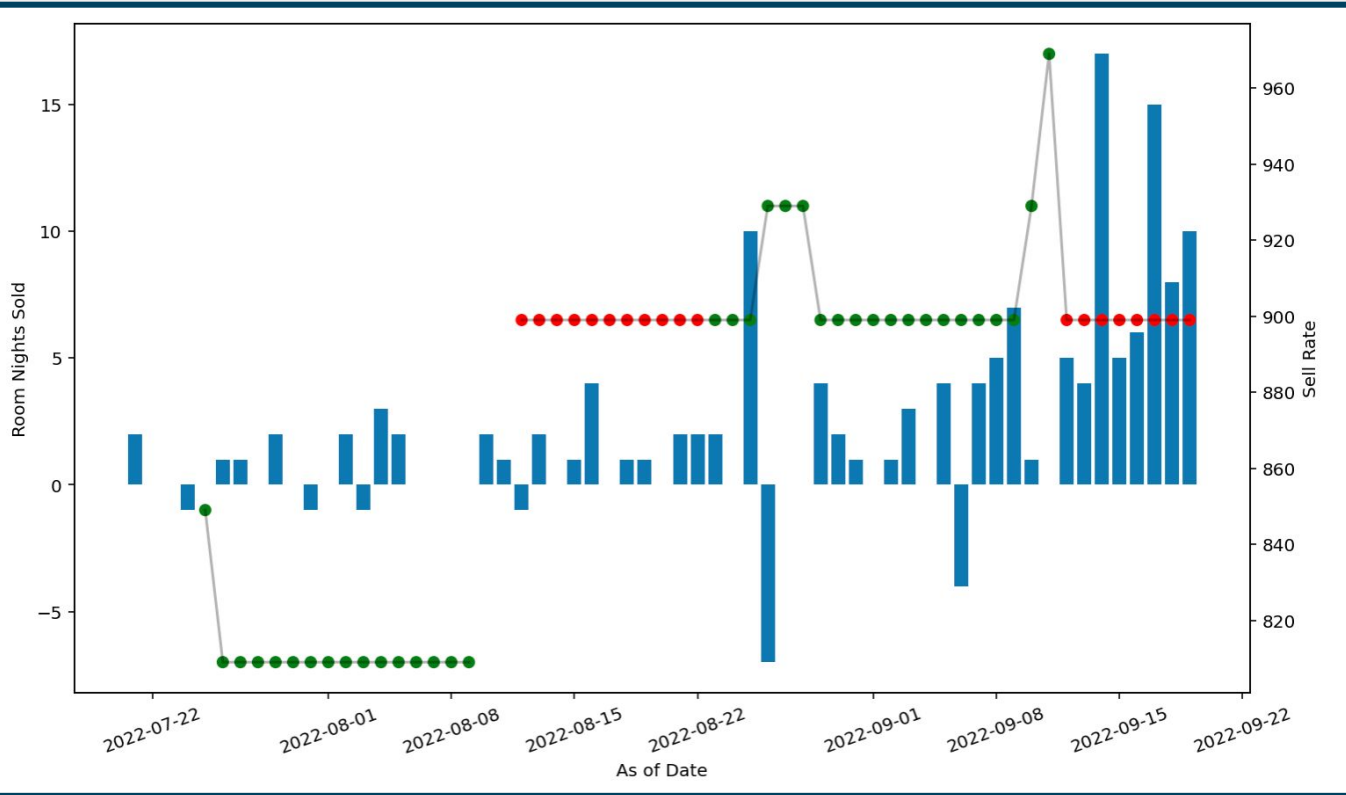# LODGIQ™

New York Hotel UNGA Case Study

Overview

→ New York Hotel ~ 200 rooms

→ September 19th - 21st

→ Analyzing Override vs. System Pricing

→ RevPAR index comparison

September 19th, 2022

● = Override
● = System

Auto-Pricing Active
42 days

Override Active
19 days

Sold last *8* days on override
