



HQ revenue

Restart in der Wiener Hotellerie

Monitoring von Preisentwicklungen
und Nachfrageindikatoren auf Onlineplattformen

Veränderte Dynamiken im Revenue Management

Wer sind wir?

HQ revenue

- Gegründet 2012 in Berlin
- Ein Team von 40 Internationalen Kollegen
- Unsere Mission ist es, Hotels mit den wichtigsten Daten zu versorgen
- Über 10.000 Nutzer weltweit



Wer bin ich?

Philipp Stelzer

- Von Berlin, Deutschland
- Head of Sales bei HQ revenue seit 2013
- Certified Best Western Revenue Manager
- IHG Data Secure Manager
- Revenue & Vinyl Liebhaber



An aerial view of the Vienna skyline, featuring the prominent green dome of St. Stephen's Cathedral (Stephansdom) in the foreground and the tall, spire of St. Stephen's Cathedral (Stephansdom) in the background. The city is densely packed with buildings, and the sky is a clear, light blue. The text is overlaid on the left side of the image.

Einblick in die Daten

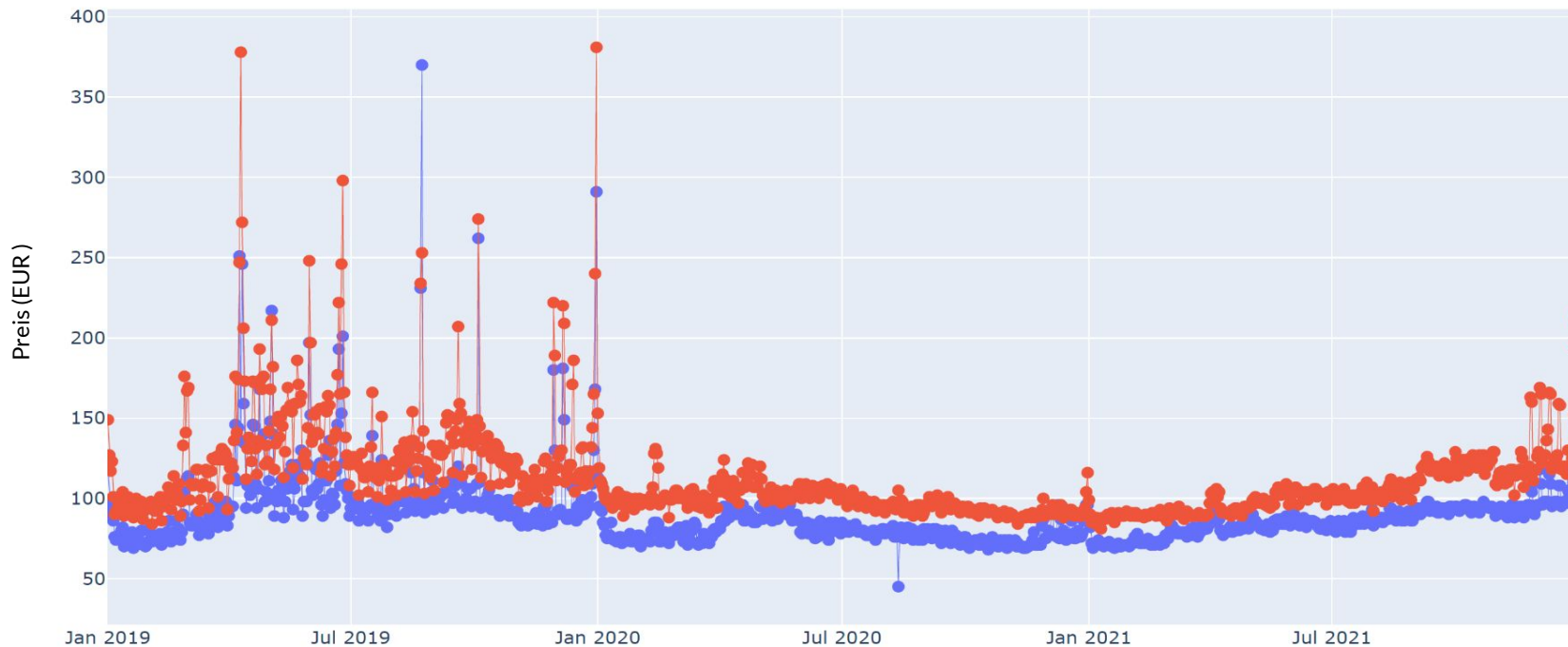
Der Wiener Markt (2019 - 2021)

Gesamtansicht Preise (2019-2021)

LAR, Doppelzimmer

- 3 Sterne Hotels (Preisspanne)
- 3 Sterne Hotels
- 4 Sterne Hotels (Preisspanne)
- 4 Sterne Hotels

Wien: 01. Jan, 2019 – 31. Dez, 2021



An aerial view of a city, likely Vienna, featuring a prominent green dome in the foreground and a tall, ornate spire in the background. The city is densely packed with buildings, and the sky is a clear, light blue. The image has a soft, hazy quality, suggesting a bright day with some atmospheric haze.

