

The Perfect Pricing Formula for Short Term Rentals

How to Set Rates that Maximise Profit



Why Pricing Matters More Than You Think

Getting your pricing right isn't just about filling your calendar. It's about securing profitable bookings at the right rates. For many self-catering property owners, setting prices feels like guesswork. You might:

- 🌀 Base your rates on what others are charging
- 🌀 Stick to the same prices all year round
- 🌀 Adjust your prices based on gut feeling

While this might work sometimes, it often means:

- 🌀 Leaving money on the table
- 🌀 Missing out on potential bookings
- 🌀 Struggling to fill gaps during quiet periods

Why Pricing Isn't Just About Numbers

Pricing isn't just about covering costs or matching the competition. It's about:

- 🌀 Understanding your market: What are guests willing to pay, and when?
- 🌀 Making informed decisions: Using data, not guesswork
- 🌀 Staying flexible: Adjusting your prices when demand changes

What You'll Learn in This Guide

This guide is designed to help you:

- 🌀 Set the right prices for peak and off-peak seasons
- 🌀 Adjust your rates based on demand, not assumptions
- 🌀 Use data to guide your decisions confidently
- 🌀 Increase the value of every booking

We've also included interactive worksheets and tools you can download to put these strategies into practice.

Who is this guide for?

- 🌀 Property owners managing one or multiple self-catering properties
- 🌀 Businesses looking to improve occupancy rates and revenue
- 🌀 Anyone tired of second-guessing their pricing decisions

Ready to get started?

**Start with Chapter 1:
The Foundations of
Smart Pricing**

Click here 

The Foundations of Smart Pricing

When it comes to maximising revenue from your self-catering property, pricing is one of the most important factors. But effective pricing isn't just about covering your costs or copying what other properties are charging. It's about understanding when and where people are most likely to book, what influences their decisions, and how you can adjust your prices to reflect both demand and value.

In this chapter, we'll cover:

- 🌀 How demand cycles affect pricing
- 🌀 The psychology behind what makes people book

By the end, you'll have a clearer picture of why pricing isn't just about numbers—it's about strategy.



Understanding Demand Cycles: Peak vs. Off-Peak

Most self-catering properties experience fluctuations in demand throughout the year. These shifts are influenced by a range of factors, from the obvious (school holidays and seasonal weather) to the more subtle (local events, festivals and last-minute travel trends).

1. What Is a Demand Cycle?

A demand cycle refers to the natural rise and fall in booking interest over time. Typically, this breaks down into:

☞ **Peak Season:** Times when demand is highest (e.g., summer holidays, Christmas, New Year).

☞ **Shoulder Season:** Periods just before or after peak times where demand is moderate.

☞ **Off-Peak Season:** Times of the year when bookings are harder to secure (e.g., January, mid-term weekdays).

2. Why Does This Matter for Pricing?

If you charge the same price all year round, you're probably:

- ☞ Overpricing during quieter months, which discourages bookings
- ☞ Under-pricing during busy times, missing out on potential revenue

3. How to Identify Your Demand Cycle

To understand your property's demand cycle, look at:

- ☞ **Historical Booking Data:** When are you typically fully booked? When are the gaps?
- ☞ **Local Events Calendar:** Festivals, sporting events, school holidays—all can create spikes in demand.
- ☞ **Competitor Analysis:** What are similar properties charging at different times of the year?

Top TIP: SuperControl's data tools can help you spot trends in your booking history and identify key opportunities to adjust your pricing.

The Psychology of Pricing:

More Than Just Numbers

Pricing isn't just about covering costs—it's about how guests perceive value. People aren't just booking a place to stay; they're investing in an experience. A too-low price can raise doubts about quality, while the right price reinforces the experience they expect.

1. The 'Sweet Spot' of Pricing

Your goal is to find a price that:

- ☞ Offers good value to the guest
- ☞ Reflects the quality and uniqueness of your property
- ☞ Maximises your income without deterring bookings

This balance is often influenced by:

- ☞ **Anchoring:** Guests compare your price to others they've seen. Your listing will be judged against nearby properties, so consider how you position yourself.

- ☞ **Price vs. Perceived Quality:** A property that's priced too low might make guests question what's wrong with it. A slightly higher price can signal higher quality.

- ☞ **Urgency & Scarcity:** Limited availability or last-minute deals can create a sense of urgency, encouraging quicker bookings.

