

# Occupancy Only

Use this yield profile to create a rate adjustment by **Occupancy ONLY**.

This means that a rate adjustment will be triggered by **ONLY** an Occupancy event. As described elsewhere, decide if your occupancy will be based on the entire **Site occupancy** (ie all Rooms added together and then occupancy/vacancy analyzed by the entire inventory of the Site); else by **Room Type occupancy** which would apply the occupancy only to the Room Types allocated as detailed below. In a Room Type Occupancy setting, for example, if you had 5 KING rooms and had an Occupancy rule based on 20% occupancy, then the system will only enforce that Yield Rule when 2 Kings were booked and would ignore any other Room Types when invoking the Yield Rule. This is a key difference and a property can be setup as one or the other, **not** a mix of both.

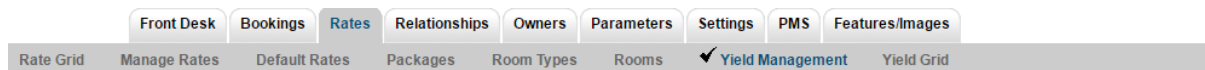
For example, raise rates by 10% if occupancy is above 80% and lower rates by 10% if occupancy is below 50%. These yielded tiers can also be set to flat dollar amounts. For example, raise rates by \$15 if occupancy is above 80% and lower rates by \$10 if occupancy is below 50%.

**Occupancy setting:** Set occupancy "below" AND "above" a percentage occupancy amount to trigger the rate change. I.e. Below 50%

In this section

To add an Occupancy Yield Profile

- Go to **SETUP | YIELD MANAGEMENT**
- Click Add at the bottom right.
- A new Yield Profile will open.



| Find records where <span>Occupancy or Days ▼</span> <span>has ▼</span> <span></span> Sort by <span>Desc ▼</span> <span>up ▼</span> Display <span>200</span> Records <span>Fetch</span> |                |                   |           |           |      |            |
|--|----------------|-------------------|-----------|-----------|------|------------|
| Desc   | Type           | Occupancy or Days | Threshold | Days Left | than | Adjustment |
| Occupancy Below 70%  | Occupancy Only | Below             | 70        | Less      | 7    | 10         |
| 20% 60 days  | Time Only      | Below             | 50        | More      | 60   | -20        |
| 10% 30 days  | Time Only      | Below             | 50        | More      | 30   | -10        |
| 3 records found  |                |                   |           |           |      |            |

 Add

Click image to enlarge

- Enter a Description**
- Type:** Choose "Occupancy Only" from the drop down list.
- Occupancy** "Below" or "Above" from the drop down list.
- Threshold:** Enter the Occupancy percentage amount to "above" or "below" to trigger the rate change. I.e. Below 50%
- Adjustment:** Enter the Flat dollar amount or the percentage amount of the rate to discount or increase, triggered by EITHER one of these events. I.e. Enter discount as -15 and an increase as 15.

In this scenario, we want to adjust the rate by -10% if Occupancy is below 70%.

|            |              |               |               |            |            |                  |            |                 |
|------------|--------------|---------------|---------------|------------|------------|------------------|------------|-----------------|
| Front Desk | Bookings     | Rates         | Relationships | Owners     | Parameters | Settings         | PMS        | Features/Images |
| Rate Grid  | Manage Rates | Default Rates | Packages      | Room Types | Rooms      | Yield Management | Yield Grid |                 |

Description:Occupancy Below 70%

Type:Occupancy Only

Occupancy:BelowThreshold:70

Adjustment Type:PercentageAdjustment:-10

Notes:If Occupancy is below 70%, then reduce rates by 10%

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Save

Click image to enlarge

## Example of an Occupancy Only set of Rule:

If one setup these rules for occupancy **changes**:

|                          |                |     |            |
|--------------------------|----------------|-----|------------|
| ○ 81% to 90% (Below 90%) | Occupancy Only | -7  | Percentage |
| ○ 71% to 80% (Below 80%) | Occupancy Only | -10 | Percentage |
| ○ 61% to 70% (Below 70%) | Occupancy Only | -15 | Percentage |
| ○ 51% to 60% (Below 60%) | Occupancy Only | -20 | Percentage |
| ○ 41% to 50% (Below 50%) | Occupancy Only | -20 | Percentage |
| ○ 31% to 40% (Below 40%) | Occupancy Only | -30 | Percentage |
| ○ 21% to 30% (Below 30%) | Occupancy Only | -30 | Percentage |
| ○ 11% to 20% (Below 20%) | Occupancy Only | -30 | Percentage |
| ○ 0% to 10% (Below 10%)  | Occupancy Only | -40 | Percentage |

