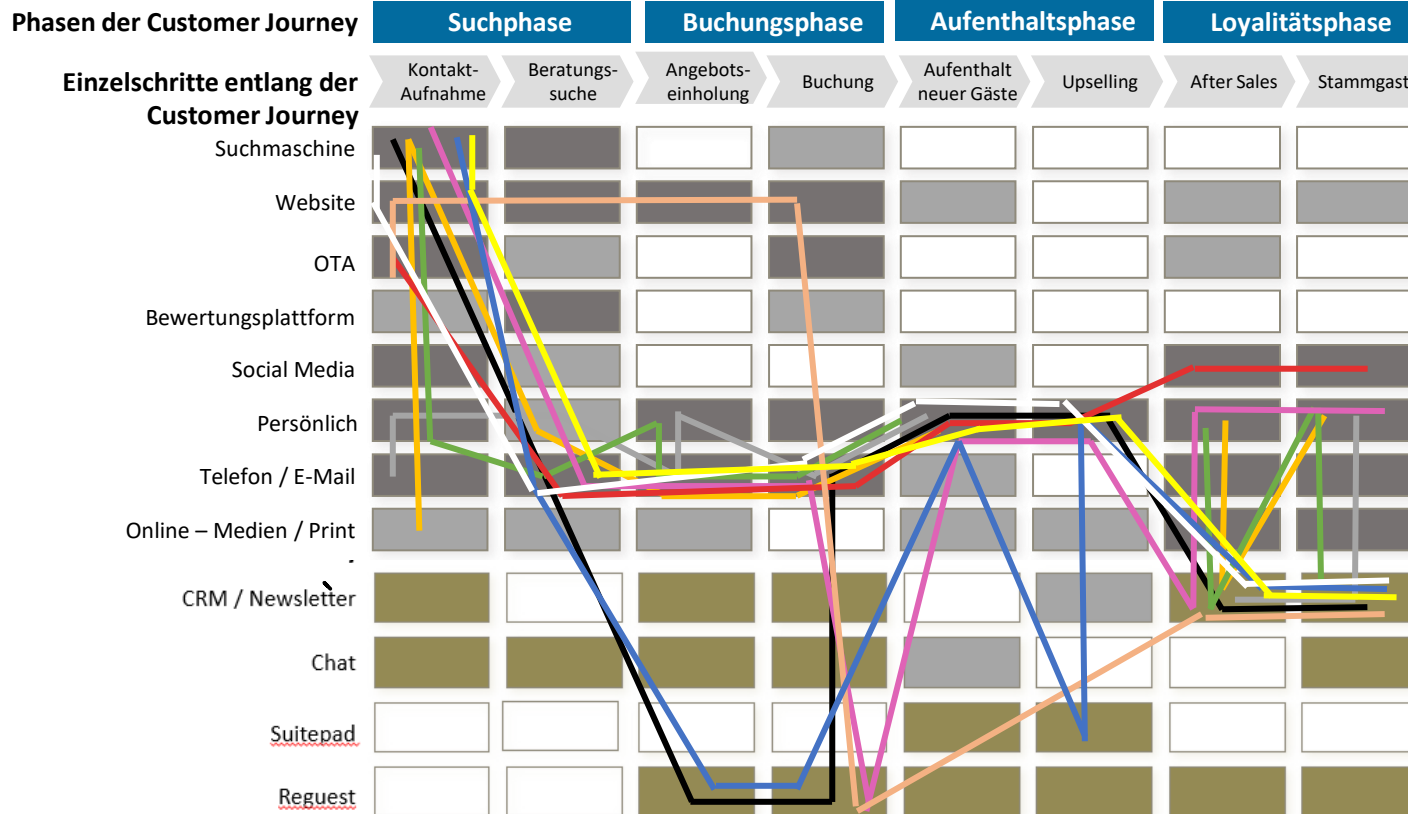
- Schwarz – Gruppen
- Grün – Familientreffen
- Violett – Event
- Orange – Hochzeit
- Rosa – Seminar
- Rot – Ü35
- Lachs – Ü45
- Blau – Ü55
- Weiss – Ü65
- Gelb – Ü75

