# Hotel Content, Sales Strategy and Room Rates.

Do hotels with higher scores for online content and sales strategy tend to raise their advertised rates as check-in approaches? We are testing this idea to inform a future AI-assisted tool for hotel revenue management.

| 5 | 8,956 | 2025–2026 |
|---|---|---|
| Pilot studies | Manually recorded prices | Study period |

## October pilot studies

Pilot assessment

**October 2026**

19–22 October
34 observation days

2,339 recorded rates

### 5-star hotels

26 tracked · 23 scored · T-40 to T-43 → T-0

**Two multipliers.** Photo and content score × sales strategy score.

The higher-scoring group covered five hotels. Six rates rose and 14 offers closed. The small number of comparable prices limits the result.

Inconclusive

**October 2026**

19–22 October
25 observation days

3,273 recorded rates

### 4-star hotels

94 tracked · 40 scored · T-37 to T-40 → T-0

**Four green/red criteria.** Each green mark adds 25 points. The source worksheet leaves the criteria unnamed.

Rate increases were somewhat more common in the higher-scoring group, which included five hotels. Eight offers closed in that group and 43 in the other.

Limited support

### How we measured rate increases

We manually recorded rates and availability on Booking.com. T-0 is check-in day. Each case is one hotel and one stay date. We compared cases with a rate in both the first and final rounds. An increase means the final rate was more than €1 above the first. We show final-round closures separately. The figures cover advertised offers.

# Earlier pilot studies.

Pilot assessment

**February 2026**

8–11 February
18 observation days

1,397 recorded rates

## 5-star hotels

23 tracked and scored · T-33 to T-36 → T-0 or T-1

**Nine multipliers.** Brand, location, Wi-Fi, guest rating, photos, pricing, review count and room count, plus a second pricing factor.

Ten offers closed in each group. Rate increases were less frequent in the higher group. The pilot did not support the hypothesis.

Not supported

**June 2025**

2–5 June
22 observation days

1,021 recorded rates

## 5-star hotels

22 with rates · 23 scored · T-26 to T-29 → T-0 or T-1

**Eight multipliers.** Brand, location, Wi-Fi, guest rating, photos, pricing, review count and room count.

Closures totalled 21 in the higher group and 15 in the other. The rate results were close. Some offers had different breakfast or cancellation terms.

No clear signal

**May 2025**

6–9 May
12 observation days

926 recorded rates

## 5-star hotels

23 tracked and scored · T-32 to T-35 → T-1 to T-4

**Eight multipliers.** Brand, location, Wi-Fi, guest rating, photos, pricing, review count and room count.

Rate increases were more common in the lower-scoring group. Closures totalled 10 in the higher group and five in the other. The pricing multiplier was 0.90 for every hotel.

Not supported

### Next test

The scores did not consistently identify which rates would rise. October's five-star result came from just six cases with prices at both ends in the higher group. For the next test, we plan to fix the scoring rules early and track rate changes and offer closures separately.

Source: Berlin Hotel Lab manual observations, 2025–2026. Observation days are counted by study and may overlap. Price totals include hotels with recorded rates even where a study score was unavailable.