Highlights 2019

April und August

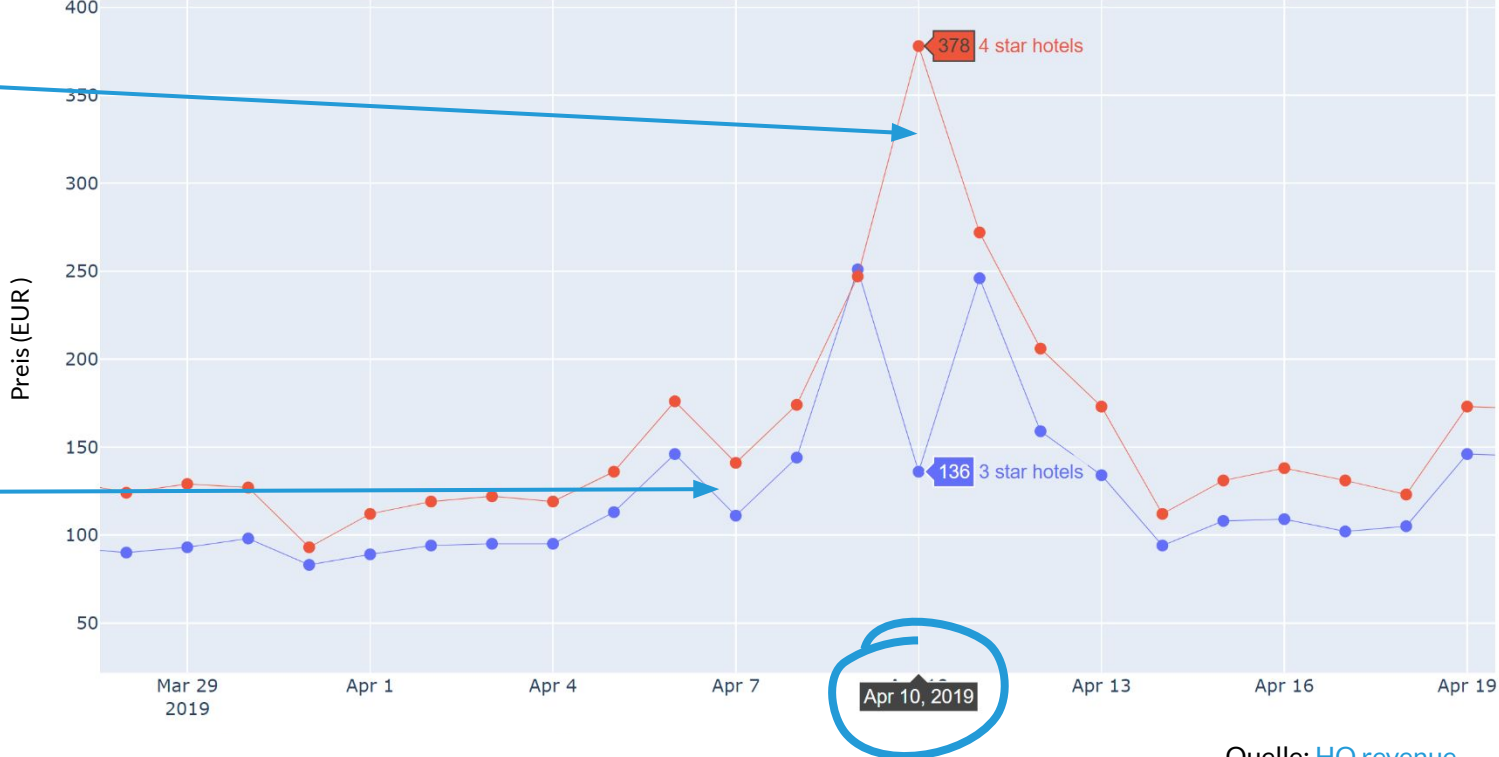
Highlight: April 2019

LAR, Doppelzimmer

- 3 Sterne Hotels (Preisspanne)
- 3 Sterne Hotels
- 4 Sterne Hotels (Preisspanne)
- 4 Sterne Hotels

International Liver
Congress™
(10.-14.04)

European
Geophysical Union
General Assembly
(07.-12.04)



Highlight: August 2019

LAR, Doppelzimmer

- 3 Sterne Hotels (Preisspanne)
- 3 Sterne Hotels
- 4 Sterne Hotels (Preisspanne)
- 4 Sterne Hotels

Rammstein LIVE
(23.08)

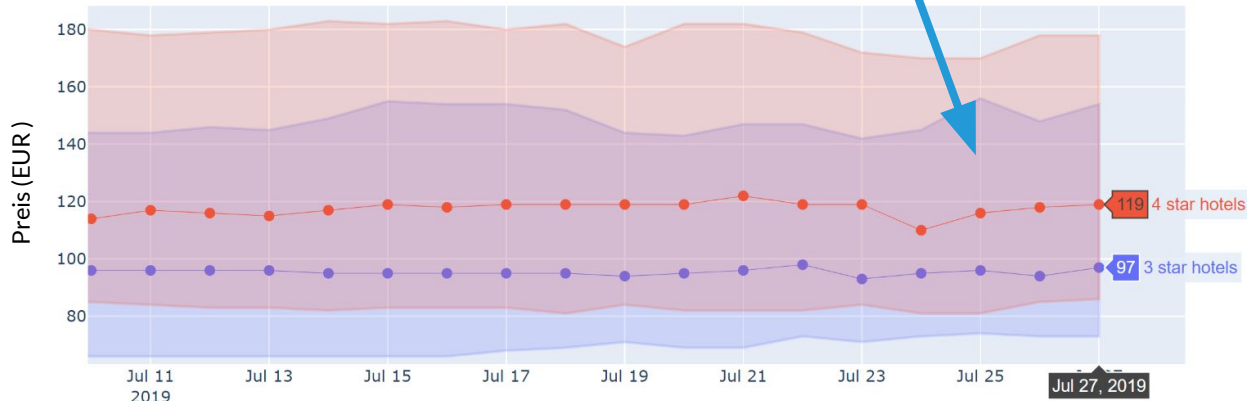
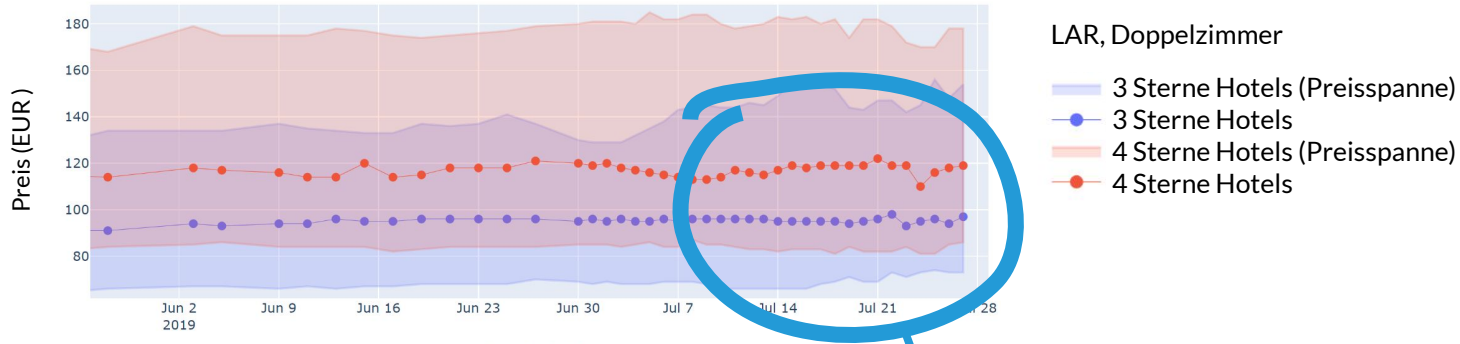


An aerial view of a city skyline, likely Vienna, featuring a prominent Gothic cathedral spire (St. Stephen's Cathedral) and a large domed church (St. Charles's Church). The image is overlaid with a semi-transparent blue filter. The text is positioned in the lower-left quadrant of the image.

Preisentwicklung

Wie haben sich Preise für einen Tag
zwischen 2019-2021 verhalten?

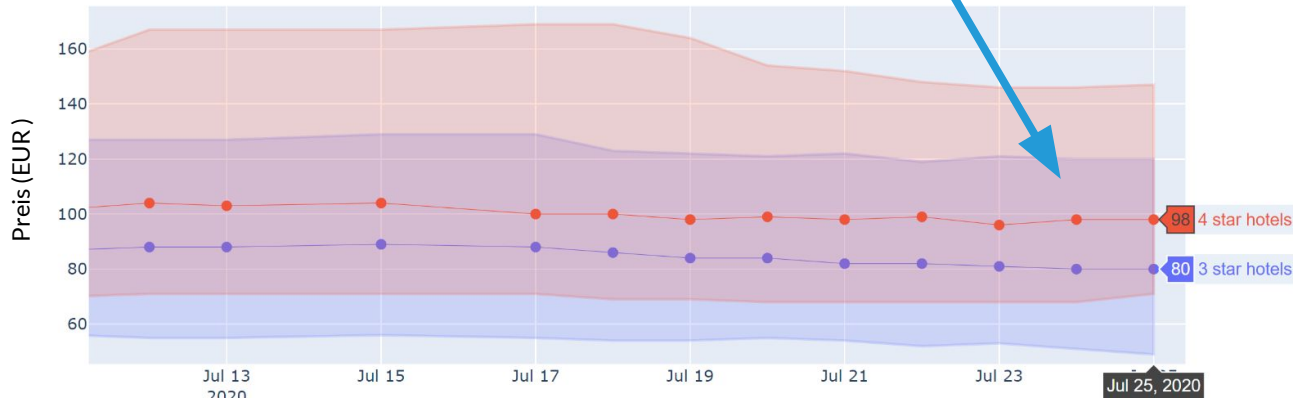
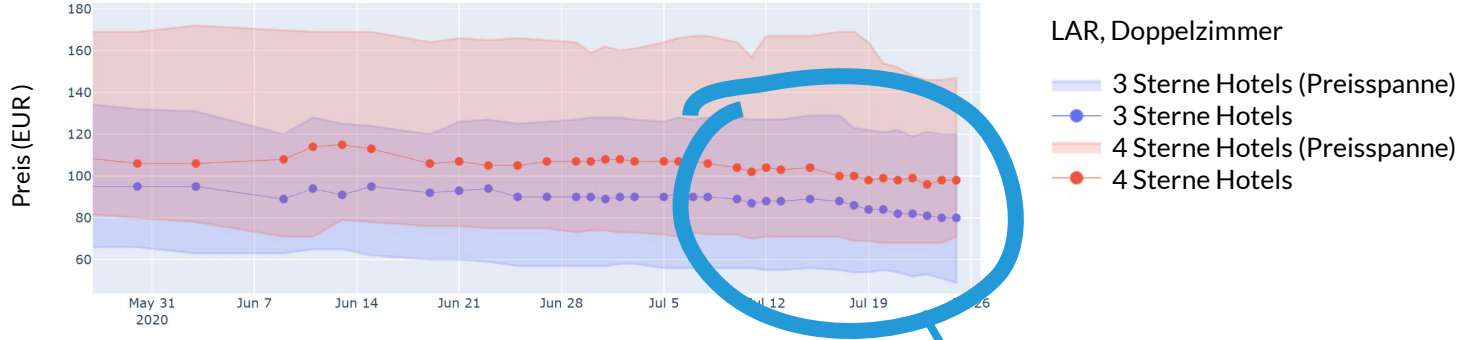
Preisentwicklung - Sa., 27. Juli, 2019