70 RN

Total Sold
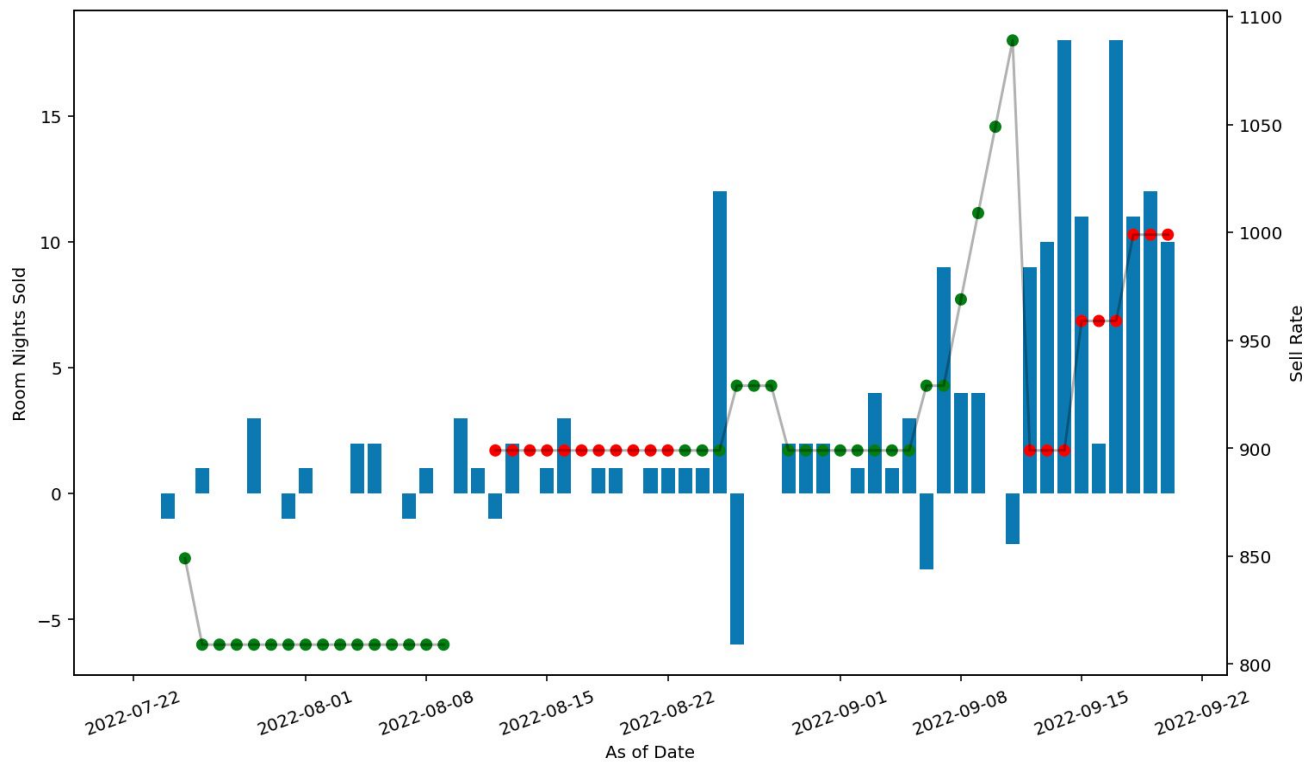178 RN (90.3%)

Price History
$969 → $899

Takeaways
At high end $4900 potential revenue lost

September 19th, 2022 cont.

Date	9/19/22	9/23/19
Hotel RevPAR	$693	$561
Market RevPAR	$513	$513
RevPAR Index	1.35	1.09
Index Difference	0.26	
Incremental Revenue	$26.2k	

