



Owner's Guide

# How do I explain Dynamic Pricing to Owners?





Imagine if your rental pricing could automatically adapt to demand—like airline tickets or hotels. That's exactly what **Dynamic Pricing** offers!



# The Foundations of Dynamic Pricing

Dynamic pricing automatically adjusts your property prices based on several factors:

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- Market demand (the more travellers, the higher the price).
- Seasonality and days of the week.
- Local events (festivals, trade fairs, concerts, school vacations, etc.).
- Market performance; occupancy rates in your market.
- Traveller search data.

Thanks to algorithmic pricing tools, rates are updated in real time to offer the right price at the right time, attracting more travellers while maximising your revenue.



# The Benefits of Dynamic Pricing

## 1. Boost your revenue without increasing your workload

Dynamic pricing does the heavy lifting for you. When demand spikes—like on weekends, holidays, or during local events—your prices automatically increase so you earn more per booking. When demand dips, your rates adjust just enough to attract travelers and keep your calendar full. No manual work, just smarter pricing that maximises revenue and saves you time.

## 2. Never leave money on the table

If you always charge the same rate, you could be underselling your most in-demand nights. Dynamic pricing reacts in real time—raising your rates when events, seasonality, or even day-of-week demand spike—so you capture every dollar you're worth without lifting a finger.

Adopting dynamic pricing allows you to maximise your revenue by optimising your occupancy rate. By adjusting your prices, you can attract more bookings during off-peak periods and raise rates when demand is high. That way, you won't leave any money on the table.

On the other hand, if you always set the same rate, you risk underselling your most requested nights. Dynamic pricing adjusts rates at the right moment to maximise every opportunity.





### **3. Staying competitive automatically**

Dynamic pricing monitors prices of other similar listings in your area in real time and adapts your rates to maintain the attractiveness of your properties.

### **4. Less stress, more control**

You define your minimum price and base price, length of stay restrictions, and more! The system takes care of the rest. You're still in control, but without the need for constant adjustments and updates.

Another major advantage of dynamic pricing is its ability to adapt to unforeseen changes. For example, in the event of exceptional weather conditions or unforeseen events, you can quickly adjust your rates to respond to the new situation. This level of flexibility is crucial in an increasingly competitive market where travellers have access to many options.

### **5. More bookings, fewer empty nights**

With prices adapted to market realities, you increase your chances of filling your calendar, even in low season.

Moreover, by offering competitive rates that reflect the real value of your offering, you attract customers who feel satisfied with their stay, which leads in turn to better reviews and positive recommendations.

In conclusion, Dynamic Pricing goes far beyond simple price adjustment: it offers a comprehensive strategy that transforms the way you manage your holiday let, maximising both profits and client satisfaction.



# How Your Property Can Earn You More with Dynamic Pricing

Managing a holiday let requires much more than simply publishing your property online. To maximise your income, you need to understand the key concept of dynamic pricing. This system adjusts prices according to demand and market trends and can transform your rental strategy. By adopting this approach, you not only attract more bookings, but also maximise your profits.

## How To Implement Dynamic Pricing

### Available tools and technologies

Simply connect to your Beyond account online. Beyond will then analyse market data in real time to recommend the best rates.

We help you stay competitive without spending too much time. By setting up a few initial controls and checking in regularly, you can automate a substantial part of the pricing process— leaving you time to dedicate to other aspects of your holiday let.

Beyond features additional functions, such as analytical reports, market forecasts and performance alerts, to help you make informed decisions.

For example, if a large conference is scheduled in your area, Beyond can automatically adjust your rates to take advantage of the influx of visitors. What's more, Beyond integrates with popular booking platforms such as Airbnb and Booking.com and simplifies the management of your listings.



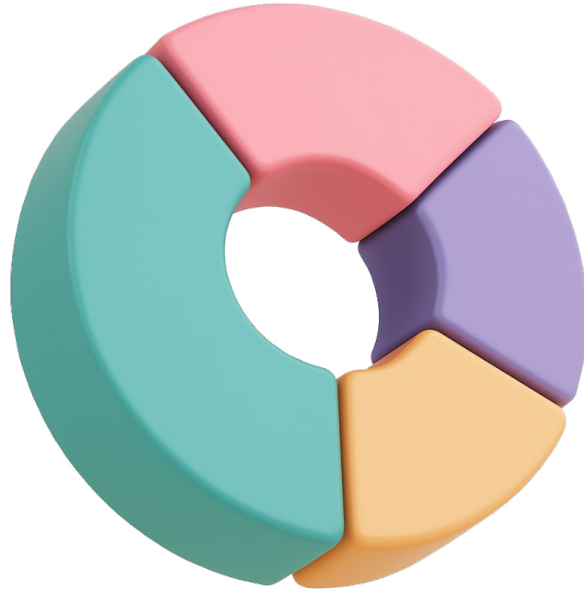
## Implementation strategies

By strategically adjusting your rates, you not only maximise your revenues, but also improve your occupancy rate.

Take into account historical booking trends and future forecasts to fine-tune your strategy. For example, if you know that demand usually increases during school vacations, you can plan ahead and adjust your prices accordingly.

Don't forget to monitor regularly and closely the performance of your dynamic pricing strategy. Stand ready to make changes if necessary. The key is to remain flexible and responsive to market changes, while keeping an eye on the preferences and behaviours of your potential customers.





