

AI Booking Engine

Overview of the Price Personalizer and Offer Recommender models

Discover your virtual experts in sales and revenue management. Developed in collaboration with renowned Ivy League professors, Price Personalizer and Offer Recommender create highly tailored offers for your guests – ones they simply can't resist.

[Product website](#)



Why traditional booking methods are losing effectiveness

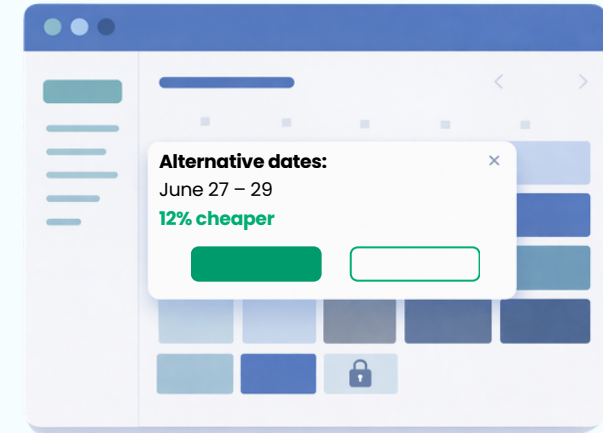
Traditional model



Passive calendar

- No available rooms? The system displays **"No availability"**, and guest leaves the website or chooses an offer on a booking portal.
- **Fixed pricing.** The engine does not differentiate between a returning guest and a first-time visitor who may need additional incentives.
- **Guests choose intermediaries**, where they find better prices and loyalty programs, often missing on the hotel's website.

GuestSage model



Active, personalized selling

- If the selected date is unavailable, the system automatically suggests **alternative dates** or a different room type.
- The system recognizes the guest and **dynamically adjusts pricing**. It can offer a targeted discount to convert hesitant customers.
- You regain control over bookings, build your direct channel and grow a **base of loyal guests** who feel valued.

Two pillars of your profit: effective selling and smart pricing

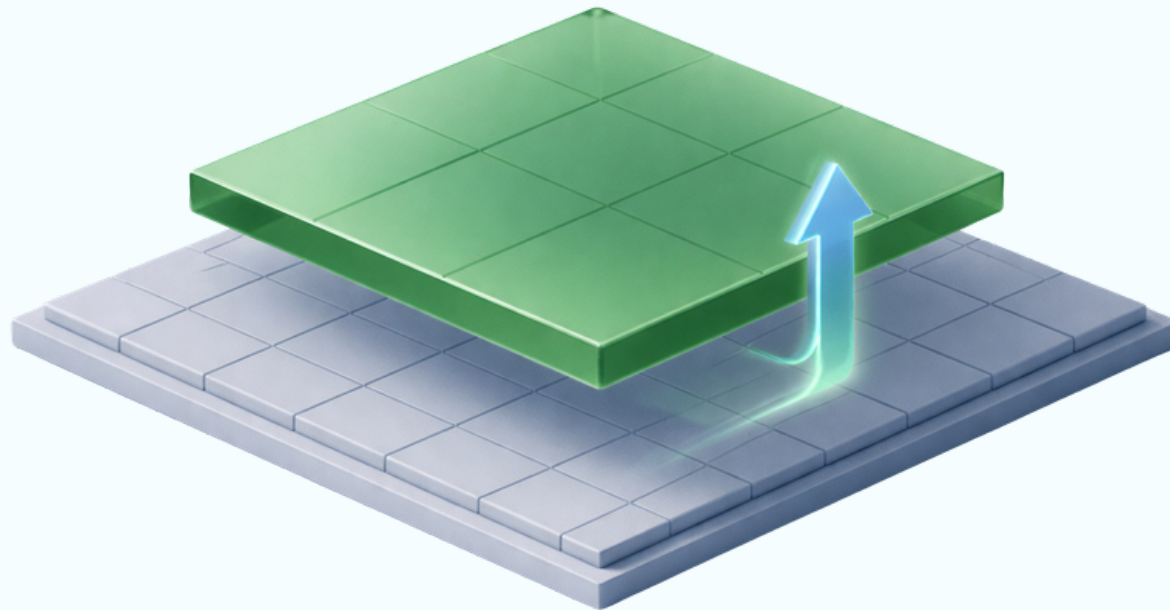


- Even if the selected date is unavailable, the system doesn't let the guest leave empty-handed. It instantly **suggests attractive alternative dates**, keeping the guest on your website.
- Intelligently promotes the rooms that deliver the highest margin or are most popular, **effectively increasing the booking value**.
- Helps sell midweek dates by **recommending them to flexible guests** looking for the best deals.