2. Common Pricing Mistakes to Avoid

- ☞ **Being the cheapest in your area:** It's not always a competitive advantage; it can undervalue your property.
- ☞ **Ignoring guest behaviour:** If bookings slow down, don't just drop the price. Look at the bigger picture, what's influencing demand?
- ☞ **Setting and forgetting:** Your pricing should be flexible and regularly reviewed, not a one-off task.

Top Tip: Use Beyond for dynamic pricing and Key Data Dashboard for market insights, so you're always pricing with confidence.

Quick Check: Are you missing revenue opportunities?

- ☞ Do you adjust your prices throughout the year?
- ☞ Have you reviewed your competitors' pricing recently?
- ☞ Are you confident your prices reflect the value of your property?

If the answer is no to any of these, there's room to improve—and that's exactly what we'll cover in the next chapters.



Dynamic Pricing - Making Your Rates Work Harder for You

In Chapter 1, we explored the importance of understanding demand cycles and the psychology behind pricing decisions. Now, it's time to take things a step further with a strategy that helps you stay ahead of fluctuating demand automatically: dynamic pricing.

For self-catering property owners who want to maximise revenue without constantly adjusting prices manually, dynamic pricing is the answer. In this chapter, we'll cover:

- ☞ What dynamic pricing is and why it matters
- ☞ How to use tools like **Beyond** to adjust rates in real-time
- ☞ Common mistakes to avoid when implementing dynamic pricing

What is dynamic pricing?

Dynamic pricing is the practice of automatically adjusting your nightly rates based on changes in demand, availability, seasonality, and other key factors. Rather than

setting static prices for the year and occasionally tweaking them, dynamic pricing ensures your rates are always optimised to reflect current market conditions.

Why is dynamic pricing important?

Because demand isn't static, so your prices shouldn't be either. With dynamic pricing, you can:

- ☞ Maximise income during high-demand periods by automatically increasing prices
- ☞ Attract more bookings during quieter times with competitive, data-driven rates
- ☞ React quickly to market changes like last-minute demand surges, cancellations, or local events

Without dynamic pricing, you risk:

- ☞ Undercharging during peak seasons
- ☞ Overpricing during low-demand periods
- ☞ Missing out on revenue opportunities because adjustments happen too late

Dynamic pricing removes the guesswork, helping you earn more while spending less time managing your pricing manually.

How Beyond's Dynamic Pricing Tool Works with SuperControl

SuperControl integrates with **Beyond**, a leading dynamic pricing tool designed specifically for short-term rental owners. Beyond uses real-time data to help you set the right price at the right time—automatically.

How it works:

1. **Connect Beyond to SuperControl:** the integration is simple and quick.



Key Features of Beyond's Dynamic Pricing Tool:

- 🌀 **Real-Time Market Data:** Beyond analyses factors like local events, seasonal trends, booking pace, and competitor pricing to adjust your rates dynamically
- 🌀 **Revenue Optimisation Algorithms:** It doesn't just react to demand changes; it predicts them, helping you stay ahead of the curve
- 🌀 **Customisable Strategies:** Set minimum and base prices, adjust rules for weekends or holidays, and fine-tune your pricing to align with your business goals
- 🌀 **Integration with SuperControl:** Changes made in Beyond automatically update in SuperControl, meaning your calendar is always synced with the latest pricing strategy

2. **Set Your Base Parameters:** quickly and easily configure Beyond to reflect your property, rate bands and any custom rules.



3. **Let Beyond Do the Heavy Lifting:** rates adjust automatically based on real-time data, while you focus on other parts of your business.



Common Mistakes to Avoid with Dynamic Pricing

While dynamic pricing tools like **Beyond** are designed to simplify your life, it's still important to approach them with the right strategy. Here are some common mistakes to watch out for:

1. Setting and Forgetting

Even with automation, you should regularly review your pricing strategy. Market conditions can shift in unexpected ways, and it's important to ensure your settings still align with your business goals.

2. Ignoring Minimum Stay Requirements

Dynamic pricing works best when paired with flexible booking policies. If you're too rigid with minimum stays, you might limit the effectiveness of your pricing strategy, especially during off-peak periods.