Unterhaltungsgäste Männlich

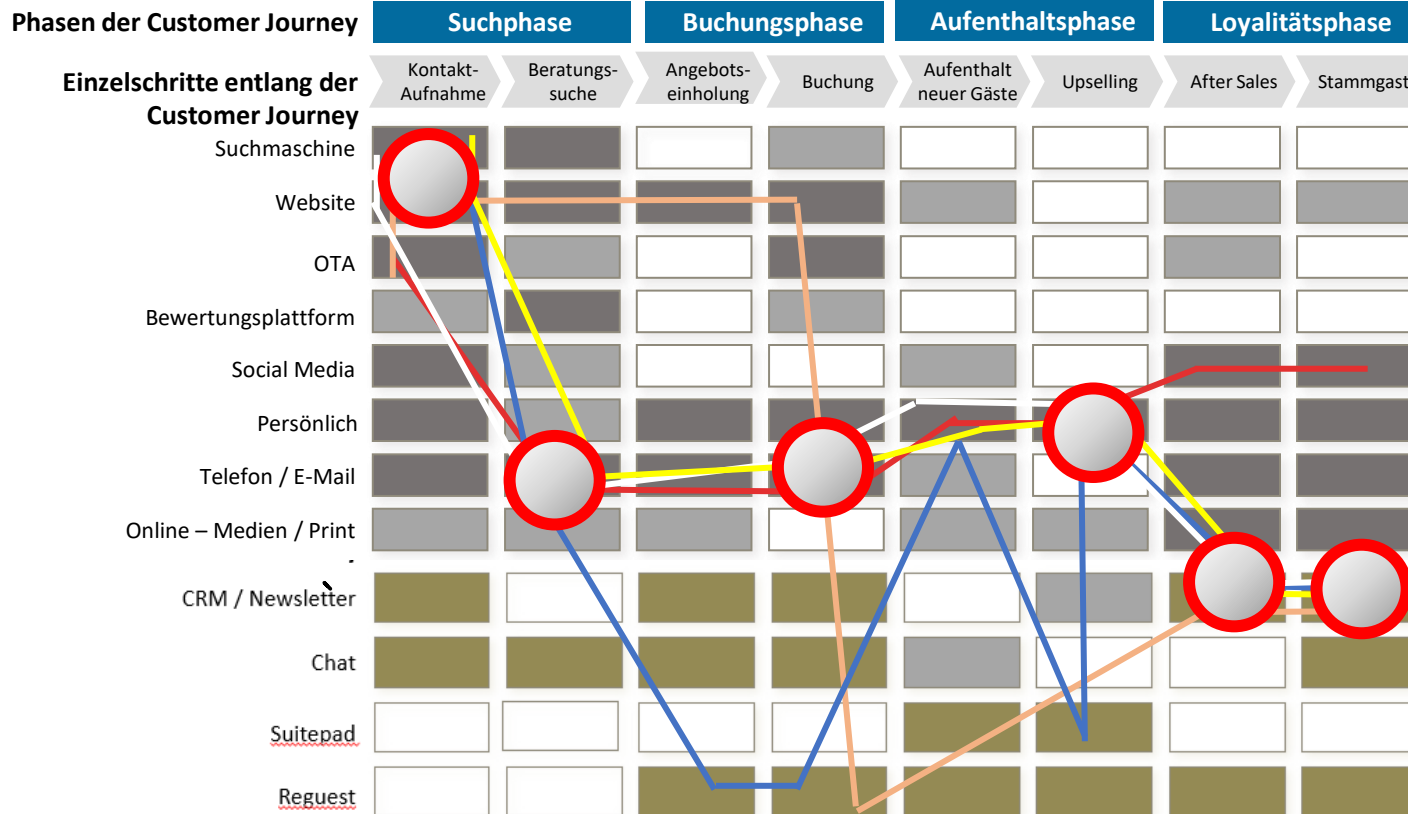


- Schwarz – Gruppen
- Grün – Familientreffen
- Violett – Event
- Orange - Hochzeit
- Rosa – Seminar
- Rot – Ü35
- Lachs – Ü45
- Blau – Ü55
- Weiss – Ü65
- Gelb – Ü75

Alle Gästegruppen Weiblich

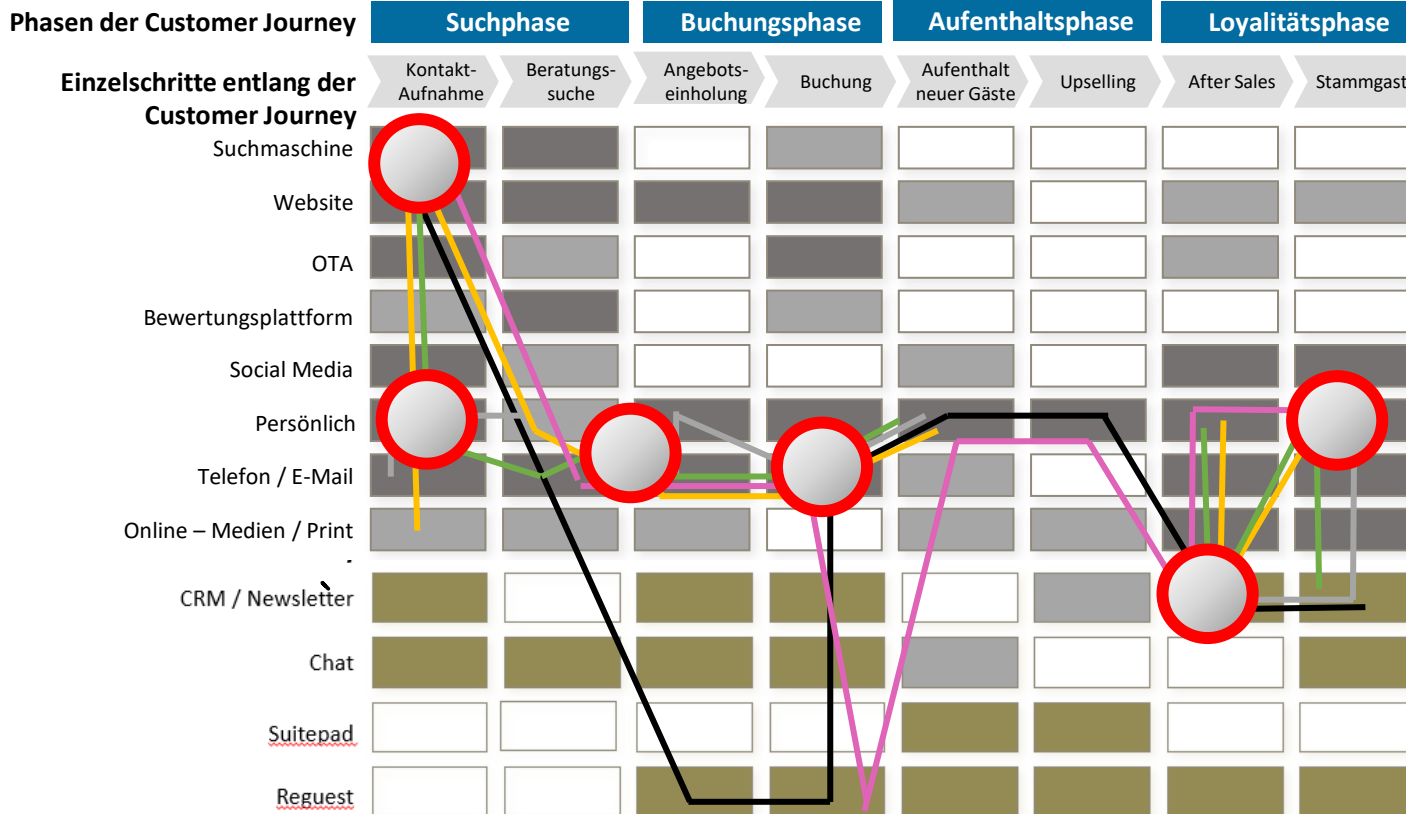


Individualgäste Weiblich



- Schwarz – Gruppen
- Grün – Familientreffen
- Violett – Event
- Orange – Hochzeit
- Rosa – Seminar
- Rot – Ü35
- Lachs – Ü45
- Blau – Ü55
- Weiss – Ü65
- Gelb – Ü75