Fazit:

Diverse last-minute
Preisanpassungen

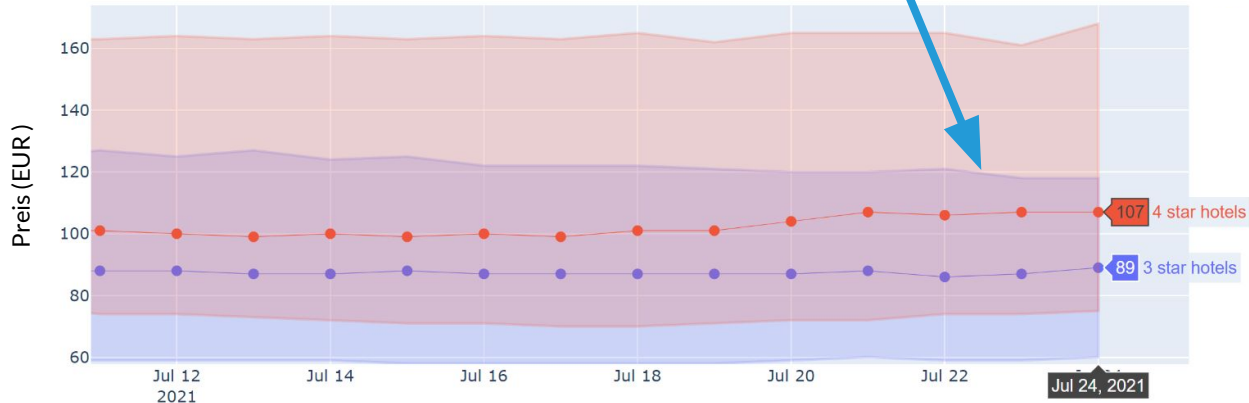
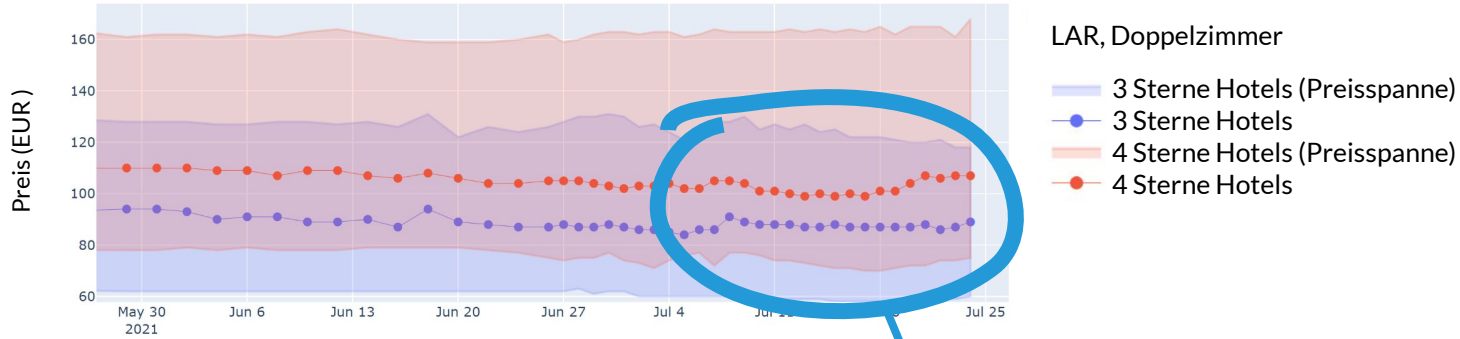
Preisentwicklung - Sa., 25. Juli, 2020



Fazit:

Raten sinken zum
Anreisetag

Preisentwicklung - Sa., 24. Juli, 2021



Fazit:

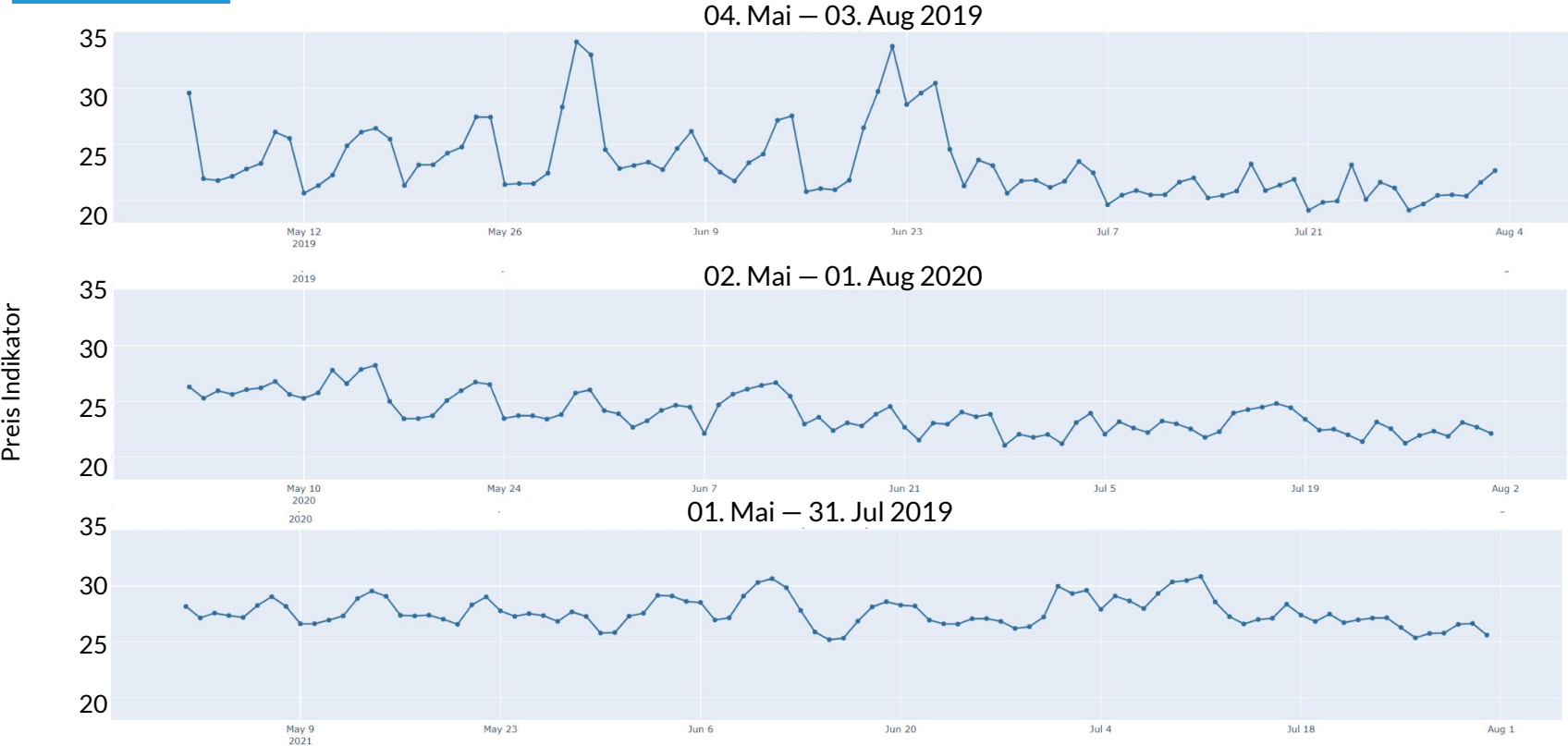
Raten steigen leicht
kurz vor Anreisetag