3. Relying Too Heavily on Competitor Pricing

While **Beyond** factors in competitor rates, it's important to remember that your property's unique features—location, amenities, guest reviews—can justify higher prices. Don't feel pressured to undercut competitors just because they've dropped their rates.

4. Not Setting Guardrails

Dynamic pricing tools allow you to set minimum and maximum price limits within parameters you define, ensuring you retain full control. Failing to set these guardrails can lead to rates that are either too low to be profitable or so high that they deter potential guests.

In Summary

Dynamic pricing isn't about lowering your rates to compete. It's about making sure your pricing reflects the current demand, seasonality, and the unique value of your property. It helps you stay competitive without constant manual adjustments.

When you combine a dynamic pricing tool like **Beyond** with a property management system like **SuperControl**, it's easier to stay on top of these changes. You can make data-driven pricing decisions while knowing that your rates are automatically updated across all your booking channels. This means you spend less time tweaking prices and more time focusing on running your business.

Dynamic pricing works best when it's part of a bigger strategy. It's not a quick fix, but when used thoughtfully, it can help you get the most out of every booking while keeping your property competitive in an ever-changing market.

Flexibility is Profitability

When it comes to maximising bookings and revenue, flexibility isn't just a nice-to-have. Many self-catering property owners set rigid rules around arrival days, departure times, and minimum stays without realising how much this can limit their booking potential. The truth is small adjustments to your booking policies can have a big impact on your bottom line.

In this chapter, we'll cover:

- ☞ The impact of flexible arrival and departure days on bookings
- ☞ How to optimise Length of Stay (LoS) strategies
- ☞ Simple changes that can help fill calendar gaps and boost revenue

The Impact of Flexible Arrival/Departure Days on Bookings

Traditionally, many holiday let's operate on fixed check-in and check-out days—often Friday-to-Friday or Saturday-to-Saturday bookings. While this might have made sense in the past, today's guests are looking for more flexibility. With the rise of short breaks, work-from-anywhere trends, and last-minute getaways, rigid booking rules can be a barrier.

Why flexibility matters:

- ☞ **More Search Visibility:** On platforms like Airbnb or Booking.com, listings with flexible check-in options appear in more search results.
- ☞ **Appeals to Modern Travellers:** Not everyone travels on the weekend. Midweek breaks are popular for couples, remote workers, and retirees.
- ☞ **Reduces Gaps in Your Calendar:** Fixed booking windows often create small gaps that are hard to fill. Flexibility allows you to maximise every available night.

What you can do:

- ☞ Allow check-ins any day of the week, especially during off-peak seasons.
- ☞ Shorten booking restrictions during quieter periods to attract last-minute travellers.
- ☞ Use booking rules strategically. Maintain stricter policies during peak seasons but relax them when demand is lower.



Optimising Length of Stay (LoS) Strategies

Length of Stay (LoS) rules determine the minimum (or maximum) number of nights a guest can book. While it might seem logical to require longer stays to secure more revenue per booking, rigid LoS policies can sometimes backfire.

The Risks of strict LoS rules:

A demand cycle refers to the natural rise and fall in booking interest over time. Typically, this breaks down into:

☞ **Missed Opportunities:** A two-night gap between longer bookings often goes unfilled because the minimum stay is set to three nights.

☞ **Lower Occupancy Rates:** Short stays, even if less profitable per booking, contribute to higher overall occupancy and revenue.

☞ **Fewer Last-Minute Bookings:** Spontaneous travellers are often looking for short stays.

Strategies for Smart LoS Management:

If you charge the same price all year round, you're probably:

1. Flexible minimum stays:

Adjust minimum stays based on demand. For example:

- o Longer minimum stays during peak season
- o Shorter minimum stays for last-minute availability

2. Gap-filling offers:

If you have a small gap between bookings, allow shorter stays just for those specific dates. SuperControl makes it easy to identify and adjust these gaps.

3. Encourage longer stays without requiring them:

Offer discounts for extended bookings (e.g., "Stay 4 nights, get the 5th free") rather than enforcing longer stays as a rule.



How Small Changes Can Fill Calendar Gaps and Boost Revenue

Sometimes, it's not about making big changes to your pricing or marketing, it's about tweaking your availability settings to make your property more bookable. Here are simple adjustments that can make a noticeable difference:

Review Your Booking Restrictions Regularly

Don't set rules and forget them. Check your calendar frequently to identify:

- 🌀 Unbooked gaps that could be filled with shorter stays
- 🌀 Periods of low demand where flexibility could attract more bookings

Experiment and Learn

Try relaxing your booking rules for a specific period and track the results. You might be surprised by how much of a difference it makes to occupancy rates. Look at the data, if flexible policies lead to more bookings, it's a strategy worth keeping.