Using an example of a QUEEN Room Type with a \$100 Base Rate, with 10 QUEEN rooms, one can easily look at the occupancy levels and how Rates would be affected. In this case, if testing for Aug 1<sup>st</sup> a series of bookings that affects the occupancy would create the following rates:

- Aug 1 = 10% - Rate: \$60
- Aug 2 = 20% - Rate: \$70
- Aug 3 = 30% - Rate: \$70
- Aug 4 = 40% - Rate: \$70
- Aug 5 = 50% - Rate: \$80
- Aug 6 = 60% - Rate: \$80
- Aug 7 = 70% - Rate: \$85
- Aug 8 = 80% - Rate: \$90
- Aug 9 = 90% - Rate: \$93
- Aug 10 = 100% - Rate: \$100

### Add Rates to Yield Profile

Then, add the Rates that you want to apply the Yield Profile. A Rate can have multiple Yield Profiles applied

- Click **Add Rate** to add one specific Rate. Or, click **Add All Rates** to add all of your rates to the Yield Profile.

The screenshot shows the 'Yield Management' section of a software interface. At the top, there are tabs for 'Front Desk', 'Bookings', 'Rates', 'Relationships', 'Owners', 'Parameters', 'Settings', 'PMS', and 'Features/Images'. Below these are sub-tabs: 'Rate Grid', 'Manage Rates', 'Default Rates', 'Packages', 'Room Types', 'Rooms', 'Yield Management' (which is active and has a checkmark), and 'Yield Grid'.

The main area displays a rule configuration for 'Occupancy Only'. The fields are as follows:

|                  |                      |             |        |
|------------------|----------------------|-------------|--------|
| Description:     | Over 20%             |             |        |
| Type:            | Occupancy Only       |             |        |
| Occupancy:       | Below                | Threshold:  | 70.00% |
| Adjustment Type: | Percentage           | Adjustment: | 10     |
| Notes:           |                      |             |        |
| Last Changed:    | 16-JUN-2016 15:11:02 |             |        |

At the bottom right of this section are 'Delete' and 'Edit' buttons.

Below the rule configuration are two buttons: 'Add Rate' (with a red minus icon) and 'Add All Rates'.

At the bottom, there is a search and table section. The search bar says 'Find records where ID has [ ] Sort by ID up Display 200 Records' with a 'Fetch' button. Below this is a table with the following structure:

| ID              | Description | Action |
|-----------------|-------------|--------|
| 0 records found |             |        |

*Click image to enlarge*

- If you click Add Rate, then a screen will open with a field to select the Rate. Click on the magnifying glass icon to expand the drop down list of your rates.
- Select the Rate and click Save.

Front Desk
Bookings
Rates
Relationships
Owners
Parameters
Settings
PMS
Features/Images

Late Availability:

Occupancy Below 70%

Rate or Package ID:

1NTSPECIAL

1 Night Special

SUITE

2 Bedroom Suite rate

ESDECO2P

2P PACKAGE: EAT, SLEEP AND DIVE

2SUITE

2SUITE rate

EDSECO3P

3P PACKAGE: EAT, SLEEP AND DIVE

AAA

AAA rate

AUG

August Special Package

BEDBREAK

Bed and Breakfast

CORPCONF

CORP

Click image to enlarge

You will then see the Rate in the list of the Yield Profile.

- To remove the rate for the Yield Profile, click Delete next to the Rate.
- To add another rate to the Yield Profile, select Add Rate

Front Desk
Bookings
Rates
Relationships
Owners
Parameters
Settings
PMS
Features/Images

Rate Grid
Manage Rates
Default Rates
Packages
Room Types
Rooms
Yield Management
Yield Grid

Description:

Occupancy Below 70%

Type:

Occupancy Only

Occupancy:

Below

Threshold:

70.00%

Adjustment Type:

Percentage

Adjustment:

-10

Notes:

If Occupancy is below 70%, then reduce rates by 10%

Last Changed:

07-JUL-2016 12:04:21

Delete
Edit

Add Rate

Add All Rates

Find records where

ID

has

Sort by

ID

up

Display

200

Records

Fetch

| ID    | Description          | Action |
|-------|----------------------|--------|
| SUITE | 2 Bedroom Suite rate | Delete |

1 records found

Click image to enlarge