Dynamischer Preis Indikator

Wie oft haben sich die Preise
in Sommermonaten verändert?

Dynamischer Preis Indikator (Preisveränderungen €)



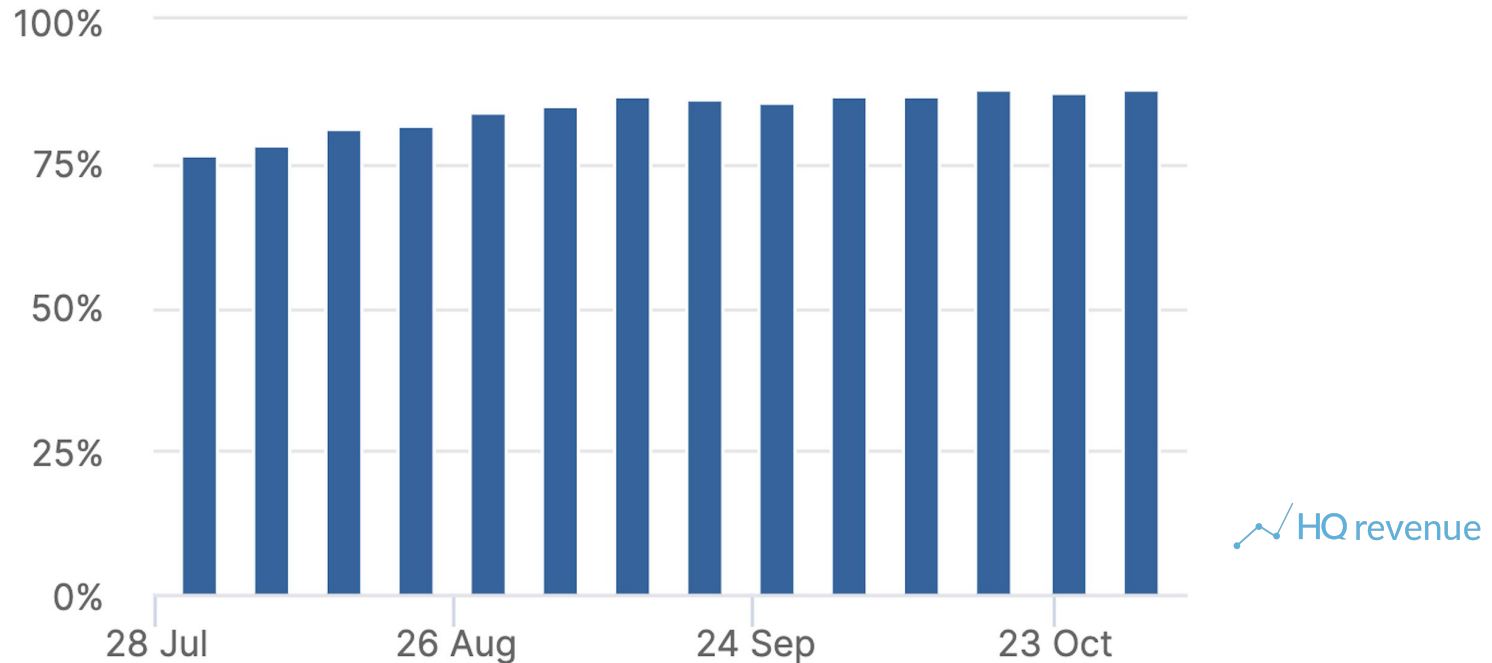
An aerial view of the Vienna skyline, featuring the prominent dome of St. Peter's Church on the left and the tall, spire of St. Stephen's Cathedral on the right. The city's dense architecture and rooftops are visible in the foreground and middle ground. The image has a blue color overlay.

Auslastung & Preistrend

Welche Trends gab es beim
Wiener Sommer?

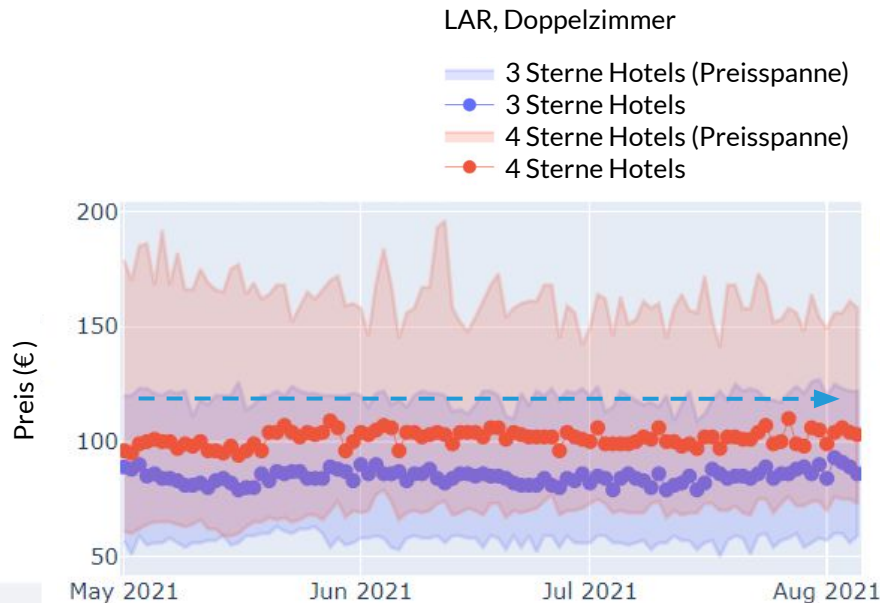
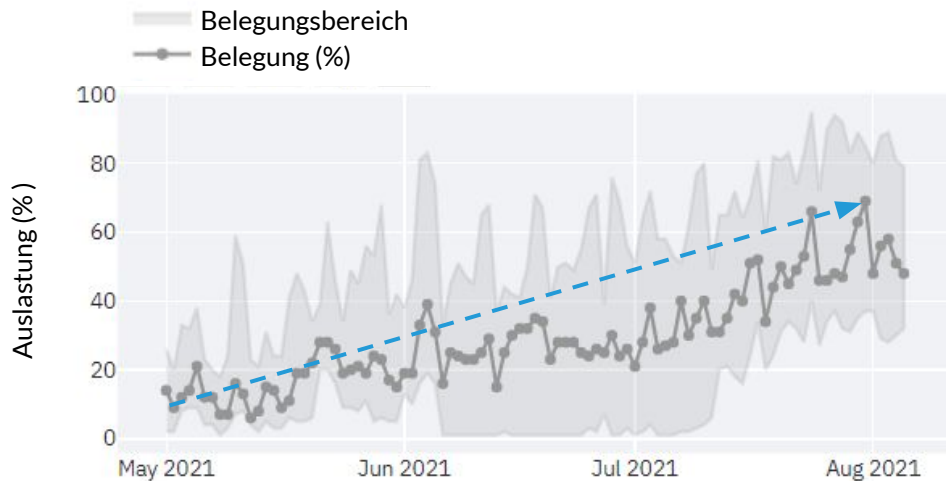
Öffnungsrate der Hotels