🌀 Flexibility around arrival/ departure days and Length of Stay helps you attract a wider range of guests.

🌀 Adjust booking rules based on demand—what works during peak season might not be ideal in quieter months.

🌀 Small changes, like allowing midweek check-ins or reducing minimum stays, can fill gaps in your calendar and boost revenue.

🌀 Shorter stays don't have to mean lower profits. When combined with dynamic pricing and a strong overall strategy, they can drive higher revenue per night.



Increasing Value Beyond Your Nightly Rate

When it comes to boosting revenue, many property owners focus on adjusting their nightly rates. While pricing strategies are important, there's another powerful way to increase income without constantly changing your rates - offering value-added extras that guests are happy to pay for.

In this chapter, we'll cover:

- ☞ How to generate additional revenue through guest-focused extras
- ☞ What types of add-ons guests are most willing to pay for
- ☞ The importance of timing, and how to use tools like **MyStayPlanner** and automated emails to maximise upsell opportunities

Adding Revenue Through Extras: What Guests Are Willing to Pay For

Guests today expect more than just a place to stay. They're looking for convenience, comfort, and memorable experiences. This presents an opportunity for property owners to offer optional extras that enhance the guest experience while also increasing revenue.



Popular Extras That Guests Are Happy to Pay For:

- 1. Early Check-In / Late Check-Out:** Simple, low-effort options that offer flexibility and convenience for guests while filling gaps in your calendar.
- 2. Welcome Packs or Hamper:** Local produce baskets, breakfast packs, or themed hampers (like “Romantic Getaway” or “Family Essentials”).
- 3. Pet-Friendly Add-Ons:** If your property allows pets, consider adding a small fee or offering pet welcome packs with treats and essentials.
- 4. Premium Amenities:** Hot tub access, luxury bedding upgrades, BBQ rental, firewood bundles, EV charging or even high-end coffee machines.
- 5. Mid-Stay Cleaning Services:** Offer optional cleaning services for longer stays, giving guests the comfort of a refreshed space without lifting a finger.
- 6. Local Experiences and Activities:** Partner with local businesses to offer tours, spa treatments, or adventure activities. This not only adds value for guests but can also generate commission income for you.
- 7. Special Occasion Packages:** Birthday decorations, anniversary setups, holiday-themed décor, or even surprise gift baskets for celebrations.



Guests are often willing to spend more when they see real value. Whether it's for added comfort, convenience, or creating a special memory. The key is to offer options that feel like enhancements, not hidden fees.

Timing is Everything

It's not just about what you offer. It's when you offer it. The timing of your upsell can make a big difference in whether a guest chooses to add extras to their booking. Here's how to get it right:

1. At the Point of Reservation

When guests are booking, they're already in decision-making mode. This is the perfect time to suggest simple add-ons that feel like natural extensions of their stay.

Best extras to offer at booking:

- ☞ Early check-in or late check-out options
- ☞ Pet fees (if applicable)
- ☞ Welcome hampers or local food packages

Pro Tip: SuperControl makes it easy to display optional extras during the booking process, so guests can add them with just one click.

2. Pre-Arrival Upsells

Once the booking is confirmed and guests are excited about their upcoming stay, they're more open to adding extras that enhance their trip. Sending well-timed, friendly reminders can be very effective.

What works well pre-arrival:

- ☞ Welcome pack (breakfast essentials, board games and coffee)
- ☞ Mid-stay cleaning services for longer bookings
- ☞ Special occasion packages (birthday surprises, anniversary setups)

How to do it: Schedule a personalised email 7–10 days before arrival, such as: "Your stay is just around the corner! Would you like to add a local breakfast hamper or book a late check-out to make your trip even more relaxing?"

3. Automated Email Triggers and MyStayPlanner Opportunities

Using automation tools like SuperControl's **MyStayPlanner** helps you deliver timely, personalised offers without the need for manual follow ups.