Unterhaltungsgäste Weiblich



- Schwarz – Gruppen
- Grün – Familientreffen
- Violett – Event
- Orange - Hochzeit
- Rosa – Seminar
- Rot – Ü35
- Lachs – Ü45
- Blau – Ü55
- Weiss – Ü65
- Gelb – Ü75

Tool 19: Kreuzungsraster

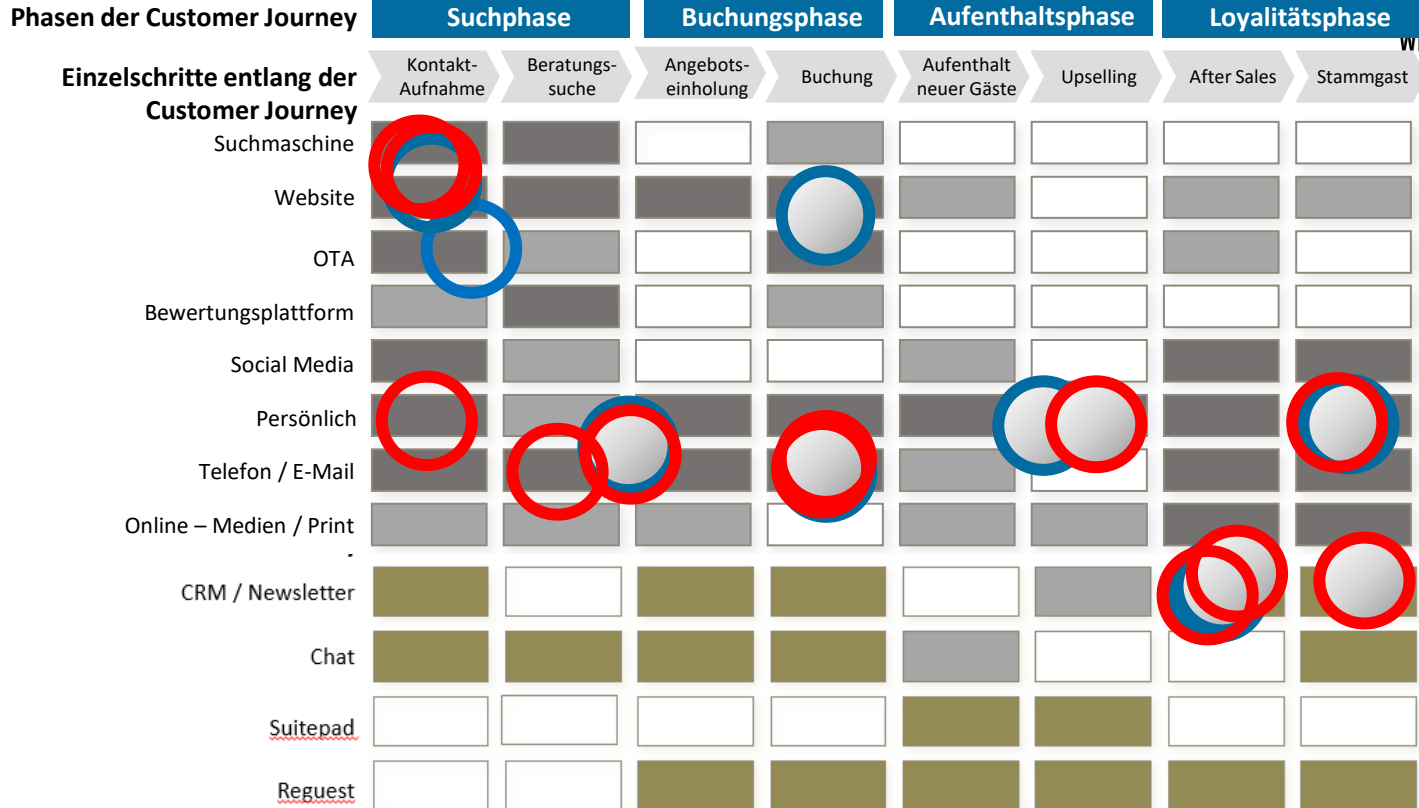
vgl. Buchseite 113

Intensive Nutzung
 Selektive Nutzung
 Keine Nutzung

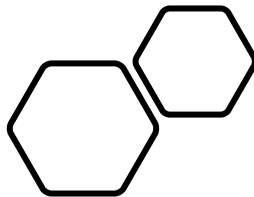
Beispiel-Customer-Journey von Gästesegment X
 Beispiel-Customer-Journey von Gästesegment Y



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WILDHAUS

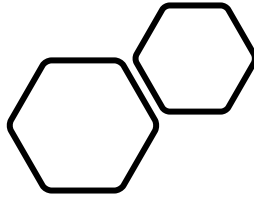


Yielding früher



- Fest- und Feiertage teurer als restliche Tage
- Wochenenden teurer als Wochentage
- Wöchentliche Prüfung der Raten via Excel

Yielding
heute



[Back to Custom Reports](#)

