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.

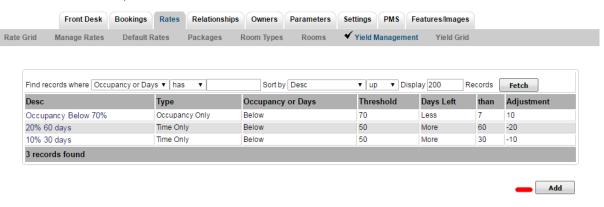
For example, raise rates by 10% if occupancy is above 80% and lower rates by 10% if occupancy is below 50%. These yielded tiers can also be set to flat dollar amounts. For example, raise rates by \$15 if occupancy is above 80% and lower rates by \$10 if occupancy is below 50%.

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



To add an Occupancy Yield Profile

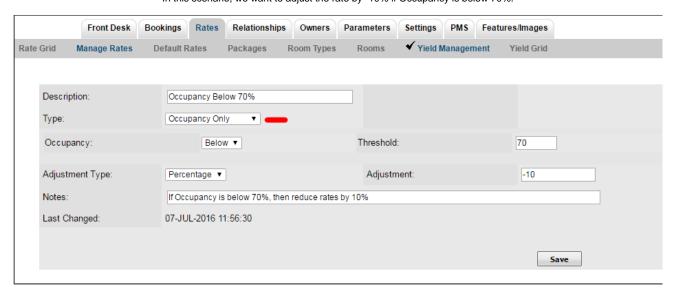
- Go to SETUP | YIELD MANAGEMENT
- Click Add at the bottom right.
- A new Yield Profile will open.



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.
- Threshhold: 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%.



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
                                                          -10
o 71% to 80% (Below 80%)
                                  Occupancy Only
                                                                  Percentage
o 61% to 70% (Below 70%)
                                  Occupancy Only
                                                          -15
                                                                  Percentage
o 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
                                  Occupancy Only

    21% to 30% (Below 30%)

                                                          -30
                                                                  Percentage

    11% to 20% (Below 20%)

                                  Occupancy Only
                                                                  Percentage
                                                          -30
0% to 10% (Below 10%)
                                  Occupancy Only
                                                          -40
                                                                  Percentage
```

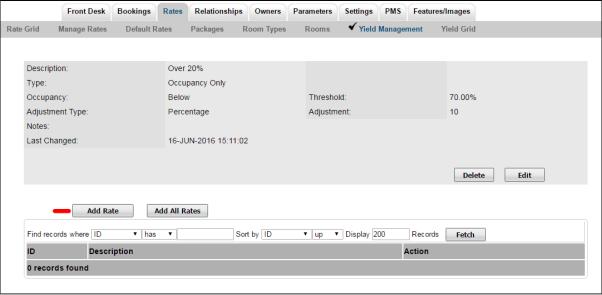
Using an example of a QUEEN Room Type with a \$100 Base Rate, with 10 QUEEN rooms, one can easily look at the occupancy levels and how Rates would be affected. In this case, if testing for Aug 1st a series of bookings that affects the occupancy would create the following rates:

```
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

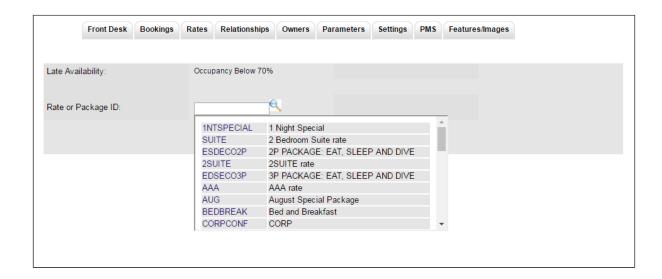
Then, add the Rates that you want to apply the Yleld Profile. A Rate can have multiple Yield Profiles applied

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



Click image to enlarge

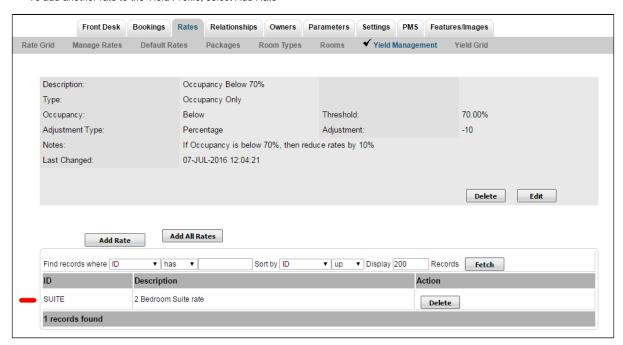
- If you click Add Rate, then a screen will open with a field to select the Rate. Click on the magnifying glass icon to expand the drop down list of your rates.
- · Select the Rate and click Save.



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



Click image to enlarge