How it works:

- ☞ Set up automated emails that trigger based on key points in the guest journey. This could be immediately after booking, a week before check-in, or mid-stay for longer bookings.
- ☞ MyStayPlanner acts as a personalised guest portal where guests can view and add extras whenever it suits them.

Why it's effective:

- ☞ Guests can consider upgrades at their convenience.
- ☞ You maintain a professional, consistent approach without additional admin.
- ☞ Offers feel like helpful suggestions, not sales pitches.

How to Make Upsells Feel Natural (Not Pushy)

The key to successful upselling is to focus on enhancing the guest experience, not just increasing revenue. Keep it simple, relevant, and easy for guests to say "yes."

Tips for effective upselling:

- ☞ **Frame it as a benefit:** *"Start your holiday stress-free with early check-in."*

- ☞ **Keep the language friendly and light:** Avoid overly formal or salesy language.
- ☞ **Offer choices, not pressure:** Guests should feel like they're customising their stay, not being sold to.

Quick wins to get started:

- ☞ **Review Your Current Extras:** Are there simple add-ons you're not offering yet?
- ☞ **Automate the Process:** Use SuperControl's email triggers and MyStayPlanner to offer extras automatically.
- ☞ **Test and Learn:** Try different offers at different times and see what resonates with your guests.

Key Takeaways:

- ☞ Guests are often willing to pay for extras that add value, comfort, or convenience to their stay.
- ☞ The timing of your offers—at booking, pre-arrival, and during the stay—is key to increasing uptake.
- ☞ Tools like MyStayPlanner and automated email triggers make it easy to offer extras without adding to your workload.

Payment Processing – Don't Let Payments Cost You Bookings

When it comes to managing a self-catering property, payment processing often gets overlooked. Most property owners focus on pricing strategies, guest communication, and marketing, while assuming payments will take care of themselves. But the reality is, a complicated or unreliable payment process can lead to lost bookings, guest frustration, and unnecessary costs.

In this chapter, we'll cover:

- ☞ How to simplify payment options to make it easier for guests to book
- ☞ The importance of secure, fast, and flexible payment methods
- ☞ The hidden costs of poor payment processes—and how to avoid them

Simplifying Payment Options to Reduce Friction

When a guest is ready to book, any small obstacle can cause them to hesitate or even abandon the booking altogether. A clunky payment process is one of the biggest culprits. In today's mobile-first world, guests expect a simple, hassle-free payment experience.



Why Payment Simplicity Matters:

- 🌀 **Reduces Abandoned Bookings:** If the payment process is confusing or takes too long, potential guests might give up before completing the booking.
- 🌀 **Builds Trust:** A smooth, professional payment process makes your business look more credible and secure.
- 🌀 **Improves Guest Satisfaction:** No one wants to deal with payment issues while planning their holiday. A frictionless experience leaves a positive first impression.

2. Automate Payment Schedules:

Set up automated reminders for deposits and balance payments. This reduces the need for manual follow-ups and ensures payments are collected on time without guest intervention.



Why Payment Simplicity Matters:

1. **Offer Secure, Card-Based Payment Options:** Prioritise credit and debit card payments through secure, PCI-compliant processors. This not only provides guests with a familiar, trusted payment method but also reduces the risks and administrative hassle associated with manual payment methods.



3. **Keep the Process Clear and Simple:** Ensure guests know exactly what to expect. Provide clear information on payment amounts, due dates, and secure payment links during the booking process.



With SuperControl's integration with leading payment processors like HolidayRentPayment, you can simplify the entire payment process, reducing friction and making it easy for guests to book confidently.

Secure, Fast, and Flexible Payment Methods That Guests Expect

Security is a top concern for today's travellers. Guests want to know their payment information is safe, especially when booking directly with a property owner rather than through large platforms like Airbnb or Booking.com.

What guests expect:

A demand cycle refers to the natural rise and fall in booking interest over time. Typically, this breaks down into:

- 🌀 **Secure Transactions:** PCI-compliant payment processing that protects sensitive data.
- 🌀 **Fast Payment Confirmation:** Guests want instant confirmation that their payment went through, giving them peace of mind.
- 🌀 **Seamless Booking Experience:** A quick and easy checkout process ensures guests can confirm their stay without hassle, reducing drop-offs and lost bookings.

SuperControl + HolidayRentPayment = Secure & Simple:

Through SuperControl's integration with payment processors like HolidayRentPayment, you can:

- 🌀 Accept payments securely with industry-standard encryption



- 🌀 Automate payment schedules (for deposits, balance payments, etc.)