05 Forecast - Daily

Stay Date Range: 01.08.2021 - 31.08.2021

Stay Date	Today					STLY					Duetto Forecast					Final LY					My Budget			
	Occupancy (Physical)	Rooms (Commit)	Room Revenue (Commit)	ADR (Commit)	Arrivals	Occupancy (Physical)	Rooms (Commit)	Room Revenue (Commit)	ADR (Commit)	Arrivals	Occupancy (Physical)	Rooms (Commit)	Room Revenue (Commit)	ADR (Commit)	Occupancy (Physical)	Rooms (Commit)	Room Revenue (Commit)	ADR (Commit)	Arrivals	Occupancy (Physical)	Rooms (Commit)	Room Revenue (Commit)	ADR (Commit)	
Total	51%	758	SFr. 87'681	SFr. 115.67	318	68%	1'011	SFr. 105'527	SFr. 104.38	535	68%	1'006	SFr. 126'394	SFr. 125.64	59%	879	SFr. 102'319	SFr. 116.40	393	-	-	-	-	
So 01.08.2021	10%	5	SFr. 727	SFr. 145.46	1	13%	6	SFr. 975	SFr. 162.49	3	29%	14	SFr. 2'017	SFr. 144.07	19%	9	SFr. 1'644	SFr. 182.68	6	-	-	-	-	
Mo 02.08.2021	58%	28	SFr. 2'815	SFr. 100.54	26	85%	41	SFr. 2'747	SFr. 67.01	37	88%	42	SFr. 5'206	SFr. 123.95	83%	40	SFr. 3'435	SFr. 85.88	32	-	-	-	-	
Di 03.08.2021	65%	31	SFr. 3'270	SFr. 105.49	3	79%	38	SFr. 2'450	SFr. 64.49	1	96%	46	SFr. 6'041	SFr. 131.32	92%	44	SFr. 4'801	SFr. 109.11	9	-	-	-	-	
Mi 04.08.2021	75%	36	SFr. 3'862	SFr. 107.29	5	75%	36	SFr. 2'094	SFr. 58.16	0	100%	48	SFr. 6'214	SFr. 129.46	88%	42	SFr. 4'502	SFr. 107.19	4	-	-	-	-	
Do 05.08.2021	71%	34	SFr. 3'682	SFr. 108.29	2	94%	45	SFr. 3'152	SFr. 70.05	9	96%	46	SFr. 6'083	SFr. 132.23	94%	45	SFr. 4'433	SFr. 98.52	12	-	-	-	-	
Fr 06.08.2021	67%	32	SFr. 4'516	SFr. 141.13	25	56%	27	SFr. 5'330	SFr. 197.39	23	96%	46	SFr. 6'762	SFr. 147.00	58%	28	SFr. 4'607	SFr. 164.52	18	-	-	-	-	
Sa 07.08.2021	77%	37	SFr. 5'956	SFr. 160.98	9	110%	53	SFr. 7'788	SFr. 146.94	40	100%	48	SFr. 7'964	SFr. 165.92	98%	47	SFr. 7'033	SFr. 149.63	35	-	-	-	-	
So 08.08.2021	44%	21	SFr. 3'028	SFr. 144.21	3	6%	3	SFr. 594	SFr. 197.93	1	54%	26	SFr. 3'887	SFr. 149.49	19%	9	SFr. 1'431	SFr. 158.98	7	-	-	-	-	
Mo 09.08.2021	40%	19	SFr. 2'633	SFr. 149.12	1	48%	23	SFr. 3'184	SFr. 138.42	20	60%	29	SFr. 4'535	SFr. 156.38	77%	37	SFr. 5'478	SFr. 148.07	29	-	-	-	-	
Di 10.08.2021	38%	18	SFr. 2'646	SFr. 147.01	0	44%	21	SFr. 2'968	SFr. 141.35	0	60%	29	SFr. 4'828	SFr. 166.49	73%	35	SFr. 5'504	SFr. 157.26	2	-	-	-	-	
Mi 11.08.2021	48%	23	SFr. 1'538	SFr. 66.87	23	10%	5	SFr. 1'028	SFr. 205.55	2	69%	33	SFr. 2'472	SFr. 74.91	38%	18	SFr. 3'126	SFr. 173.66	9	-	-	-	-	
Do 12.08.2021	50%	24	SFr. 1'725	SFr. 71.88	1	17%	8	SFr. 1'305	SFr. 163.09	4	69%	33	SFr. 3'167	SFr. 95.97	35%	17	SFr. 2'819	SFr. 165.84	5	-	-	-	-	
Fr 13.08.2021	75%	36	SFr. 1'752	SFr. 48.67	12	17%	8	SFr. 1'096	SFr. 137.06	3	90%	43	SFr. 2'716	SFr. 63.17	40%	19	SFr. 2'787	SFr. 146.71	7	-	-	-	-	
