



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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“AI ANALYST” FOR DYNAMIC PRICING AND FORECASTING

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Overview

Name: Casa Angelina

Location: Amalfi Coast, Italy

Type: Independent / boutique hotel (36 rooms)

Digital skill applied:

- AI-driven revenue management + performance insights dashboards
- A revenue management system (RMS) is software that uses historical and live booking data (and often market signals) to recommend room prices and booking rules.
- Business intelligence (BI) dashboards are visual reporting tools that help teams monitor performance and trends.

Introduction

Hotels generate a continuous stream of data (booking pace, cancellations, seasonality, room-type demand, and market signals). This case shows how a boutique hotel used AI-driven revenue tools to reduce manual pricing work and improve commercial performance.

Implementation

The problem:

- Manual revenue management was leading to missed opportunities and inefficient use of time.
- With a small inventory, pricing mistakes are costly (“every room counts”).
- Reporting and analysis tools were not strong enough to support proactive decision-making.



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What they implemented:

- Partnered with IDEaS (a hotel revenue management technology provider) to implement:
 - IDEaS G3 RMS (an AI-driven revenue management system for forecasting and price recommendations)
 - Optix for G3 RMS (a performance insights / dashboard layer for reporting and analysis)
 - Consulting support for strategy, setup, and operational adoption
- Shifted key controls like minimum length of stay management from manual work to automation.
- Used a more holistic pricing approach that considers internal performance metrics and external market/competitive dynamics when setting rates.
- Standardized KPIs and reporting with support from consulting (market analysis, benchmarking approach, and revenue strategy alignment).

Key insights

Success factors:

- Boutique hotels benefit disproportionately from better forecasting and pricing because each room night carries more weight in total revenue.
- Automating repetitive pricing tasks lets teams spend more time on strategy (season planning, distribution mix, and offer design).
- Dashboards help teams align around shared metrics and faster decision cycles.

Tangible results:

- Revenue per available room (RevPAR) improved by 87% in 2023 compared with pre-pandemic performance. RevPAR is total room revenue divided by total available rooms (a combined measure of price and occupancy).
- Average daily rate (ADR) increased by 78% from 2019 to 2023. ADR is the average room rate paid per sold room.



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Recommendations

1. Define pricing rules first (rate floors/ceilings, minimum length of stay, when to close cheap rate plans) so automation operates safely.
2. Clean the data inputs: ensure your property management system (PMS) (the system that stores reservations and guest stays), channel manager, and booking engine data are consistent; otherwise, automation will amplify errors.
3. Start with “recommendations + approval,” then automate more once staff trust the outputs.
4. Use dashboards operationally: choose a small KPI set (ADR, occupancy, RevPAR, booking pace, cancellations) and review weekly with clear actions.
5. Document overrides: if you override the system, note why—those notes become training material and help teams learn faster.

References

IDeaS. (n.d.). Casa Angelina: Boutique hotel boasts beautiful results with G3 RMS. IDeaS Revenue Solutions. <https://ideas.com/success-story/casa-angelina-boutique-hotel-boasts-beautiful-results-with-g3-rms/>

IDeaS. (2021, March 24). Boutique Italian hotel partners with IDeaS to enhance profitability and increase efficiency. IDeaS Revenue Solutions. <https://hoteltechreport.com/success-stories/revenue-management/ideas/casa-angelina>