- 🌀 Automate and simplify security deposits



- 🌀 Reduce manual admin—no need to chase payments or worry about security risks



This integration not only keeps transactions secure but also ensures a smooth process for both you and your guests.

The Hidden Costs of Poor Payment Processes

It's easy to underestimate how much a poor payment process can cost your business, not just in lost bookings but also in time, resources, and even reputational damage.

What guests expect:

1. Lost Bookings Due to Friction

If a guest encounters errors, slow loading times, or confusing payment instructions, they might abandon the booking altogether. In a competitive market, they'll simply move on to the next property.

2. Increased Admin and Manual Errors

Handling payments manually increases the risk of mistakes, such as missed payments, incorrect amounts, or failed transactions. This adds to your admin workload and can lead to disputes with guests.

3. Chargebacks and Fraud Risks

Without secure, verified payment systems, you're more vulnerable to fraudulent transactions and costly chargebacks. Secure payment processors help reduce these risks significantly.

4. Damaged Reputation

Payment issues can leave a lasting negative impression. Guests who struggle to make payments—or experience security concerns—are less likely to book again or recommend your property.

How to Improve Your Payment Process

- 🌀 Review Your Current Setup: Is it easy for guests to pay? Are there any common issues you've noticed?
- 🌀 Integrate Secure Payment Tools: If you're not already using a system like HolidayRentPayment through SuperControl, consider making the switch.
- 🌀 Automate Where Possible: Automate payment schedules to reduce admin and eliminate the risk of missed deadlines.
- 🌀 Stay Transparent: Clearly communicate payment terms to avoid confusion or disputes.

Key Takeaways:

- 🌀 A simple, secure, and flexible payment process reduces booking friction and increases guest confidence.
- 🌀 Integrating with secure processors like HolidayRentPayment through SuperControl helps automate payments, improve security, and reduce admin tasks.
- 🌀 Poor payment processes can lead to lost revenue, increased workload, and reputational damage. Small improvements can make a big difference.

Using Data to Drive Pricing Decisions

When it comes to pricing your self-catering property, relying on gut feelings or copying what competitors are doing isn't enough. Data is your most powerful tool for setting the right rates, optimising occupancy, and maximising revenue. The good news? You don't need to be a data expert to use it effectively.

In this chapter, we'll cover:

- ☞ The key data points you should track to make informed pricing decisions
- ☞ How to interpret the numbers and adjust your strategy accordingly
- ☞ How to use SuperControl's data tools—and get complimentary access to Key Data Dashboard—to stay ahead of the competition



What Data Should You Track?

Understanding which data matters most can help you move from guesswork to strategic decision-making. Here are the key metrics that every property owner should monitor:

1. Occupancy Rates

This is the percentage of available nights that are booked over a specific period. Tracking your occupancy rates helps you:

- 🌀 Identify peak seasons and low-demand periods
- 🌀 Spot patterns over time (e.g., is your occupancy dropping year over year?)
- 🌀 Measure the impact of pricing changes or marketing campaigns

Tip: A sudden drop in occupancy could signal that your rates are too high, while consistently full calendars might mean you're underpricing.



2. Booking Windows

The booking window is the time between when a guest books and their check-in date. Knowing your average booking window can help you:

- 🌀 Adjust your pricing for last-minute deals or early bird offers
- 🌀 Plan marketing campaigns more effectively
- 🌀 Identify trends in booking behaviour (e.g., are guests booking closer to their stay due to travel uncertainty?)

Example: If you notice most of your bookings happen within 30 days of arrival, you might introduce last-minute pricing strategies to fill gaps.

3. Market Trends

It's not just about your property—understanding what's happening in the wider market is crucial. Market trends include:

- 🌀 Changes in demand due to local events, holidays, or external factors
- 🌀 Competitor pricing trends in your area
- 🌀 The relationship between booking source and booking patterns

Staying on top of these trends helps you adjust your pricing proactively rather than reactively.

How to Read the Numbers and Adjust Your Strategy

1. Identify Patterns and Anomalies

Look for trends in your data:

- 🌀 Are there certain months where occupancy always drops?
- 🌀 Do last-minute bookings spike around specific events?
- 🌀 Is there a particular day of the week when bookings tend to come in?

