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The Rate Check Worksheet

Three checks from your own booking calendar, a floor and ceiling for every room type, and a ten-minute daily habit. No software needed. Fill it in with a pen.

Part 1. Three checks, tonight

1

Day of week

Pull up the next eight weekends. Is Saturday priced clearly above the Tuesday of the same week?

Typical Tuesday rate:

Typical Saturday rate:

Gap (Saturday minus Tuesday):

2

Lead time

Pick any date four to six weeks out. If it is already more than half sold, the price is too low for that date.

Date checked:

Rooms sold / rooms total:

Over half sold? (Y / N):

3

The last room

Find your busiest Saturday this summer. What did the last room sell for, and how many days out did it sell? If it went for the same rate as the first room, that night was given away.

First room sold at: _____

Last room sold at: _____

Part 2. A floor and a ceiling for every room type

Floor: what this room type has actually booked for this year, plus a small raise. Ceiling: the most a comparable room on your street gets on your best nights. Every price you set lives between the two.

ROOM TYPE	BOOKED RATE THIS YEAR (AVG)	FLOOR (AVG PLUS RAISE)	BEST COMPARABLE ROOM, BEST NIGHT	CEILING

Part 3. Ten minutes a day: pickup, not occupancy

Pickup is how many rooms booked since yesterday, and for which dates. A date that picked up three rooms overnight when it usually picks up one is telling you to move the price up a little. A soft date is usually a visibility problem, not a price problem: a small ad or a one-date boost beats cutting the rate for everyone.

TODAY	ROOMS PICKED UP SINCE YESTERDAY	WHICH DATES	UNUSUAL? MOVE UP / BOOST / LEAVE

This is the kind of thing **The Modern Hotel Audit** scores, with your real numbers. It is free. Book it at ramirezhospitality.com.

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