- Ab September sind wieder 85%+ der Hotels geöffnet



Auslastung & Preistrend

Wien: 01. Mai, 2021 – 5. Aug, 2021



An aerial view of a city skyline, likely Vienna, featuring a large dome on the left and a tall, ornate spire on the right. The image is overlaid with a blue gradient and contains text.

Pick-up

Wie hat sich der Pick-up innerhalb
der Lead-Time entwickelt?

Pick-Up: Nach COVID-Zeiten



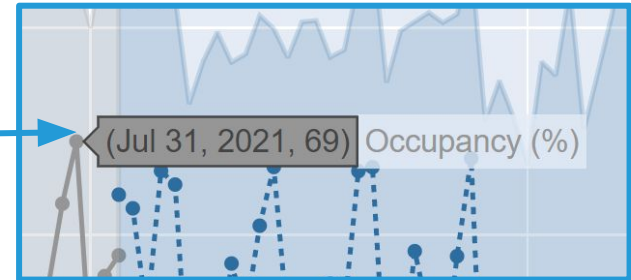
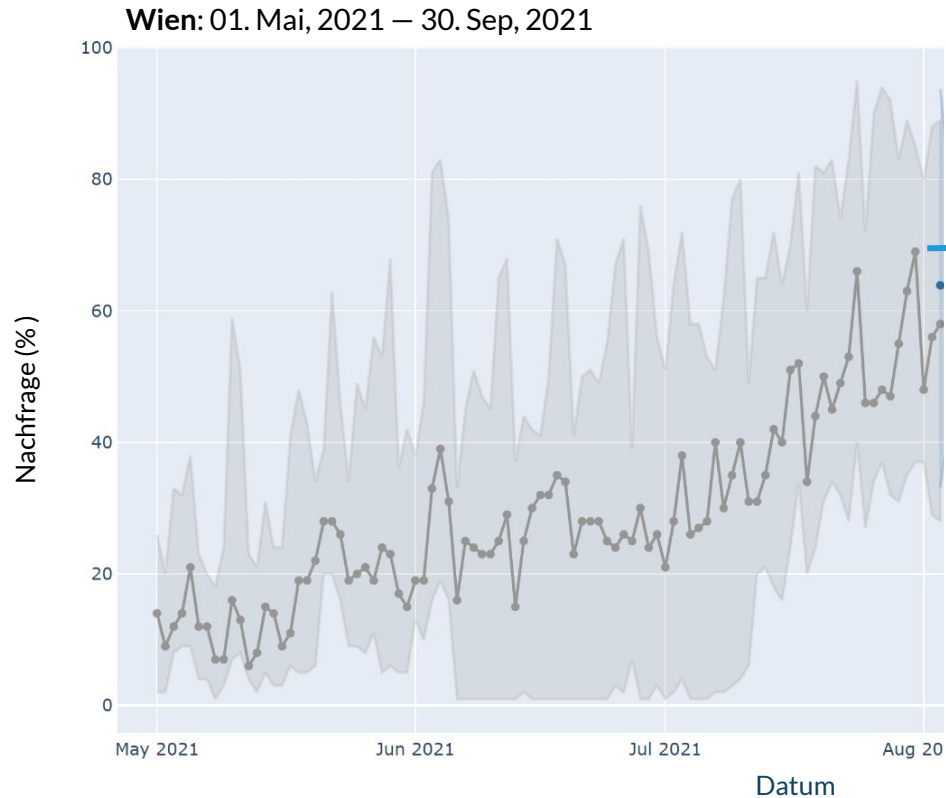
An aerial view of the Vienna skyline, featuring the prominent dome of St. Stephen's Cathedral (Stephansdom) on the left and the tall, spire of St. Stephen's Cathedral (Stephansdom) on the right. The city's rooftops and various buildings are visible in the foreground and middle ground. The sky is a clear, light blue with some light clouds.

Auslastung & Vorhersage

Mit welcher Auslastung kann Wien in den kommenden Monaten rechnen?

