



The Peak Season Revenue Health Check

Are You Winning Revenue
or Just Winning Occupancy?



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Introduction

Every week during peak season, the same question comes up: **Are you leaving money on the table or giving away occupancy to hit your targets?** In five minutes, this short check list gives you a clear answer on where your pricing sits today.

01

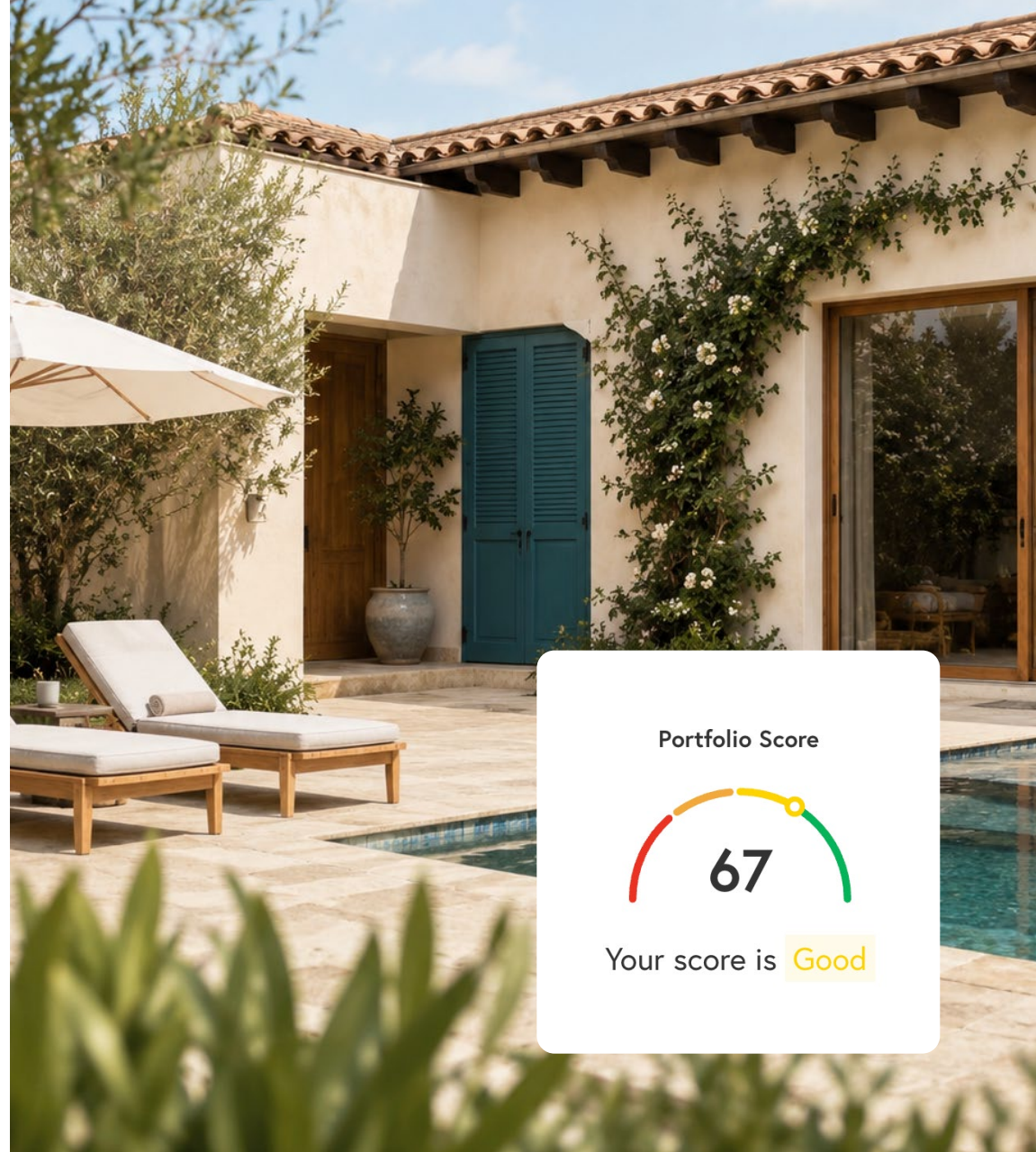
Before You Start

Leaving money on the table, or giving away occupancy?