- The system identifies the right moment to offer a small, personalized discount, just enough to convert a hesitant guest **into an immediate booking**.
- It offers guests a better price **directly on your website**, ensuring both sides benefit.
- During high-demand periods (e.g., holidays or long weekends), the system does not lower prices, **knowing that rooms will sell regardless**.

Price Personalizer – the art of intelligent discounting

Price Personalizer
Real-time price personalization



RMS (Revenue Management System)
Base rates

Precision targeting instead of mass discounting

The system can identify when a guest is hesitating and needs a small financial incentive and when they are ready to book without any discount. As a result, you **protect your margins** where it matters most.

Profit instead of commission

Instead of giving away 15-20% to third-party channels, Price Personalizer shares part of that value directly with your guest. The guest gets a better price than on other channels, **while you keep more revenue in your pocket.**

Full control and security

No need to worry about rates dropping too low. **You define safe boundaries**, including minimum price and maximum discount levels. Price Personalizer operates strictly within the rules you set.

Why price personalization drives higher revenue

Imagine two guests interested in staying at your hotel.
Kate has a budget of 300 EUR while Robert is willing to spend up to 200 EUR.

Strategy 1: High price (300 EUR)



One guest books
(300 EUR)



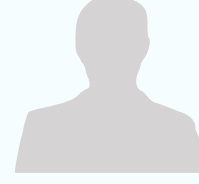
One guest
does not book

Total revenue: 300 EUR

Strategy 2: Low price (200 EUR)



Both guests book (200 EUR each)



Total revenue: 400 EUR

Strategy 3: Personalization



One guest pays 300
EUR (base rate)



One guest pays 200 EUR
(personalized discount)

Total revenue: 500 EUR

AI Booking Engine captures each segment's maximum willingness to pay. As a result, you secure two bookings and generate a total revenue of 500 EUR – **25% more** than in the best traditional scenario.

Where AI gets insights about your guests

Booking history

-  Room types
-  Add-on spending
-  Sales channels

Identification: cookies, login, email, phone

For anonymous users, the system relies on general knowledge about your property. It recommends options based on what other guests most frequently choose for similar dates.



Behavior

-  Clicks
-  Session depth
-  Flexible date usage
-  Price sensitivity

Context

-  Device
-  Location
-  Traffic source

Intelligent segmentation: who gets the best price and why

Logged-in users

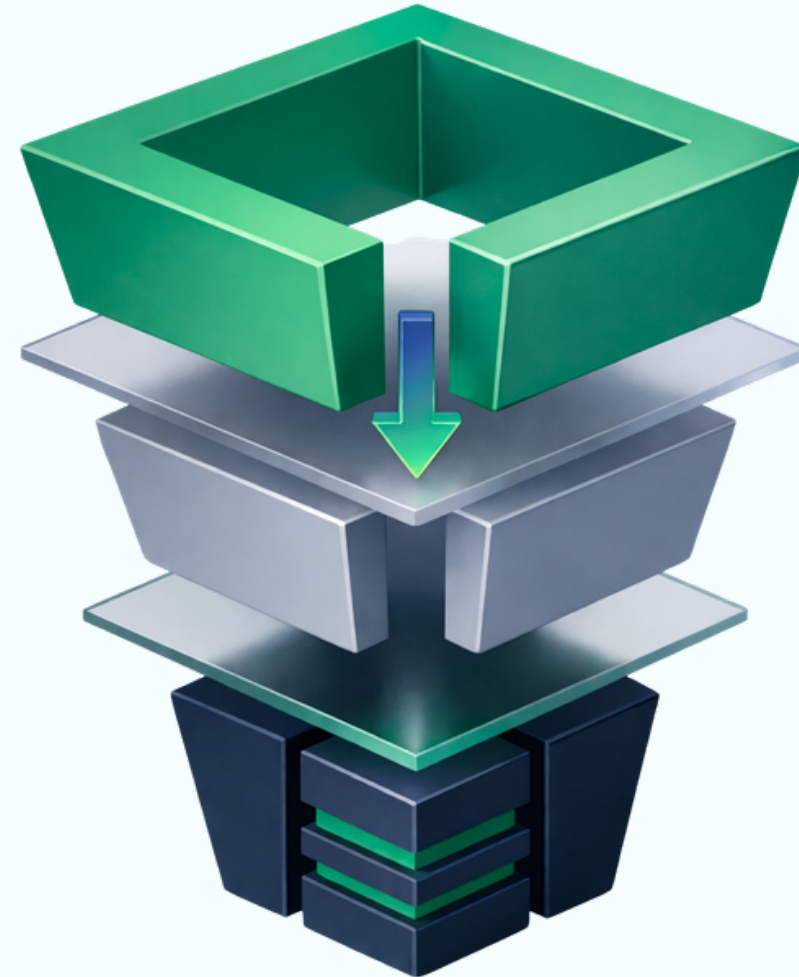
AI Booking Engine has the most data about them, allowing it to offer the highest, exclusive discounts. **This increases loyalty** and makes guests feel valued.

