



ATKI PriceTech

Eksempler på indtjeningspotentiale

Dynamic Pricing Decisions based on



Demand
Forecast



Weather
Forecast



Trend
Prediction



Holidays &
Seasonalities

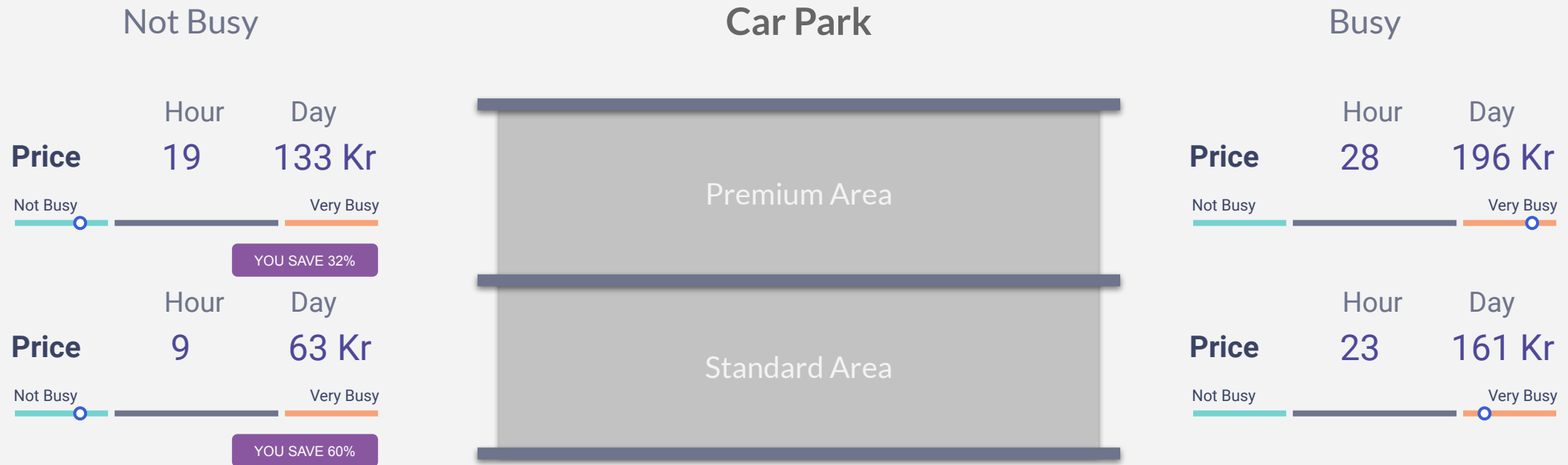


Price
Elasticity

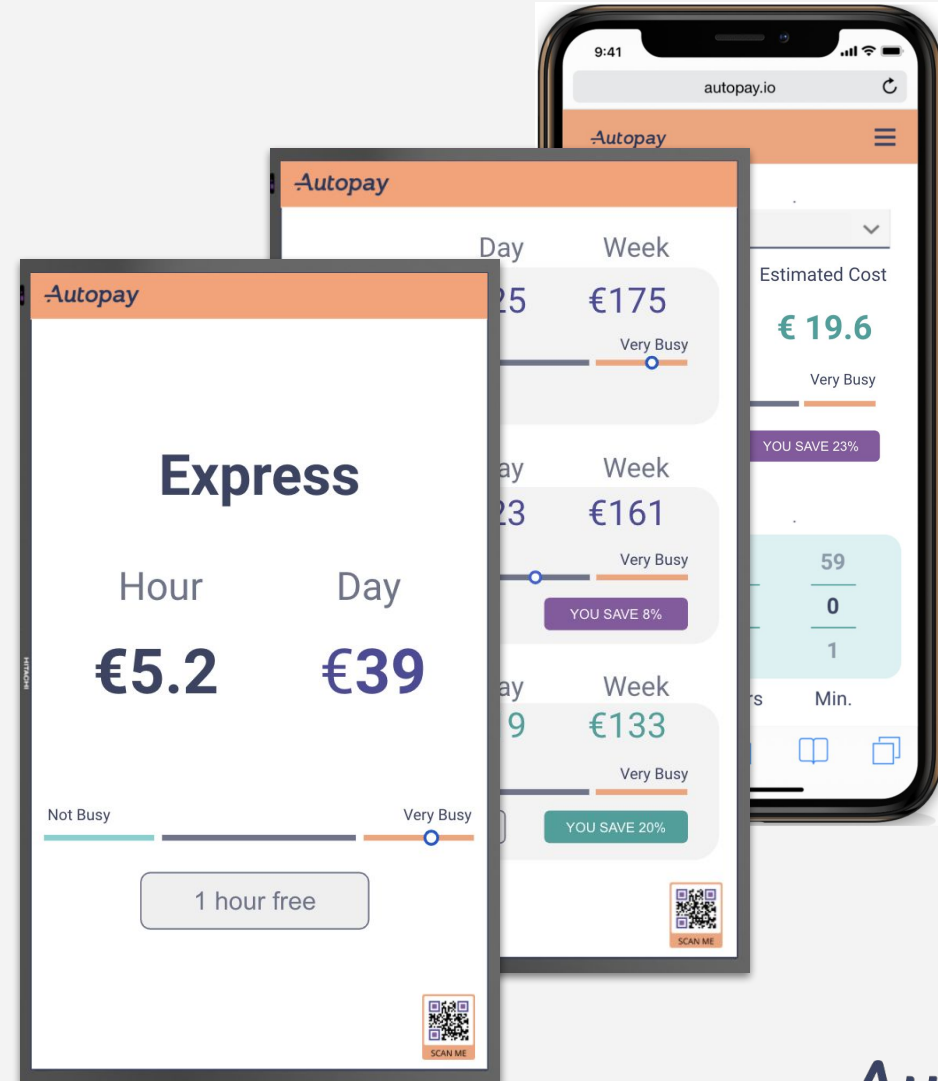
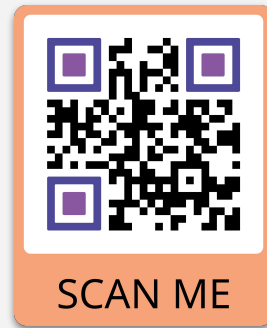
Total Revenue Management (RM) på et hotel