Every peak season, the same pressure lands. Your booking pace looks fine on paper but you're still a little unsure whether you got there by holding rate or by giving it away. Then an owner calls to ask how peak is tracking, and you need an answer you can defend. That's what this is for: five quick checks that read your portfolio's pricing strategy right now, so your next move comes from a benchmark that you can quickly explain to that owner.

How It Works

For each of the five checks, choose the answer that sounds most like you this season. When you reach the end, look at where most of your answers land, because that pattern is your read. There's no scoring and nothing to add up, just one honest answer each and a clear picture of your posture.



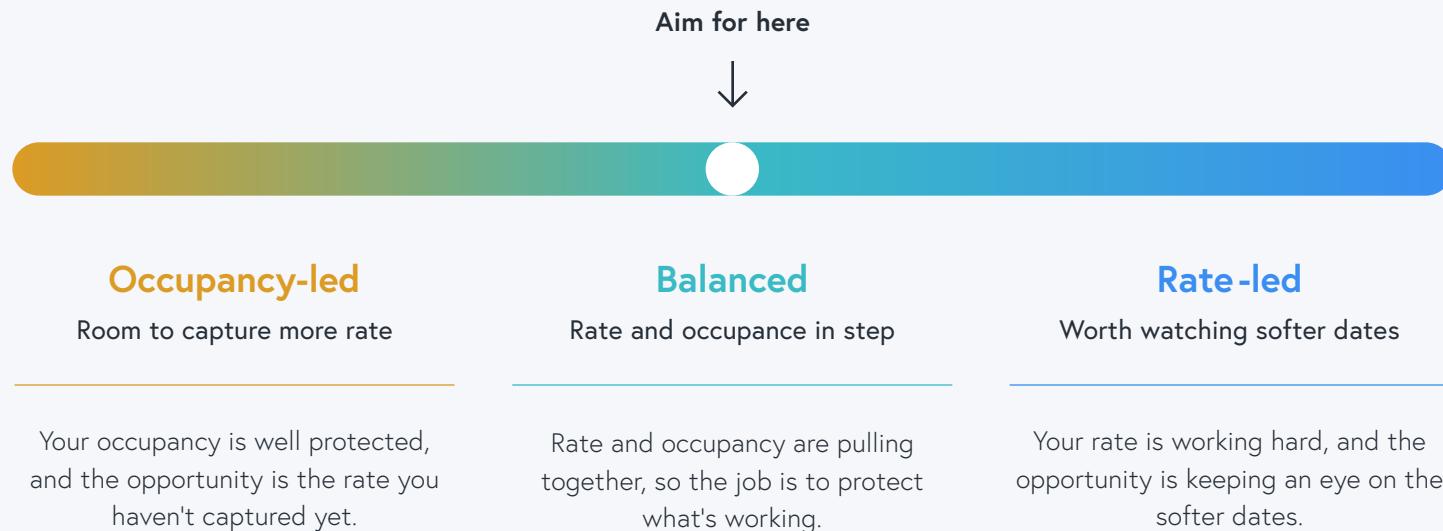
Portfolio Score



Your score is **Good**

The Three Leanings

Your pricing posture is the consistent direction your decisions lean across a whole season. It isn't any single override or price change, it's the pattern that forms across hundreds of them. Most operators have a strategy without naming it, and these five checks are how you evaluate yours.



02

The Assessment

Five quick checks

Read each question and note your answer, A, B or C, that sounds most like you this season. There's no right answer and nothing to score as you go. At the end you'll add up your letters to see where your pricing strategy leans.

Check 1. When recommended rates get overridden on your high-demand peak dates, which way do they usually go?

A I mostly push rates down to fill the calendar and protect occupancy.

B I rarely override, and let your strategy hold unless something real changes.

C I mostly push rates up to capture more revenue on the dates you trust.

Why it matters. The real signal isn't in any single override, it's in the pattern across a whole peak. That trend is the pricing approach you're actually running, no matter what your strategy says on paper.