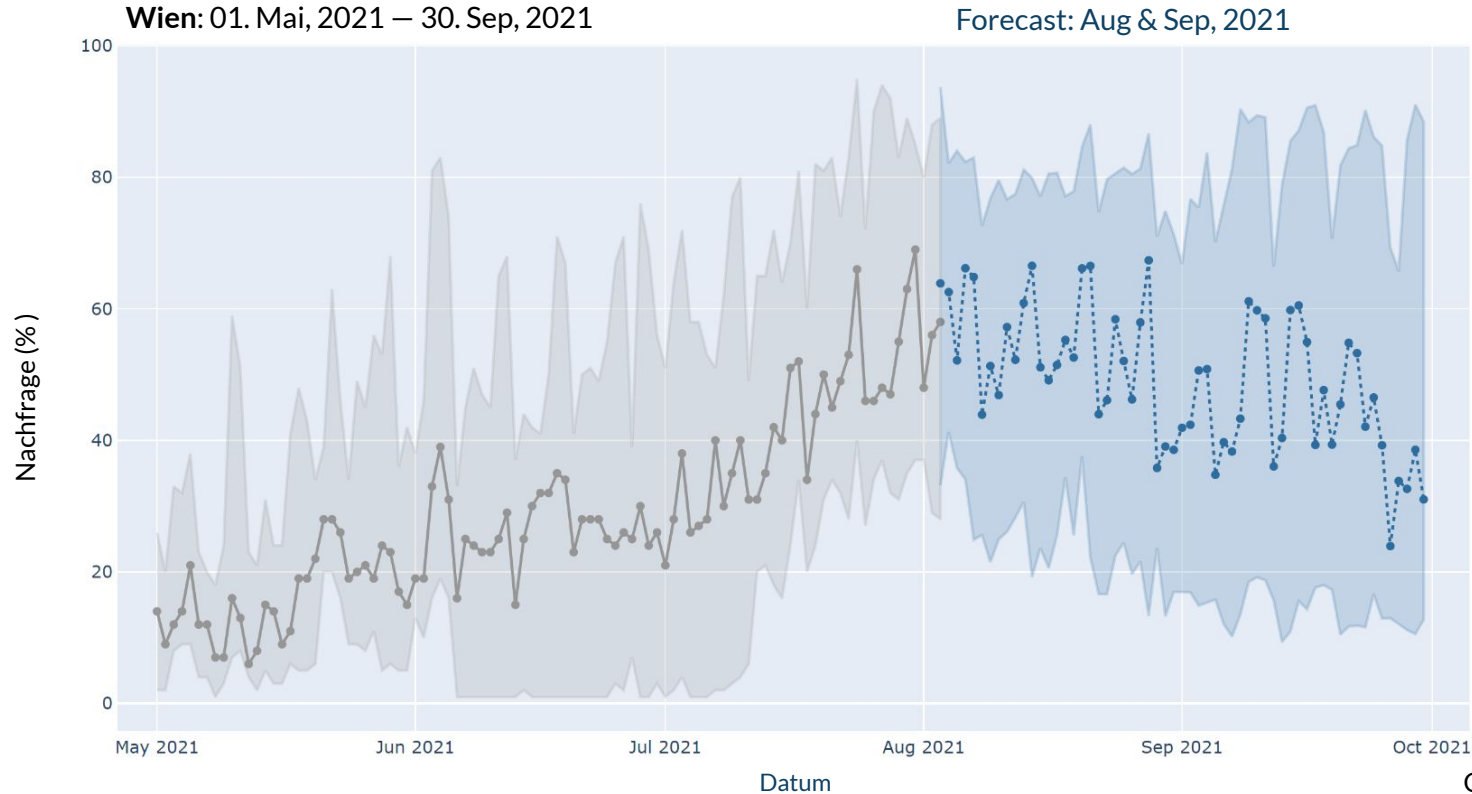
Auslastung & Vorhersage

Belegungsbereich
Belegung (%)



Auslastung & Vorhersage

- Belegungsbereich
- Belegung (%)
- Belegung Vorhersage Bereich
- Belegung Vorhersage (%)



Preise aktuell (www.little-helpers.hqrevenue.com)

Rate Report

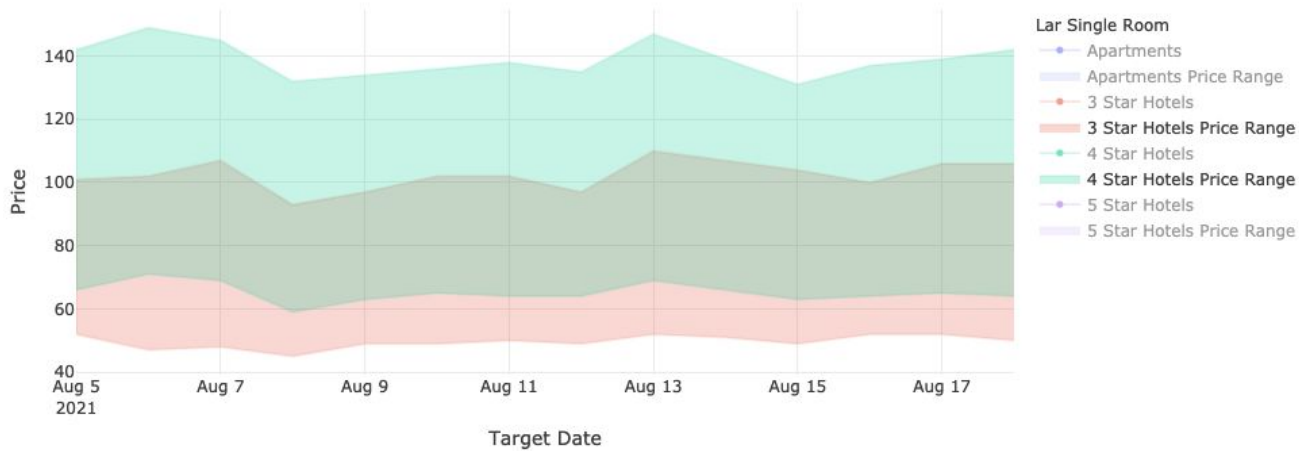
05 Aug 10:20



Emailing

X CLOSE

Wien ↔ 2021-08-05 - 2021-08-18 1 adult Hotels and Apartments 3 stars, 4 stars, and 5 stars



Nachfrage aktuell (www.little-helpers.hqrevenue.com)

Demand Report

05 Aug 10:19



Generation succeeded

X CLOSE

Wien ↔ 2021-08-05 - 2021-08-18



Events			
Vaccine Manufactur...	Radio H...	Monolo...	
Unleas...	MundArt- Dialektm...	Jugend...	
Wiener ...	Jugend...		
Leprous	Raphae...	Soen	
Feherv...	Wiener ...		
Wiener ...			
EC Villa...	NITZER...	Mark Se...	Buntsp...
		My Ugly...	Wiener ...
		Sudtiro...	
		Majestica	
		Wiener ...	
		HC Znoj...	
			HYPER...

Filter set

Main Filter*

Channel

BO Booking.com

Competitor Set

4 Sterne

Length of Stay

LOS 1 2 3

Room category

- Comfort Double Room
- Superior Double Room
- Junior Suite
- Standard Double Room
- Suite
- Special Offer - Double Room