September 20th, 2022

= Override
= System

Auto-Pricing Active
41 days

Override Active
20 days

Sold last 9 days on override
101 RN

Total Sold
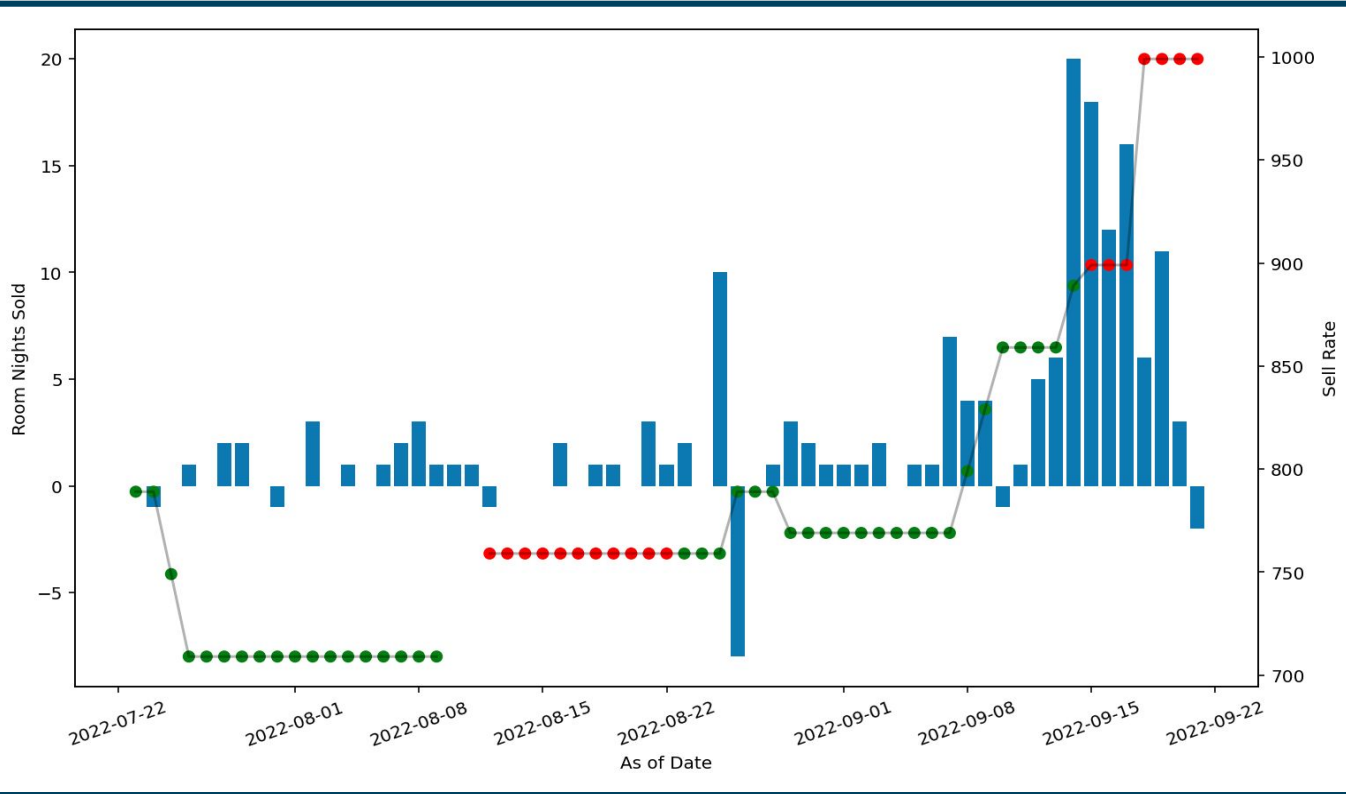197 RN (100%)

Price History
$1089 → $899 → $959 → $999

Takeaways
At high end $14K potential revenue lost

September 20th, 2022 cont.

Date	9/20/22	9/24/19
Hotel RevPAR	$818	$688
Market RevPAR	$558	$537
RevPAR Index	1.46	1.28
Index Difference	0.18	
Incremental Revenue	$19.7k	

September 21st, 2022

= Override
= System

Auto-Pricing Active
43 days

Override Active
18 days

Sold last 7 days on override
64 RN

Total Sold
197 RN (100%)

Price History
$889 → $899 → $999

Takeaways
System should have pushed higher rate

September 21st, 2022 cont.

Date	9/21/22	9/25/19
Hotel RevPAR	$705	$611
Market RevPAR	$548	$516
RevPAR Index	1.28	1.18
Index Difference	0.10	
Incremental Revenue	$10.8k	

$56.7k

Incr. revenue across 3 nights!