

Sample Motel

New Zealand resort town · 32 rooms · next 30 nights: 29 Oct – 27 Nov 2026 · compared with 11 nearby motels

ESTIMATED REVENUE LEFT ON THE TABLE

\$1,200 – \$2,300

over the next 30 nights, from 3 nights priced below the local market

3 / 30

nights priced below the market

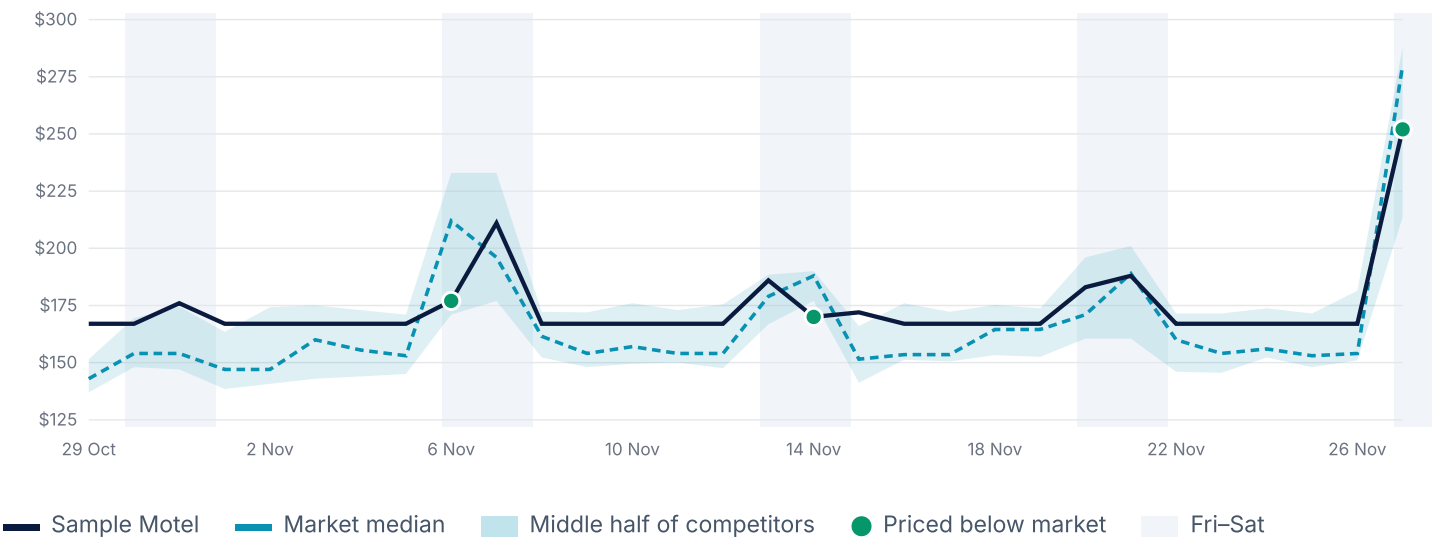
24 / 30

nights priced above the market

What we found

- Most of the opportunity sits on a few **busy nights**, where nearby motels have already raised their rates and you haven't yet.
- On ordinary weeknights you're priced **above** the local median (about \$167 vs \$154) — a sign of a strong product, as long as those nights are filling.
- Your rate used only **10 price points** across 30 nights, so it doesn't follow the market's ups and downs.

Your rate vs the local market, night by night



Where the money is

NIGHT	YOUR RATE	MARKET MEDIAN	GAP / ROOM	ROOMS SOLD (EST.)	LEFT ON TABLE
Fri 6 Nov	\$177	\$212	\$35	29	\$1,008
Sat 14 Nov	\$170	\$188	\$18	29	\$518
Fri 27 Nov	\$252	\$280	\$28	29	\$806
Total if fully captured					\$2,333

The range above counts 50%–100% of this total, because a higher rate can mean a few fewer bookings. Gaps under \$5 are ignored.