Recognising these patterns allows you to plan ahead and adjust your pricing to capitalise on high-demand periods, or boost visibility during quieter times.

2. Test, Measure, Adjust

Data-driven pricing is an ongoing process. It's about:

- 🌀 **Testing:** Try adjusting prices slightly during low-demand periods or offering discounts for longer stays.
- 🌀 **Measuring:** Track how these changes affect bookings.
- 🌀 **Adjusting:** Refine your approach based on the results.

Remember, small adjustments can make a big difference over time. The key is to stay flexible and open to tweaking your strategy based on what the data tells you.



Using SuperControl's Data Tools to Stay Ahead

SuperControl isn't just a property management system, it's also a powerful data tool that helps you track, analyse, and act on key performance metrics. With SuperControl, you can:

- 🌀 Monitor your occupancy rates, booking windows, and revenue in real time
- 🌀 Compare performance across multiple properties
- 🌀 Identify gaps in your calendar and opportunities to adjust pricing

Complimentary Access to Key Data Dashboard

As a SuperControl user, you also get complimentary access to Key Data Dashboard, a powerful tool that provides even deeper insights into your business and the wider market.



What the Key Data Dashboard Offers:

- 🌀 **Market Benchmarking:** See how your property compares to similar rentals in your area.
- 🌀 **Advanced Analytics:** Track revenue, occupancy, average daily rates, and booking trends over time.
- 🌀 **Forecasting Tools:** Predict future demand based on real-time data, helping you set the right prices ahead of time.

This level of insight helps you stay ahead of the competition, spot opportunities you might have missed, and make smarter pricing decisions with confidence.

Key Takeaways:

- 🌀 Data is the foundation of effective pricing. Track key metrics like occupancy rates, booking windows, and market trends.
- 🌀 Use data to spot patterns, test new strategies, and adjust your approach based on real results.
- 🌀 SuperControl's built-in data tools, along with complimentary access to Key Data Dashboard, give you everything you need to make data-driven decisions that boost bookings and revenue.

Interactive Worksheets

Now that you've explored strategies for pricing, flexibility, and data-driven decision-making, it's time to put these ideas into action. The following worksheets are designed to help you apply what you've learned, giving you practical tools to optimise your pricing, increase revenue, and improve your booking strategy.

Competitive Analysis Template

Understanding how your property compares to others in your area is key to setting competitive rates. This template helps you:

- 🌀 Identify key competitors based on location, property type, and amenities
- 🌀 Compare pricing across peak and off-peak seasons
- 🌀 Evaluate competitors' booking trends, minimum stays, and added value offerings

How to Use:

- 🌀 List 3–5 similar properties in your area
- 🌀 Record their nightly rates, trends, and unique selling points
- 🌀 Identify opportunities to adjust your pricing or highlight unique features in your listing

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Booking Extras Checklist

Offering additional services or amenities can significantly boost your revenue without adjusting your core rates. This checklist helps you:

- 🌀 Brainstorm potential add-ons based on your property type and guest preferences
- 🌀 Evaluate which extras are easy to implement and profitable
- 🌀 Identify the best times to offer these extras (at booking, pre-arrival, or during the stay)

Categories Include:

- 🌀 Convenience add-ons (early check-in, late check-out)
- 🌀 Luxury upgrades (welcome hampers, premium linens)
- 🌀 Local experiences (partner activities, guided tours)
- 🌀 Pet-friendly options (pet fees, welcome packs)

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Booking Pattern Analysis Sheet

Recognising patterns in your bookings helps you fine-tune your pricing and availability strategies. This analysis sheet helps you:

- 🌀 Track booking windows (how far in advance guests are booking)
- 🌀 Identify peak and off-peak trends
- 🌀 Spot gaps in your calendar and adjust pricing or minimum stay requirements accordingly

How to Use:

- 🌀 Record data from your SuperControl dashboard, including occupancy rates and lead times
- 🌀 Highlight recurring gaps or slow periods
- 🌀 Adjust your pricing or booking rules to improve occupancy

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Start making smarter pricing decisions and unlock your full potential with SuperControl.

Take Control of Your Pricing with SuperControl

Now that you've explored The Perfect Pricing Formula, you have the tools and strategies to optimise your rates, increase occupancy, and maximise revenue. But pricing is just one part of running a successful short-term rental business.