# How to Measure The Effectiveness of Your Dynamic Pricing Strategy

## Key performance indicators

To assess the impact of dynamic pricing, monitor indicators such as occupancy rate, revenue per night and total revenue. These will give you a clear picture of the effectiveness of your dynamic pricing strategy.

You can also compare these KPIs with those of your direct competitors for a more complete picture. In addition, the analysis of seasonal trends and local events can provide valuable information on periods of high and low demand, enabling you to adjust your prices accordingly.





## Occupancy Rate

The Occupancy Rate is the percentage of booked nights in relation to available nights. It is a crucial indicator for assessing the performance of holiday lets.

For example, a high-occupancy rate may indicate that your prices are competitive. If too low, you could be missing out on opportunities to maximise your revenue. On the other hand, a low occupancy rate combined with high revenue per night means that your rates are too high for the current market.

## RevPAN

RevPAN or Revenue per Available Night refers to the revenue generated per available night. It's calculated by the  $\text{Average Daily Rate (ADR)} \times \text{Occupancy Rate}$ . It is a key indicator for seasonal rentals.

## Adjustments and Optimisations

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- Adjusting your approach regularly is key to a great result with dynamic pricing.
- Test different strategies, analyse performance and refine your method to maximise income.
- For example, you could experiment with last-minute discounts to fill unreserved dates, or increase prices during special events in your area.
- Similarly, you need to be alert to changes in consumer behaviour and market trends.
- Last but not least, don't forget to gather feedback from your customers, as their satisfaction can influence their decision to return or recommend your rental to others, thus impacting your long-term success.



# Use Dynamic Pricing to Build Loyalty in Your Portfolio of Owners

## Establish transparent communication

The basis of a trusting relationship with your owners is transparent, regular and honest communication. With dynamic pricing, you have access to precise, up-to-date data that you can share to justify your pricing choices. Explain market trends, seasonal fluctuations and the reasons behind each price adjustment. This shows that every decision is carefully considered and aligned with their interests. Good communication avoids misunderstandings, boosts customer satisfaction, and lays the foundations for lasting collaboration.



## **Demonstrate added value**

Owners aren't just looking for a service provider, but for a partner who is able to optimise their income. Use tangible data to demonstrate the impact of dynamic pricing on their profitability: compare results before and after your support, highlight booking peaks in off-peak periods or revenue increases on local events. Combine this with good ad management (optimised titles, attractive photos, up-to-date availability) to demonstrate the professionalism you bring to the table. Your results speak for you, so make them speak often.

## **Be proactive**

Good managers don't just react to problems: they anticipate them. Use performance alerts or sudden drops in occupancy to act quickly. Suggest regular optimisations: change pricing strategy, improve ads and adjust booking calendars. This proactive approach shows seriousness and reassures owners. They will feel listened to, valued and supported over the long term—which naturally reinforces their loyalty.

## **Rely on data for decision-making**

Dynamic pricing is based on real-time market data. Use them to support your decisions: why increase a rate over such a period? Why apply drops on specific nights? Beyond Pricing gives you a clear picture of local supply and demand. You can share these insights with your owners to help them understand and back your choices. You gain credibility and build a relationship based on facts, not hunches.

## **Keep Owners Informed of Market Trends**

Building owner loyalty also means training, educating and empowering them to take charge of their own success. Share current trends with them: demand trends, legislative changes, tax or local developments that could impact their listings. This shows that you are at the cutting edge of the sector, that you look after their interests and that you are capable of adapting your pricing strategy to suit the context. This monitoring role is highly appreciated, as it goes beyond simply providing a service.



## Build Customised Reports

Every owner is unique, and so are their expectations. Offer them personalised performance reports, with KPIs adapted to their profile: occupancy rate, monthly revenue, revenue per night, comparison with the local market, etc. Include easy-to-understand analyses and practical recommendations. This type of reporting reinforces the transparency and perceived value of your service. It becomes a clear management tool for your customers... and a powerful loyalty-building lever.

**Owner Insights** from Beyond is your key to building loyalty. In just one page, your owners have access to a clear summary of their performance, with simple indicators, before-and-after comparisons, and short-term forecasts. It offers a powerful visual support for your regular exchanges, monthly reviews or quarterly assessments. Easy to read, easy to share: this report becomes an anchor in your relationship with owners, and a constant reminder of the value you bring.



## Other Ways to Retain Your Owners

- Use transparent communication.
- **Demonstrate added value:** dynamic pricing allows you to optimise your profitability and show your owners your professionalism; as well as good ad management, before/after results comparison.
- **Be proactive:** anticipate problems and suggest improvements.
- Rely on data for decision-making.
- Keep owners up-to-date regarding **market trends**, as well as legal, tax and local developments.
- Build customised reports with key performance indicators.



## About Beyond

Beyond is the leader in revenue management. We help hosts and property managers discover new ways to maximise their revenue from vacation rentals. Since pioneering dynamic pricing for the short-term rental market a decade ago, Beyond has supported millions of rentals worldwide and helped its clients increase their annual revenue by an average of 40%. Our unparalleled access to data and real-time analysis of the vacation rental industry fuels our ability to generate revenue, maximise profitability and save time for hosts and property managers worldwide.

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