Recommendations

- **Lift your rate on the 3 busy nights below the market** — Fri 6 Nov (to about \$212), Sat 14 Nov (to about \$188), Fri 27 Nov (to about \$280). These are the nights competitors have already moved and demand is strongest.
- **Check your weekday pace.** Your weeknight rate (\$167) sits about \$13 above the local median (\$154). If weeknights are filling well, that premium is earned — keep it. If they're soft, a small test on the quietest nights may win back occupancy.
- **Let the rate move with demand.** Your rate used only 10 different price points over 30 nights, while the market moved night by night. Automated, demand-based pricing catches the busy nights early and protects the quiet ones.

All 30 nights

NIGHT	YOU	MEDIAN	MIDDLE HALF	VS MEDIAN	NIGHT	YOU	MEDIAN	MIDDLE HALF	VS MEDIAN
Thu 29 Oct	\$167	\$143	\$137-\$152	+\$24	Sat 14 Nov	\$170	\$188	\$177-\$190	-\$18
Fri 30 Oct	\$167	\$154	\$148-\$170	+\$13	Sun 15 Nov	\$172	\$152	\$141-\$166	+\$20
Sat 31 Oct	\$176	\$154	\$147-\$174	+\$22	Mon 16 Nov	\$167	\$154	\$151-\$176	+\$14
Sun 1 Nov	\$167	\$147	\$138-\$164	+\$20	Tue 17 Nov	\$167	\$154	\$150-\$172	+\$14
Mon 2 Nov	\$167	\$147	\$141-\$174	+\$20	Wed 18 Nov	\$167	\$164	\$153-\$175	+\$2
Tue 3 Nov	\$167	\$160	\$143-\$175	+\$7	Thu 19 Nov	\$167	\$164	\$152-\$174	+\$2
Wed 4 Nov	\$167	\$156	\$144-\$173	+\$12	Fri 20 Nov	\$183	\$171	\$160-\$196	+\$12
Thu 5 Nov	\$167	\$153	\$145-\$171	+\$14	Sat 21 Nov	\$188	\$189	\$160-\$201	-\$1
Fri 6 Nov	\$177	\$212	\$171-\$233	-\$35	Sun 22 Nov	\$167	\$160	\$146-\$172	+\$7
Sat 7 Nov	\$211	\$196	\$177-\$233	+\$15	Mon 23 Nov	\$167	\$154	\$146-\$172	+\$13
Sun 8 Nov	\$167	\$162	\$152-\$172	+\$6	Tue 24 Nov	\$167	\$156	\$152-\$174	+\$11
Mon 9 Nov	\$167	\$154	\$148-\$172	+\$13	Wed 25 Nov	\$167	\$153	\$148-\$172	+\$14
Tue 10 Nov	\$167	\$157	\$150-\$176	+\$10	Thu 26 Nov	\$167	\$154	\$151-\$182	+\$13
Wed 11 Nov	\$167	\$154	\$150-\$173	+\$13	Fri 27 Nov	\$252	\$280	\$214-\$288	-\$28
Thu 12 Nov	\$167	\$154	\$148-\$176	+\$13					
Fri 13 Nov	\$186	\$179	\$167-\$188	+\$7					

What this check can't see

This check uses only public competitor prices, the outside view. Good pricing also depends on things only your own system knows: **occupancy on the books, booking pace and pickup, lead time, events and holidays, room-type demand, length of stay and channel mix**. Hotel RevBoost uses all of these together, which is usually where the bigger gains are.

How this check was done

Public Booking.com prices for 2 adults, 1 night, cheapest available room, checked 28 Oct 2026. Competitors: Competitor A, Competitor B, Competitor C, Competitor D, Competitor E, Competitor F, Competitor G, Competitor H, Competitor I, Competitor J, Competitor K. Rooms sold assume 70% occupancy Sun–Thu and 90% Fri–Sat. Room types differ between properties, so treat the gap as a guide, not an exact figure. This is an estimate, not a guarantee of results.

Want this done every day, automatically? **Hotel RevBoost** adjusts your rates to demand and competitor moves, 24/7, through your existing PMS. Reply to this email to book a 15-minute walkthrough.