With SuperControl, you can go beyond manual adjustments and automate pricing, simplify bookings, and make data-driven decisions—all in one place. Plus, with our integrated dynamic pricing tools and exclusive access to Key Data Dashboard, you'll always be one step ahead of the competition.

Want to see how SuperControl can help you grow your business?

- 🌀 Automate pricing based on real-time demand
- 🌀 Reduce admin time and improve guest management
- 🌀 Get deeper insights into market trends and competitor performance

Click below to schedule your free call with a SuperControl expert.

[BOOK A DISCOVERY CALL](#)

Competitive Analysis Template

Competitor Name

Location

Property Type

Nightly Rate (Peak)

Nightly Rate (Off-Peak)

Min Stay Requirement

Value-Added Extras

Unique Selling Points

Booking Extras Checklist

Extra Service

Is This Offered? (Yes/No)

**Profit Potential
(High/Medium/Low)**

**Ease of Implementation
(Easy/Moderate/Complex)**

Best Time to Offer (Booking/Pre-Arrival/During Stay)

Booking Pattern Analysis Sheet

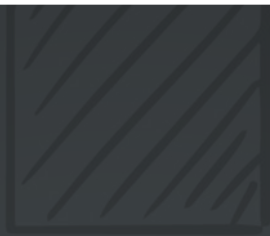
Date Range	Occupancy Rate (%)	Average Booking Window (Days)

Peak/Off-Peak Period	Common Gaps in Calendar

Adjustments Made	Impact on Bookings

$$\frac{f(x) - f(x_0)}{x - x_0} \quad a^0 = 1$$

$$\frac{f(x_0 + h) - f(x_0)}{h}$$



$$(a+b)^2 = a^2 + 2ab + b^2$$

$$(2x+3)^2 = (2x)^2 + 2 \cdot 2x \cdot 3 + 3^2$$

$$(x+y)^n = \sum_{k=0}^n \binom{n}{k} x^{n-k} y^k$$

$$\frac{y}{x}$$

$$\Delta = b^2 - 4ac$$

$$F + V = E + 2$$

$$S_1 = (n-2) \times$$

$$\left(\frac{x-h}{a}\right)^2 + \left(\frac{y-k}{b}\right)^2 = 1$$

$$\overline{AB} = \sqrt{(x_1 - x_2)^2 + (y_1 - y_2)^2}$$

$$0$$

$$(x, z_0) + k(u_1, u_2, u_3)$$

$$\frac{y - y_0}{u_2} = \frac{z - z_0}{u_3}$$

$$(x - x_0)^2 + (y - y_0)^2 + (z - z_0)^2 = r^2$$

$$(x - x_0)^2 + (y - y_0)^2 = r^2$$



$$k \in \mathbb{R}$$

$$u_1(x - x_0) + u_2(y - y_0) + u_3(z - z_0) = 0$$

$$u_1 x + u_2 y + u_3 z + d = 0$$

$$f_i = \frac{n_i}{N}$$

$$\vec{AB} = B - A = (b_1 - a_1, b_2 - a_2)$$

$$\|\vec{u}\| = \sqrt{(u_1)^2 + (u_2)^2}$$

$$(\vec{u})^2 = \|\vec{u}\|^2$$

$$A + \vec{u} = (a_1 + u_1, a_2 + u_2)$$

$$\vec{u} + \vec{v} = (u_1 + v_1, u_2 + v_2)$$

$$k \times \vec{u} = (k u_1, k u_2)$$

$$u_1 \cdot v_1 + u_2 \cdot v_2$$

$$\vec{u} \cdot \vec{v} = \|\vec{u}\| \|\vec{v}\| \cos \alpha$$

$$\sin \alpha = \frac{a}{h}$$

$$\sin^2 \alpha + \cos^2 \alpha = 1$$

$$\tan \alpha = \frac{\sin \alpha}{\cos \alpha}$$



$$k = \frac{2}{3}$$

$$\log a^x = x \log a$$

$$u + \log_e v$$

$$- \log_e v$$

$$\lim_{x \rightarrow \infty} \frac{a^x}{x^p} = +\infty$$

$$\int f(x) dx = x + c, c \in \mathbb{R}$$

$$\int (u(x))^n u'(x) dx = \frac{(u(x))^{n+1}}{n+1} + c$$