Room occupancy

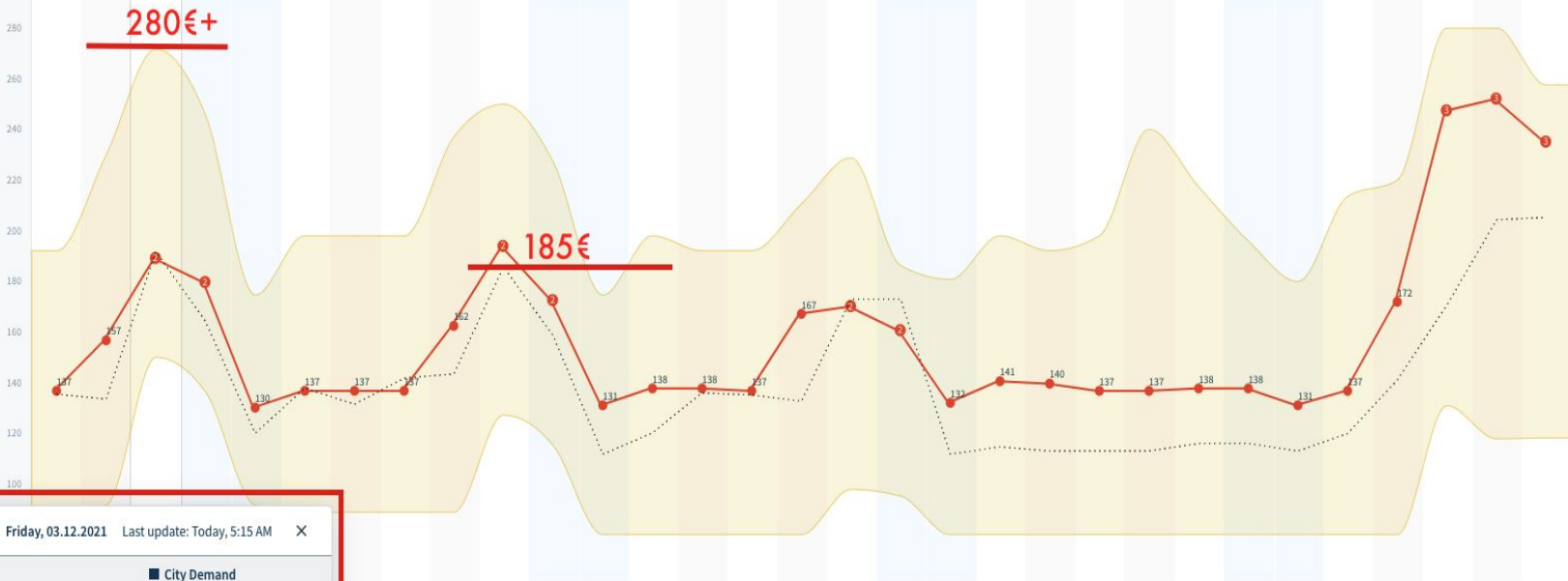
2 persons

Rates

- BAR
- APR

Meal Plan Advanced

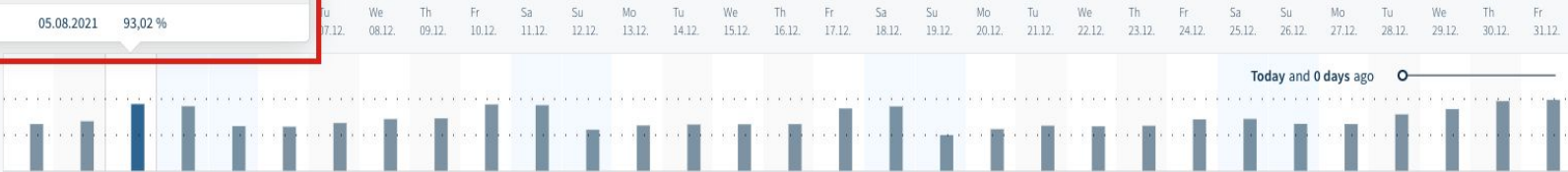
- Any meal plan
- Room only
- Breakfast



Friday, 03.12.2021 Last update: Today, 5:15 AM

City Demand

05.08.2021 93,02 %





HQ revenue

Gestalten Sie Ihre erfolgreiche Revenue-Strategie

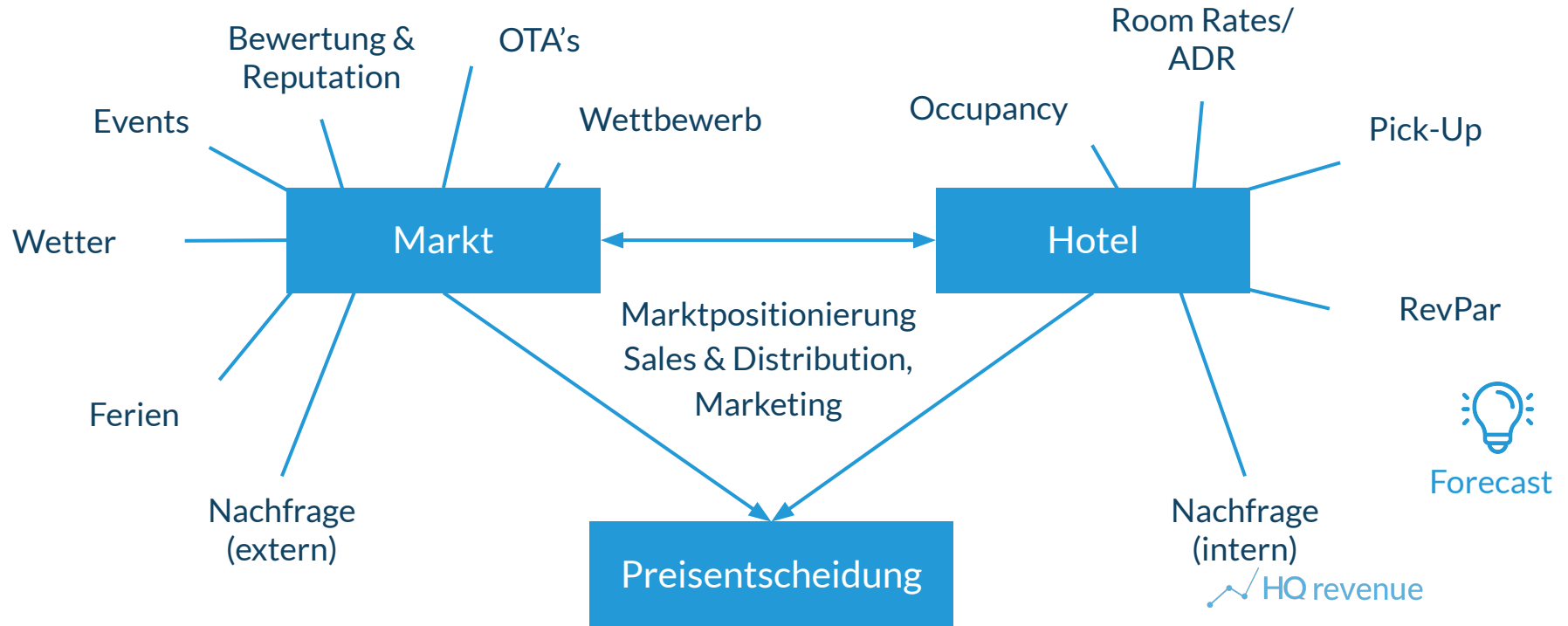
HQ revenue



Datenüberlastung



Wie sieht das in der Praxis aus?