How dynamic pricing works

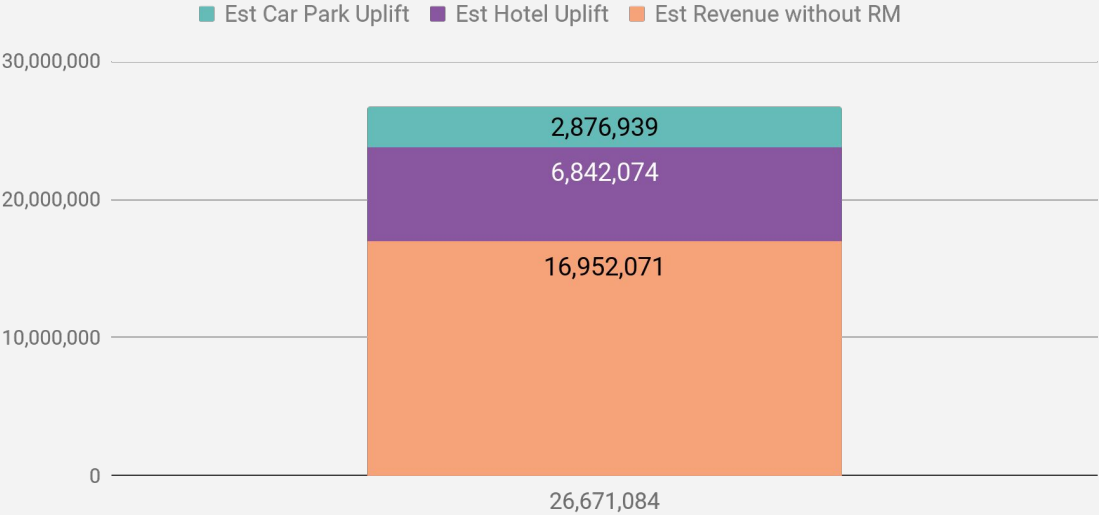


Dynamic Pricing Tariff Displays

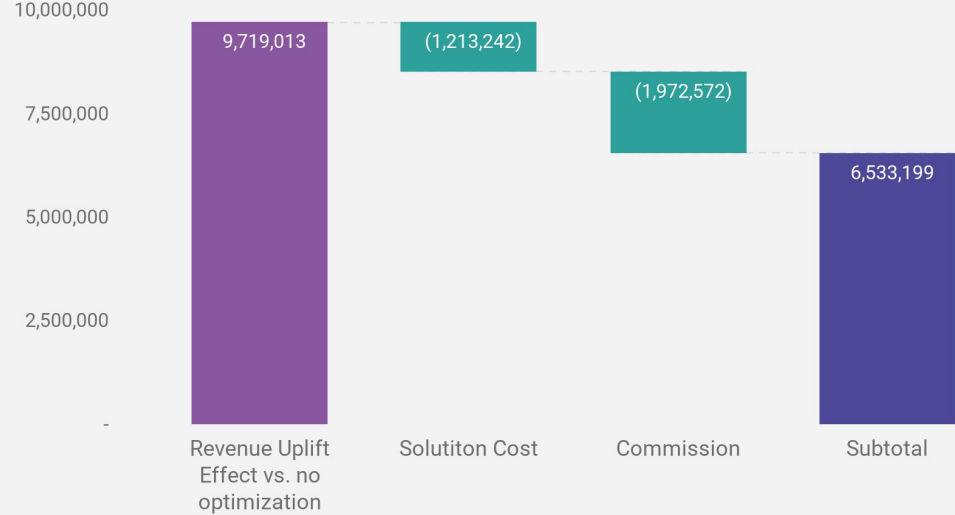


Business Case - average hotel parking location

Revenue Uplift



EBITDA uplift



Business Case - Hotell + Parking

Increased revenue

+9.6M

+57%

ROI

+6.5M

+2x

RM over 5 years

Autopay

RM på et faktisk p-hus (eksempel)

Omsætning

+27%

Parkeringer

+9%

Aug19-Mar20

Business opportunity - Revenue Management

