

## COMPETITIVE RATE-SHOPPING SERVICE

**iRATE** is a rate-shopping tool to monitor and compare your rates with those of your competitors. Robust reports monitor the future booking horizon to evaluate price positioning across multiple channels: hotel and brand websites, Global Distribution Systems (GDS), and scores of on-line travel agencies. This productivity tool provides competitive market intelligence to help in the pricing and channel management process. Historic Hotels of America has partnered with industry leading RateGain to deliver this tool.

### **iRATE FEATURES**

- Competitively priced rate shopping tool with thousands of channels
- Real-time and on-demand rate shopping with price alerts
- Onscreen, MS Excel, and Adobe PDF report format
- Receive scheduled reports every week
- 9 different report view types
- Graphical representation of price distribution
- Ability to make groups within the competitive set
- Next 365 day price snapshot
- Merchant and retail rates available
- Integrated with leading industry Revenue Management Systems

### **iRATE BENEFITS**

- On-demand report in minutes from easy to use portal
- Easy to read reports designed for different management roles and tasks
- Follow alerts of price fluctuations of your competitors on different channels
- Periodic monitoring of price gaps and yielding opportunities
- Organize records with custom notes for future reference
- Color coded to highlight price trend and reversal patterns
- Holistic revenue management and pricing decisions
- Ability to respond to price differentials
- Benchmark rates of similar nature
- No infrastructure cost. Anytime web access



### **FOR MORE INFORMATION**

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**ITools: Essential Ingredients to Build and Track Your Business.**

