

Carlson Hotels Worldwide Launches Industry-Leading Rate Management System

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Rate of the Day Offers New Level of Flexibility for Setting Price Points, Rate Structure

Carlson Hotels Worldwide announced the launch of Rate of the Day, an industry-leading rate management system that allows hotels an unprecedented level of flexibility and control in setting price points and overall rate structure. With its leading-edge capabilities, Rate of the Day provides a method for hotels to easily shift the entire rate structure for their hotel based upon a base rate, and adjustments can be made for any time period and can be based upon any dollar amount or percentage increase or decrease.

"Rate of the Day significantly improves the efficiency of updating room rates because hotels won't be tied to using fixed rate plans that don't reflect current revenue optimization," said Christine Brosnahan, vice president of Distribution and Reservations for Carlson Hotels Worldwide. "Giving our hotels more control to actively manage rates in a timely manner is a giant step forward that we anticipate will have lasting effects across the industry."

Typical hotel rate management systems only allow hotels to adjust rates based off of fixed rate plans. The price points within these rate plans are traditionally defined via various availability controls (open, close, stay pattern controls, etc.), which are difficult to manage due to the inability to control the length of a guest's stay. With Rate of the Day, stay length is not a deterrent in setting rates as adjustments can be made at any time and changes are reflected throughout the entire rate structure.

Carlson Hotels Worldwide includes more than 965 locations in 71 countries.

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