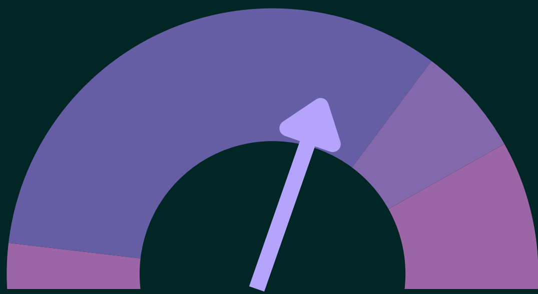
Revbell

The right price isn't chosen by chance, it's built.



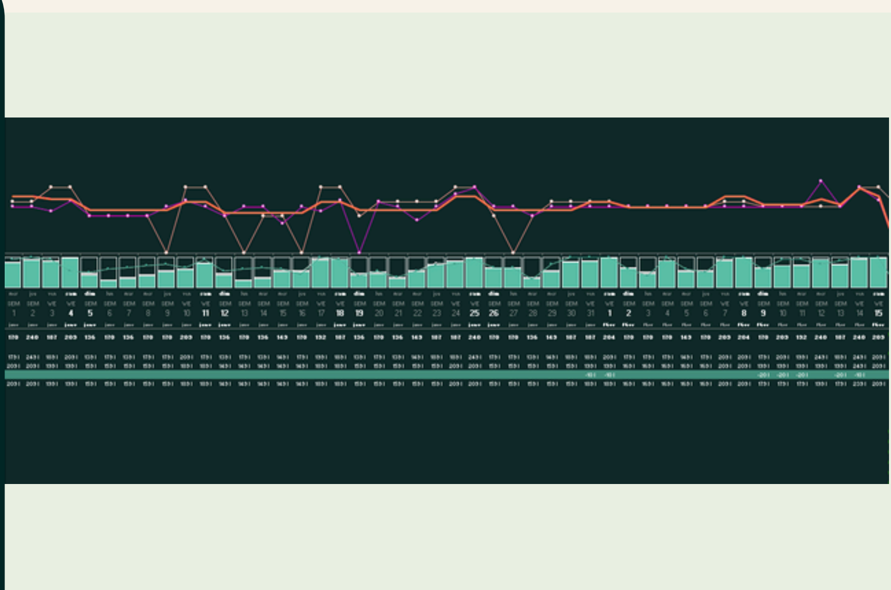
Maximize Revenue with Optimized Pricing

Our Pricing offering helps you build a robust pricing strategy aligned with your positioning. From initial pricing, seasonal calibration, price-product positioning, category consistency, to distribution policy, we offer a data-driven approach designed around your numbers and tailored to your business goals.

+150

actors supported each year

GROUPE DUNAMIS HOSPITALITY · OKKO HOTELS · SAINT MAURICE HOTEL · noemys Le Groupe · L'ATLANTIC Wimereux



contact@revbell.com
revbell.com

Revbell

Launching your sales with right prices secures your profitability.

5 to 10%
additional turnover

Industries
We support all types of hotel establishments, whether independent, part of a group or attached to a chain.

Procedure
A dedicated Revenue Management team, which combines data analysis, market monitoring and proximity to your teams to support your strategic objectives.

contact@revbell.com   revbell.com

Our approach

01 · Analyze past performance
Evaluate past performance and price management (upward, downward, yo-yo, flat). Examine the performance of pricing products (BAR, NANR, negotiated prices).

02 · Evaluate the price range
Analyze price amplitude, number of tiers, buy-up levels (price point differences) and segmentation. Study the relevance of pricing structures (BAR, Semi Flex, No Flex) and B2B mechanisms (dynamic pricing, negotiated pricing, LRA, etc.).

03 · Conduct competitive benchmarking
Analyze competitors' prices, understand their range and define your ideal position: cautious, balanced or premium.

04 · Structure inter-category positioning
Define consistent differences between categories, express them as percentages for clear logic and fair valuation.

05 · Ensure pricing consistency
Ensure consistency between public and negotiated pricing structures, manage indexation mechanisms and issues related to price parity. Identify risks of dilution and cannibalization related to pricing positioning or segmentation.