

All-in-One Revenue Management Platform

hotellab analyses large volumes of market and hotel data and turns them into clear recommendations on pricing and beyond. Hoteliers spend less time on routine analysis and more on data-driven decisions, increasing revenue by up to 45%.

1 Pricing Calendar + AI Price Reasoning

Prices / Standard Double > Autopilot

MON 21 > €305 cur. €298	TUE 22 > €299 cur. €293	WED 23 > €295 cur. €297	THU 24 > €316 cur. €307	FRI 25 > €341 cur. €330	SAT 26 > €345 cur. €337	SUN 27 > €305 cur. €310
28 > €295 cur. €290	29 > €302 cur. €297	30 > €280 cur. €312 WHY?	1 > €308 cur. €303	2 > €332 cur. €323	3 > €339 cur. €332	4 > €302 cur. €307

5 days to arrival

5 factors

2 overlays

Mode: Competitor-based

Own occupancy pressure

Index: 0.9370 · €312 → €292

-€20

Own booking pace

Index: 0.9760 · €287 → €280

-€7

Competitor price movement

Index: 0.9900 · €292 → €289

-€3

Competitor data availability & reliability

Index: 0.9950 · €289 → €288

-€1

Day-of-week / seasonality

Index: 0.9963 · €288 → €287

-€1

WED 30.09 · RECOMMENDED

€280

from base €312

after 5 factors -€32

Model reasoning

Why this is highlighted: The competitors median decreased materially, but own demand is stronger than the seasonal average.

Yes, the logic is clear

Understood, but I disagree

✓ Yes, I agree

Edit

The hotelier has the final word

2 AI Demand Reasoning

Saturday, 26 September 2026 Demand 93% · High

Very high demand (93%). The main driver is Athens Epidaurus Festival – Closing at Odeon of Herodes Atticus (31,500 expected). Flight searches to Athens are +27% vs a typical Saturday. 68% of area hotels are already sold out.

Your rate is in line with a market that is pricing up; hold and watch pickup.

Hotel demand High

83%

+8 rooms · pickup 7d

Your occupancy · forecast 87%

Your rate position Market fit

€182

+€11 vs area median

Comp set median €178

Events High

31,500

1 event

Total predicted attendance

Flight searches High

57,568

+27% vs typical

Searches for arrival on this date

Market rates & supply High

68%

+35 pp

Market hotels sold out

3 AI Assistant

Demo Hotel · today, 06:40

How many rooms did we pick up for next weekend?

You picked up +34 rooms for 15–16 August: 21 at Retail, 9 on the LOS promotion, 4 corporate.

Occupancy

78.4%

vs last week

+11.2%

Based on API data as of 12 August

Break it down by source

Compare with last year

Which dates are still open?

Ask about your data, a report or a concept

4 AI Reports

Pickup · 08.09.2026

+11 rooms net pickup yesterday

12 new bookings and 1 cancellation. ADR of new bookings €188.

Occupancy

55.4%

-0.3 pp

ADR

€163

↑ €0.4

Revenue

€36 775

↓ €78

▲ Demand spike · 14 Sep (Mon)

Occupancy 12.9 p.p. above a typical Monday, driven by OTHER DISCOUNT.

▼ Demand drop · 18–20 Sep (Fri–Sun)

17.5 p.p. below the usual level, driven by WHOLESALE and GROUP (MICE).

hotellab.io

the impulse of progress