Rabatte/Genius/Promotions

Lead time

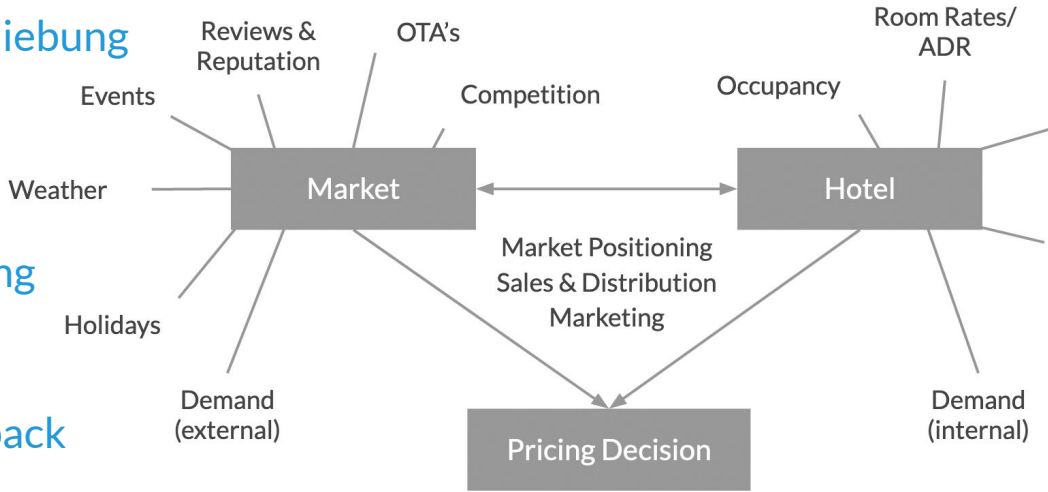
Quality score

Preisentwicklungs
veränderungen

Kurzfristige
Nachfrageverschiebung

Preispositionierung

Gästefeedback



Positioning innerhalb des
Wettbewerber-Sets

Neue Preisstrategien

HQ revenue

Restriktionen

Semi-Flex

LOS

Rabatte

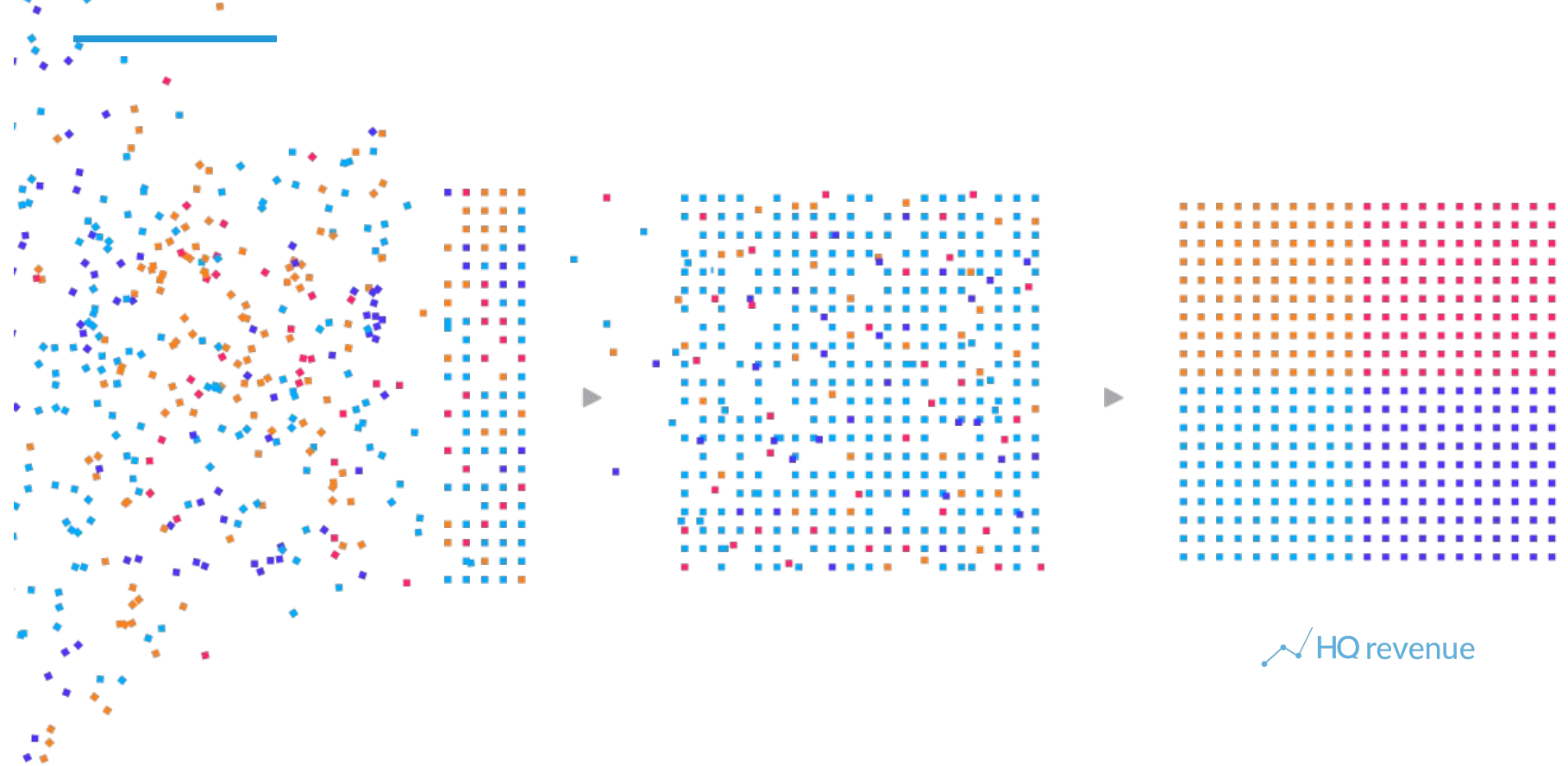
Pick-Up

RevPar

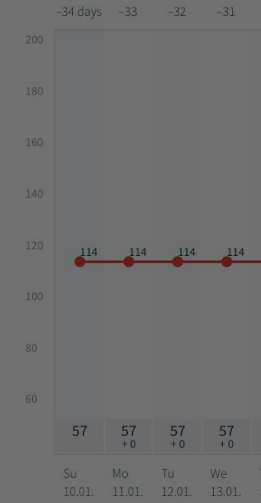


Forecast

Die Rolle von Markt- & Business-Intelligence Tools



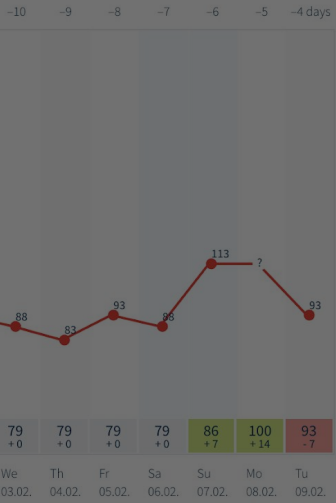
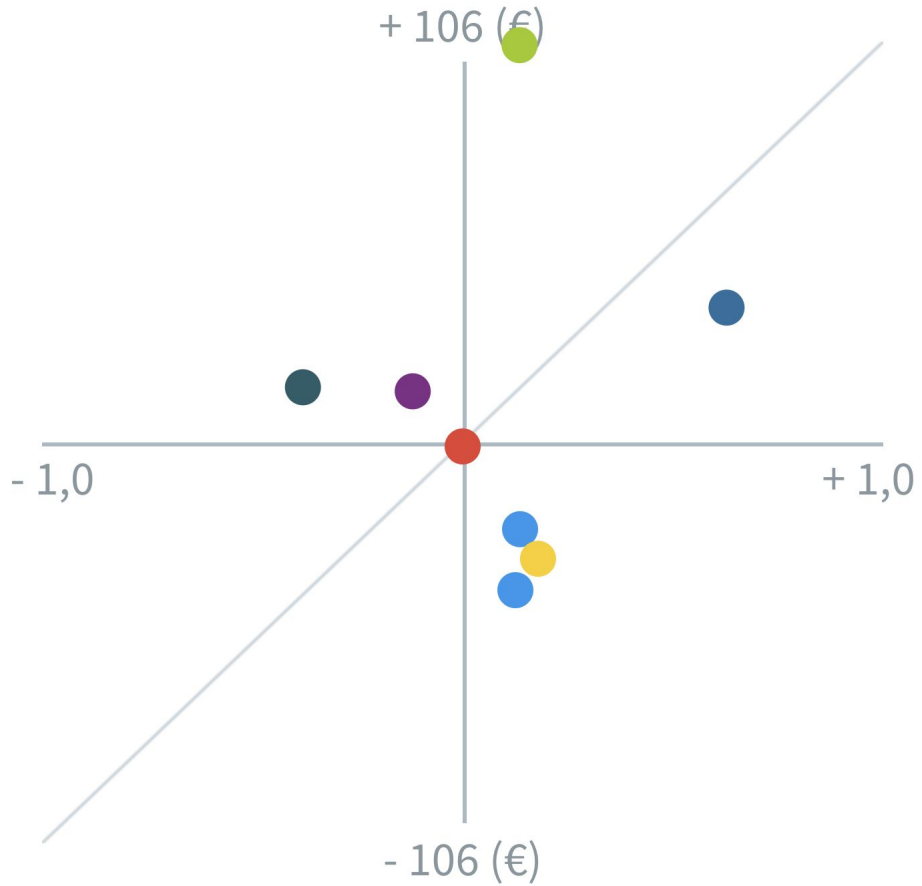
Price



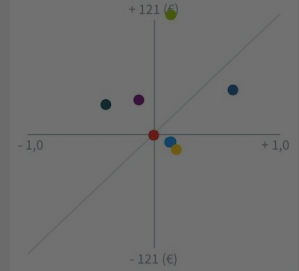
Show Details: Sa., 30.01.

Rate	LOS	Hotel
187,00 €		Comp
123,90 €	2	Comp
115,50 €		Comp
111,60 €		Comp
85,90 €		My Ho
80,32 €		Comp
80,00 €		Comp
73,80 €		Comp
Sold out		Comp
My Hotel		Competitor

Price Rating Matrix



Price Rating Matrix



Vielen Dank! ➔ ps@hqrevenue.com

