



hotellab deserves to be recognized at the Greek Hospitality Awards in the category *Best Greek Hotel A.I. Systems Supplier* because we are transforming revenue management in Greece with an innovative and accessible platform.

We are an all-in-one revenue management platform, delivering forecasting, price recommendations, analytics, and automation — all in one browser tab. hotellab is active in 15 countries, but Greece is our strongest market, where we are today the most widely adopted RMS. Our leadership is recognized globally: we have been voted a Top RMS by HotelTechReport, based on verified hotelier reviews.

At the heart of our platform is what we call AI YOU CONTROL. Our AI-based algorithms are transparent and explainable, never a “black box.” Hoteliers remain fully in control of their strategy, while the system provides clear, data-driven recommendations with full explanations. This approach makes AI not a replacement for revenue managers, but a tool that empowers them — combining advanced automation with human expertise.

In Greece, we have developed a particular specialization in resorts. We are the first RMS globally to develop a multi-night length of stay (LOS) pattern for the rate shopper to identify MLOS patterns across competitive sets, essential for resorts. This reflects our philosophy: everything revenue managers need is integrated, simple, and adapted to the real market. We understand the specific challenges of independent city hotels, seasonal resorts, and family-owned properties — and our system adapts accordingly. Whether a hotel’s focus is ADR, occupancy, or overall profitability, hotellab provides tailored recommendations that respect each property’s strategy.

Beyond our RMS, we developed the hotellab:Pricing Simulator—a gamified tool bridging theory and practice in revenue management. First created for INSETE (the educational division of SETE) and delivered through two ([1](#) & [2](#)) national training programs, it has since been refined for academic and professional use.

Starting in Winter 2025–2026, the Simulator will be integrated into curricula at leading institutions, including the Swiss Alpine Center in Greece — where all 4th-year bachelor students will be trained with it — and The Apex, a spinoff of Aristotle University of Thessaloniki. These partnerships ensure the next generation of hospitality professionals gain hands-on RM experience with cutting-edge tools.

Further, as a proud member of SETE, we have been keen on sharing insights from Greek tourism. While these 2 articles ([1](#) & [2](#)) are only our first attempts, we are launching this winter AIM, an AI Market Report, automatically converting trends into statistics and sharing them free with the industry.

By offering transparency, localization, and proven results, hotellab enables hotels in Greece to achieve measurable improvements in RevPAR and profitability. We help teams reduce

manual work, gain confidence in pricing decisions, and focus on what matters most: delivering an outstanding guest experience.

For all these reasons, we believe hotellab is the ideal candidate for *Best Greek Hotel A.I. Systems Supplier*. We combine global innovation with local expertise, giving Greek hotels technology that is advanced, practical, and results-driven — with AI YOU CONTROL at its core.