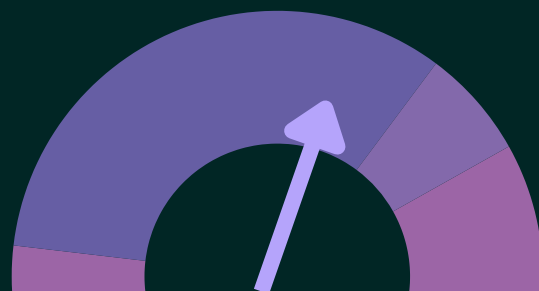




The right price isn't chosen by chance, it's built.



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

*In the hospitality, travel and
ticketing industries.*





Launching your sales with right prices secures your profitability.



5 to 10%
additional turnover

Industries

We support the hospitality, transportation, ticketing, car rental and all industries eligible for Revenue Management.

Procedure

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

Our approach

01 · Analyze past performance

Evaluate the performance of pricing products (BAR, NANR, negotiated prices, early booking, discount policies, sliding scales, segmentation, etc.). Study the initial pricing position and the possibilities for upward pricing.

02 · Evaluate the price range

Study the types of pricing structures and how they fit together. Examine segmentation and associated pricing conditions. Assess price range, seasonality and pricing engineering (price construction, indexation, inter-category positioning, pricing production and maintenance).

03 · Conduct competitive benchmarking

Compare public price lists, selecting relevant competitors based on your industry and the positioning of your establishment.

04 · Ensure pricing consistency

Ensure pricing consistency between BtoC and BtoB offers, Flex and No Flex conditions, as well as within the various ranges and categories. Ensure pricing parity issues are managed to guarantee the balance and competitiveness of the entire offering.