Sa 14.08.2021	98%	47	SFr. 4'129	SFr. 87.86	12	104%	50	SFr. 3'900	SFr. 77.99	42	100%	48	SFr. 4'849	SFr. 101.01	88%	42	SFr. 4'946	SFr. 117.76	29	-	-	-	-	
So 15.08.2021	46%	22	SFr. 1'456	SFr. 66.19	0	46%	22	SFr. 1'483	SFr. 67.41	1	52%	25	SFr. 1'723	SFr. 68.90	65%	31	SFr. 2'391	SFr. 77.13	2	-	-	-	-	
Mo 16.08.2021	48%	23	SFr. 1'608	SFr. 69.90	1	65%	31	SFr. 1'949	SFr. 62.87	11	73%	35	SFr. 2'988	SFr. 85.36	88%	42	SFr. 2'813	SFr. 66.97	15	-	-	-	-	
Di 17.08.2021	2%	1	SFr. 139	SFr. 138.86	1	44%	21	SFr. 1'576	SFr. 75.03	1	29%	14	SFr. 2'176	SFr. 155.44	60%	29	SFr. 2'008	SFr. 69.23	2	-	-	-	-	
Mi 18.08.2021	19%	9	SFr. 1'389	SFr. 154.29	9	18%	44	SFr. 4'241	SFr. 96.39	24	38%	18	SFr. 2'651	SFr. 147.30	94%	45	SFr. 4'322	SFr. 100.72	18	-	-	-	-	
Do 19.08.2021	0%	0	SFr. 0	SFr. 0.00	0	54%	26	SFr. 1'715	SFr. 65.95	6	19%	9	SFr. 1'404	SFr. 155.98	69%	33	SFr. 2'729	SFr. 82.70	4	-	-	-	-	
Fr 20.08.2021	38%	18	SFr. 595	SFr. 33.07	18	44%	21	SFr. 1'319	SFr. 62.80	2	52%	25	SFr. 1'239	SFr. 49.55	67%	32	SFr. 2'779	SFr. 86.85	4	-	-	-	-	
Sa 21.08.2021	98%	47	SFr. 10'059	SFr. 214.01	40	90%	43	SFr. 2'281	SFr. 53.05	41	100%	48	SFr. 10'172	SFr. 211.91	27%	13	SFr. 2'136	SFr. 164.32	11	-	-	-	-	
So 22.08.2021	13%	6	SFr. 700	SFr. 116.70	6	52%	25	SFr. 1'420	SFr. 56.82	17	8%	8	SFr. 765	SFr. 95.59	8%	4	SFr. 467	SFr. 116.83	2	-	-	-	-	
Mo 23.08.2021	38%	18	SFr. 2'215	SFr. 123.07	12	71%	34	SFr. 2'731	SFr. 80.33	9	54%	26	SFr. 2'631	SFr. 101.21	40%	19	SFr. 2'656	SFr. 139.81	16	-	-	-	-	
Di 24.08.2021	44%	21	SFr. 2'889	SFr. 137.55	3	69%	33	SFr. 2'828	SFr. 85.69	1	60%	29	SFr. 3'447	SFr. 118.85	69%	33	SFr. 5'171	SFr. 156.70	17	-	-	-	-	
Mi 25.08.2021	52%	25	SFr. 3'484	SFr. 139.36	5	140%	67	SFr. 10'980	SFr. 163.88	55	60%	29	SFr. 3'878	SFr. 133.71	60%	29	SFr. 4'458	SFr. 153.71	21	-	-	-	-	
Do 26.08.2021	94%	45	SFr. 3'847	SFr. 85.48	28	138%	66	SFr. 12'168	SFr. 184.37	45	100%	48	SFr. 4'220	SFr. 87.91	42%	20	SFr. 3'252	SFr. 162.61	7	-	-	-	-	
Fr 27.08.2021	94%	45	SFr. 4'728	SFr. 105.08	18	67%	32	SFr. 3'827	SFr. 119.60	29	100%	48	SFr. 5'193	SFr. 108.19	40%	19	SFr. 2'305	SFr. 121.30	17	-	-	-	-	
Sa 28.08.2021	35%	17	SFr. 2'546	SFr. 149.79	14	102%	49	SFr. 7'107	SFr. 145.04	31	56%	27	SFr. 4'213	SFr. 156.02	50%	24	SFr. 3'452	SFr. 143.84	9	-	-	-	-	
So 29.08.2021	31%	15	SFr. 1'911	SFr. 127.42	13	0%	0	SFr. 0	SFr. 0.00	0	42%	20	SFr. 2'947	SFr. 147.34	10%	5	SFr. 636	SFr. 127.38	3	-	-	-	-	
Mo 30.08.2021	29%	14	SFr. 1'888	SFr. 134.86	0	154%	74	SFr. 6'064	SFr. 81.95	74	40%	19	SFr. 2'757	SFr. 145.11	79%	38	SFr. 1'877	SFr. 49.39	36	-	-	-	-	