Check 2. What share of your peak nights are selling at your minimum price?

A Many of my peak nights are clearing at the floor.

B Only a small, targeted share sells at the floor, and only on the dates that need it.

C Almost nothing sells at the floor, because my rates sit well above it.

Why it matters. Your minimum price is there to protect revenue, not to define it. When a large share of your peak nights sells at the floor, it's usually a sign that demand is running ahead of your pricing, and peak is exactly when you'd expect rates to clear well above the floor.

Check 3. How are you using discounts and promotions on your peak dates this year?

A Channel promos, last-minute deals, or length-of-stay discounts are mostly still running.

B I keep discounts tightly targeted, only on the dates that need the help.

C I have switched discounts off and added premiums on your strongest dates.

Why it matters. In low season, discounts help fill nights you might lose. In peak, demand is already there, so discounts often just reduce revenue from guests who would have paid full rate. The goal shifts from filling nights to maximizing each one.

Check 4. How is your booking pace tracking against target across your portfolio, and what is rate doing alongside it?

A I'm ahead of target, but I got there on volume, with rate flat or soft.

B I'm tracking to target, with rate holding strong.

C I'm behind target, with rate high and pace lagging.

Why it matters. Pace against target only tells part of the story. If volume is strong but ADR is soft, you may be hitting the target by underpricing. The target shows whether you'll make the number; the market shows whether that came from pricing power or lower prices.

Check 5. Where does your peak occupancy sit against your market?

A I'm running comfortably above the market.

B I'm in line with the market, with a strong rate behind it.

C I'm below the market on more dates than I would like to be.

Why it matters. Beating the market on occupancy can look like a win, but in peak it may mean price is doing the work. The better read pairs occupancy with rate: being in line with the market at a strong rate beats being ahead at a soft one.

Your answers

Write the letter you chose for each check, then count them up.

Check 1

Check 2

Check 3

Check 4

Check 5

Most picked

03

Your Result

How to read your answers

Count your five letters. Whichever you chose most is your pricing strategy, three or more of five is a clear trend; no clear majority is an even spread. Below is guidance on what to do next depending on your answers.



Mostly A: Occupancy-Led

Your upside is on your strongest dates

You fill first, and on volume that's working. The money you're leaving is on rate, concentrated on your strongest peak nights, where you've got demand that would carry a higher number.

Do this first. Lift your floor on the dates where you already know demand is strong, so the volume you're winning anyway comes in at a higher rate.

Leave the softer dates alone and refrain from discounting what's already pacing ahead.

Mostly B: Balanced

You're calibrated, so protect the edges and arm your owners

Rate and occupancy are pulling together, the hardest position to reach and the easiest to lose. There's no single block of money to grab, so this is about protecting what works. A balanced peak slips first on the shoulder dates either side of your strongest run.

Do this first. Audit the dates where you stepped away from your strategy, and confirm each one was worth the exception.

Watch the shoulder dates. Make small moves only, peak punishes big swings.

Mostly C: Rate-led

Your rate is working, watch the dates that aren't moving

You hold rate, and on most dates that conviction protects your revenue. The risk is narrow but real: the specific dates where your rate is ahead of what the market will cost you, and it gets more expensive to fix the longer they sit unsold.

Do this first. Pressure-test the dates that aren't picking up against live demand, not last year, and correct it now, before an owner does

A correction now beats a deep discount a week out. Read a steady gap to market as a signal, not noise.

An even spread

Your peak is being priced date by date

Your answers scatter across all three columns, so the issue isn't which way you lean but consistency. Some dates are underpriced, and others overstretched, and the cost is the unevenness itself.

Do this first. Set one deliberate strategy across peak instead of a patchwork of one-off calls, starting with the pattern that shows up most.

Group the dates by how you priced them. One posture beat date-by-date calls.

Turn your results into your next move.

You've seen which way your peak pricing strategy is trending. Beyond helps you take it further, pricing every date to what the market is doing and surfacing the revenue that's still on the table.

Customers using Beyond's dynamic pricing are beating their market by 20% or more.

[Review My Pricing Strategy](#)