Yielding heute



[Back to Forecasts & Budgets](#)

Forecast 2021 Save Lock Info More ⚙️

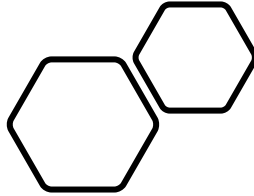
< 08.2021 > Stay Month Stay Date

⚠️ Forecast rooms exceed hotel's total capacity on these dates

<p>↑ 16.1% Forecast vs Final LY</p>			<p>Rooms</p> <p>↓ 21.4% Today vs STLY (i)</p>			<p>↑ 0% Forecast vs Budget</p>			<p>ADR</p> <p>↓ 4.2% Forecast vs Final LY</p>			<p>↑ 8.1% Today vs STLY (i)</p>			<p>↑ 0% Forecast vs Budget</p>			<p>Room Revenue</p> <p>↓ 15% Today vs STLY (i)</p>			<p>↑ 0% Forecast vs Budget</p>		
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Segment	Rooms									ADR								Room Revenue									
	Today	Final LY	STLY (i)	My Forecast TBB	STLY TBB	Duetto Forecast	Locked Budget	Locked Forecast	My Forecast	Today	Final LY	STLY	My Forecast TBB	STLY TBB	Duetto Forecast	Locked Budget	Locked Forecast	My Forecast	Today	Final LY	STLY	My Forecast TBB	STLY TBB	Duetto Forecast	Locked Budget	Locked Forecast	My Forecast
08.2021	758 (51 %)	890	964	275	-74	1'006	-	1'033	1'033 (69 %)	SFr. 115.67	SFr. 121.18	SFr. 107.04	SFr. 117.07	SFr.-63.09	SFr. 125.20	-	SFr. 116.05	SFr. 116.05	SFr. 87'681	SFr. 107'851	SFr. 103'182	SFr. 32'194	SFr. 4'669	SFr. 125'952	-	SFr. 119'875	SFr. 119'875
BAR	248 (17 %)	265	130	26	135	399	-	274	274	SFr. 97.39	SFr. 172.34	SFr. 168.73	SFr. 843.63	SFr. 175.82	SFr. 116.60	-	SFr. 168.20	168.2	SFr. 24'152	SFr. 45'670	SFr. 21'935	SFr. 21'934	SFr. 23'736	SFr. 46'522	-	SFr. 46'086	SFr. 46'086
Nonref	34 (2 %)	113	55	49	58	79	-	83	83	SFr. 150.20	SFr. 186.83	SFr. 199.01	SFr. 244.40	SFr. 175.29	SFr. 176.03	-	SFr. 205.81	205.81	SFr. 5'107	SFr. 21'112	SFr. 10'945	SFr. 11'975	SFr. 10'167	SFr. 13'906	-	SFr. 17'082	SFr. 17'082
Long Stay	17 (1 %)	2	24	-17	-22	17	-	0	0	SFr. 165.87	SFr. 171.80	SFr. 141.63	SFr. 165.87	SFr. 138.89	SFr. 169.96	-	SFr. 0.00	0	SFr. 2'820	SFr. 344	SFr. 3'399	SFr.-2'820	SFr.-3'056	SFr. 2'889	-	SFr. 0	SFr. 0
Corporate	0 (0 %)	0	0	0	0	0	-	0	0	SFr. 0.00	SFr. 0.00	SFr. 0.00	SFr. 0.00	SFr. 0.00	SFr. 0.00	-	SFr. 0.00	0	SFr. 0	SFr. 0	SFr. 0	SFr. 0	SFr. 0	-	SFr. 0	SFr. 0	SFr. 0
Business Groups	150 (10 %)	68	218	-56	-150	150	-	94	94	SFr. 110.83	SFr. 136.92	SFr. 150.55	SFr. 37.22	SFr. 156.73	SFr. 110.83	-	SFr. 154.69	154.69	SFr. 16'625	SFr. 9'310	SFr. 32'820	SFr.-2'084	SFr.-23'509	SFr. 16'625	-	SFr. 14'540	SFr. 14'540
Leisure Groups	282 (19 %)	212	368	-9	-156	282	-	273	273	SFr. 127.97	SFr. 67.25	SFr. 63.44	SFr. 1'434.49	SFr. 58.27	SFr. 129.98	-	SFr. 84.90	84.9	SFr. 36'089	SFr. 14'257	SFr. 23'347	SFr.-12'910	SFr.-9'091	SFr. 36'653	-	SFr. 23'178	SFr. 23'178
Packages	0 (0 %)	123	122	124	1	3	-	124	124	SFr. 0.00	SFr. 60.43	SFr. 60.06	SFr. 63.63	SFr. 105.11	SFr. 54.22	-	SFr. 63.63	63.63	SFr. 0	SFr. 7'433	SFr. 7'328	SFr. 7'890	SFr. 105	SFr. 163	-	SFr. 7'890	SFr. 7'890
Wholesaler	27 (2 %)	105	47	155	58	75	-	182	182	SFr. 106.99	SFr. 90.44	SFr. 72.51	SFr. 48.39	SFr. 104.97	SFr. 122.58	-	SFr. 57.09	57.09	SFr. 2'889	SFr. 9'496	SFr. 3'408	SFr. 7'501	SFr. 6'088	SFr. 9'193	-	SFr. 10'390	SFr. 10'390
Comp/House	0 (0 %)	2	0	3	2	1	-	3	3	SFr. 0.00	SFr. 114.27	SFr. 0.00	SFr. 236.25	SFr. 114.27	SFr. 0.00	-	SFr. 236.25	236.25	SFr. 0	SFr. 229	SFr. 0	SFr. 709	SFr. 229	SFr. 0	-	SFr. 709	SFr. 709

Rate Shopper



- [Rate Shopper](#)

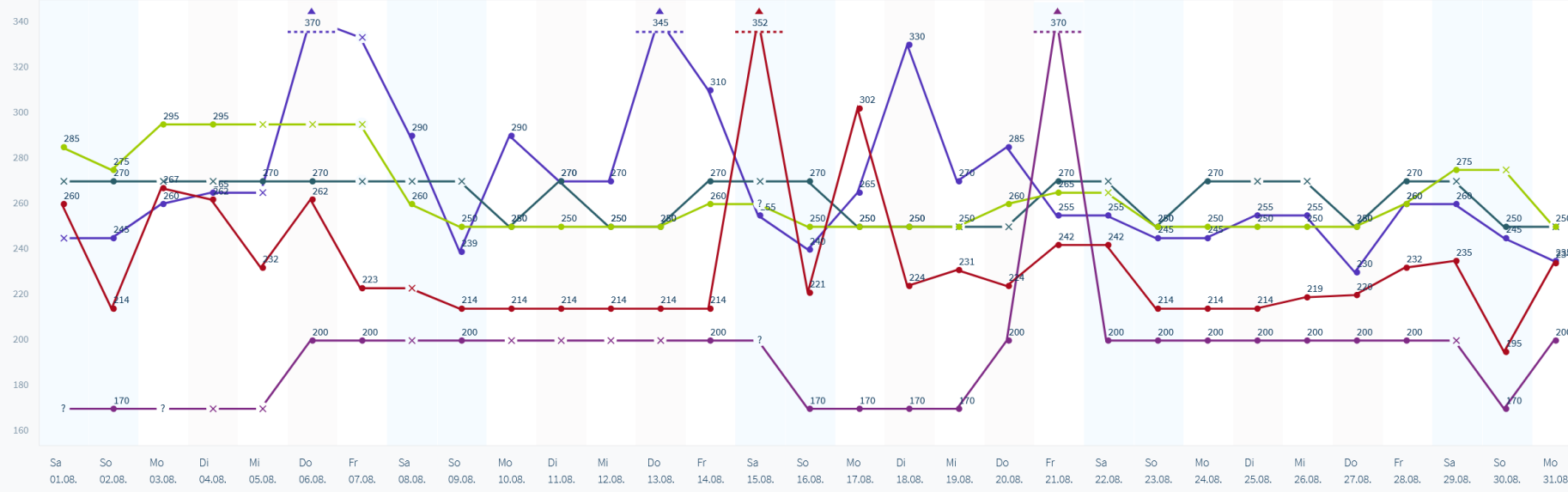
August 2020 Toggenburg



Smart View 01.08.2020 – 31.08.2020 ▾



Letztes Update: 16.08.2020, 05:35

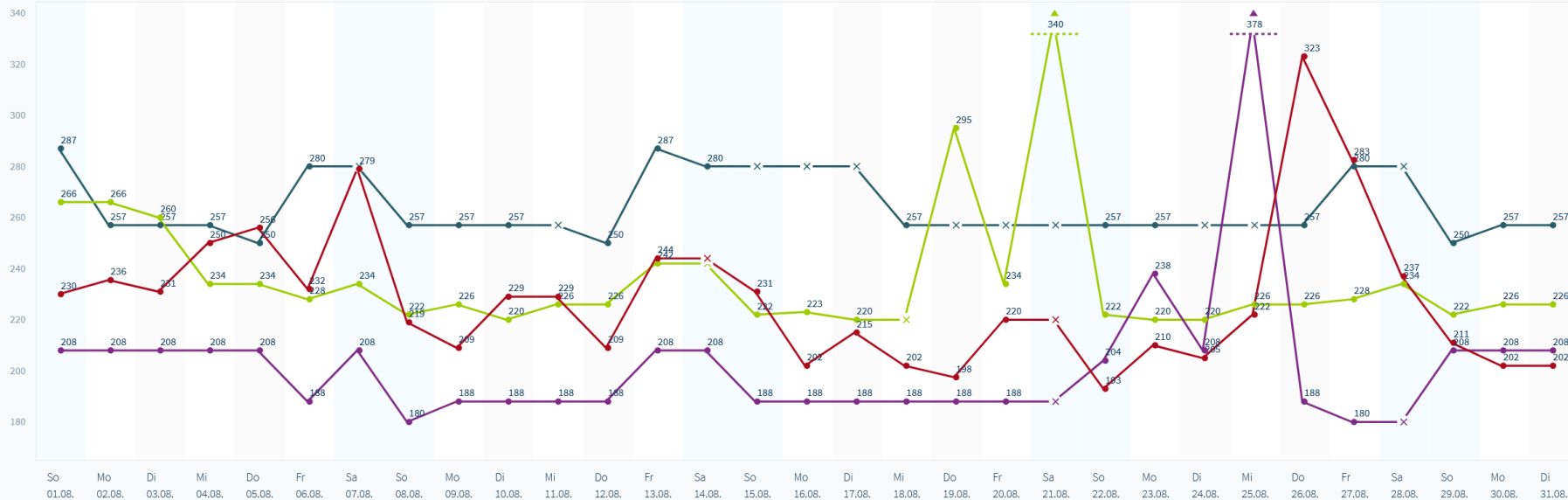


Heute und vor 0 Tagen ○

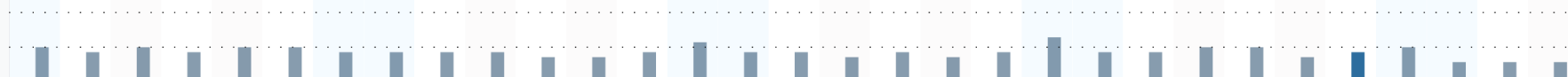


August 2021 Toggenburg





Heute und vor 0 Tagen ○



Anwesende 😊



Smart View Heute + 1 Monat ▾



Letztes Update: Heute, 04:10

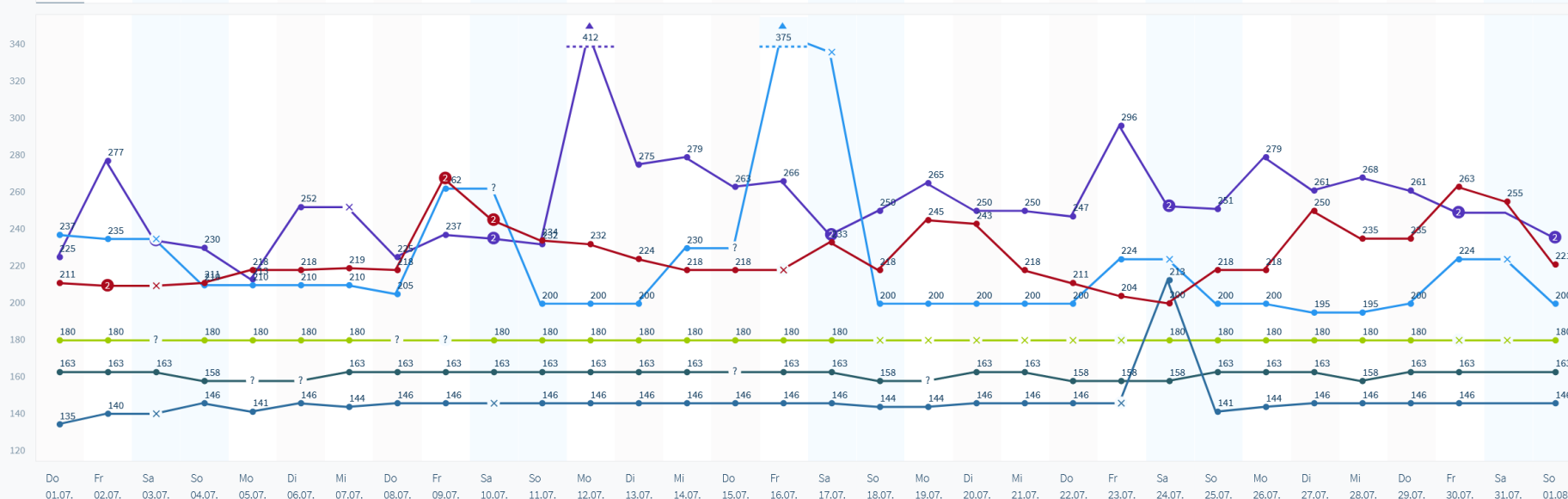


Michael Müller

Hotel Hirschen



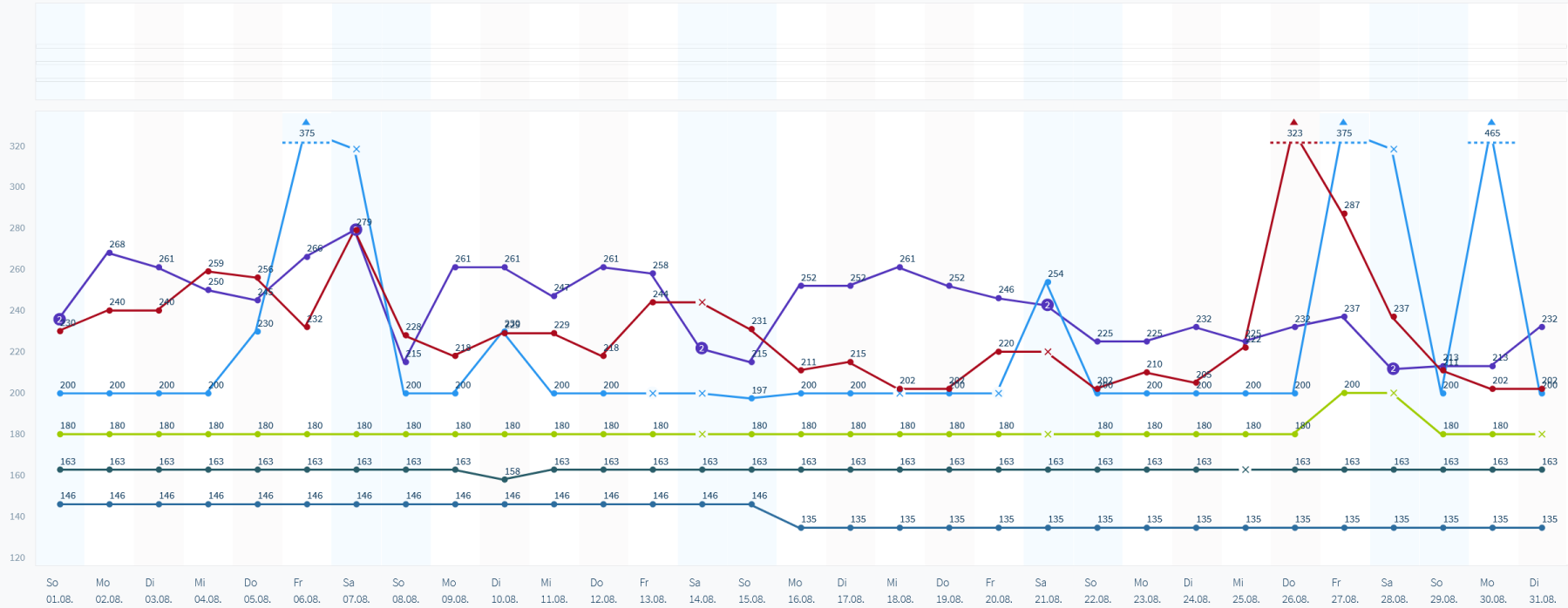
☁️ 15° ☁️ 19° ☁️ 22° ☁️ 16° ☁️ 19° ☁️ 23° ☁️ 23° ☁️ 20° ☁️ 19° ☁️ 19°



Heute und vor 0 Tagen ○

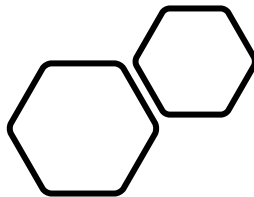


● Hotel Hirschen ● Cubilaris Motel ● Hotel Schloss Ragaz ● Hotel Tannenboden ● Hotel Restaurant Seehof ● Schweizerhof ● Iofhotel Walensee



Heute und vor 0 Tagen

STR- Report



- [STR-Report](#)



Dashboard

Charts

Tables

Response Data

Online Help



Month of February 2021

Generated on 18. March 2021
Welcome to your Monthly dSTAR

Select Another Property Select Another Report

Hotel Hirschen
Current Currency: CHF - Swiss Franc
Monthly Industry Segment - Submarket Collapsed Class
Switzerland East Regional Upscale & Upper Mid Classes
Daily Industry Segment - Submarket Collapsed Class
Switzerland East Regional Upscale & Upper Mid Classes

Property Details

Hotel Hirschen, STR# 184333
Chain ID
Passhohe,
Wildhaus, SGL, Switzerland 9658
P: 719985454

Industry Segments
Monthly - Submarket Collapsed Class
Switzerland East Regional Upscale & Upper Mid Classes
Daily - Submarket Collapsed Class
Switzerland East Regional Upscale & Upper Mid Classes
Management Company No Data (Update)
Owner No Data (Update)

Top Performing RevPAR Days

Thu, 25. February 2021	▲ 324.3%
Sun, 21. February 2021	▲ 195.5%
Thu, 4. February 2021	▲ 180.4%

Bottom Performing RevPAR Days

Mon, 8. February 2021	▼ -76.5%
Tue, 9. February 2021	▼ -36.8%
Sat, 20. February 2021	▼ -30.1%

Comp Sets

Comp Set 1 ▾



At A Glance

Month Year To Date Running 3 Month Running 12 Month

Occupancy

80.4 ↑

Property Occupancy

Comp Set Rank

2 of 5

24.4% ↑

Property Occ. Percent Change

Comp Set Rank

3 of 5

37.1 ↓

Comp Set Occupancy

216.5 ↑

Index (MPI)

- 5.6% ↓

Comp Set Occ. Percent Change

31.8% ↑

Index (MPI) Percent Change

ADR

193.81 ↑

Property ADR

Comp Set Rank

3 of 5

197.52 ↑

Comp Set ADR

98.1 ↑

Index (ARI)

15.8% ↑

Property ADR Percent Change

Comp Set Rank

3 of 5

10.8% ↑

Comp Set ADR Percent Change

4.6% ↑

Index (ARI) Percent Change

RevPAR

155.75 ↑

Property RevPAR

Comp Set Rank

3 of 5

73.33 ↑

Comp Set RevPAR

212.4 ↑

Index (RGI)

44.1% ↑

Property RevPAR Percent Change

Comp Set Rank

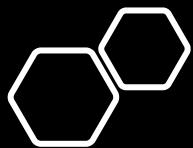
3 of 5

4.6% ↑

Comp Set RevPAR Percent Change

37.8% ↑

Index (RGI) Percent Change



Strategisches Marketing in der Hotellerie



Herzlichen
Dank