Anonymous guests

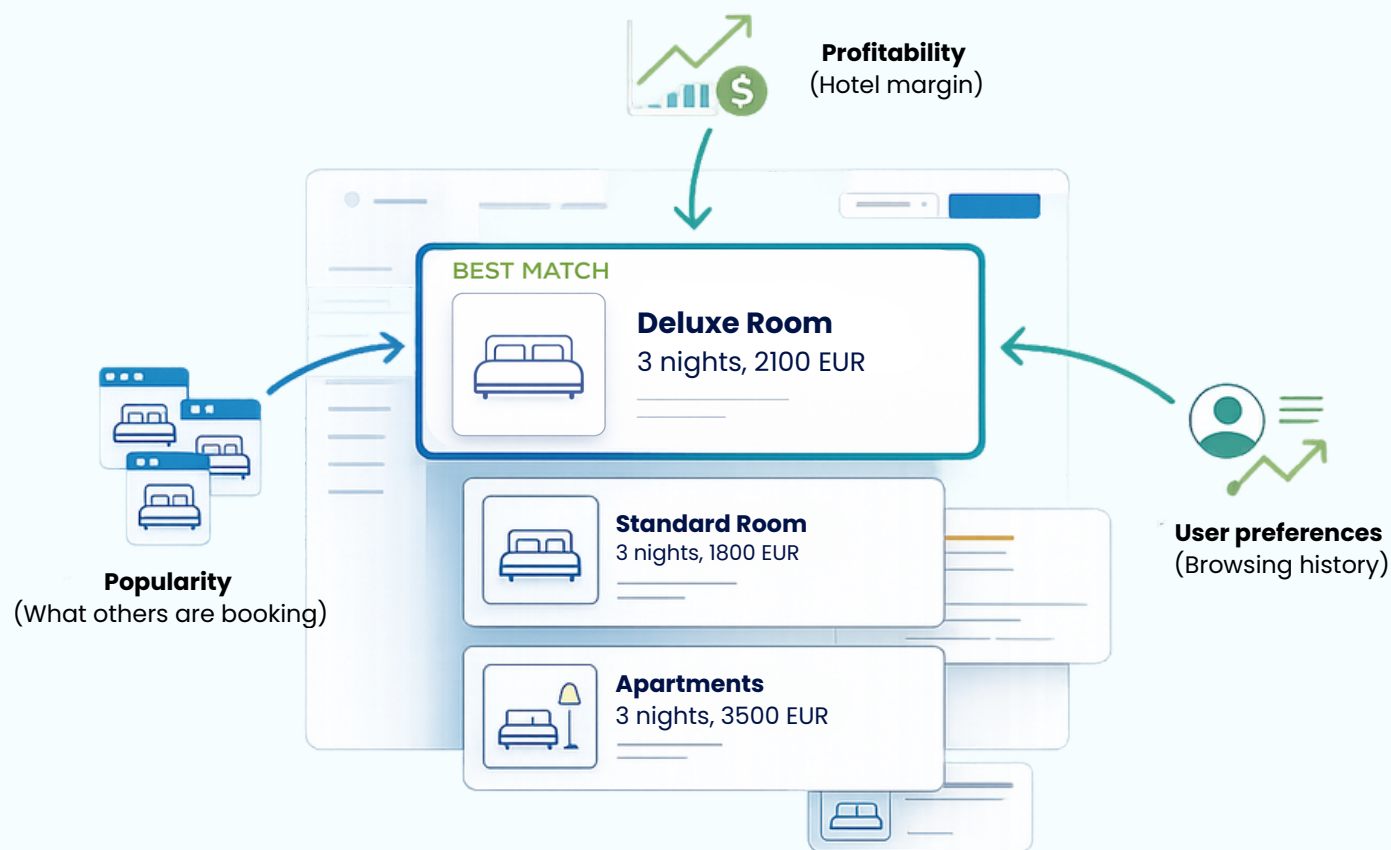
The system analyzes their on-site behavior and offers a small, incentive-based discount (leveraging the psychology of promotions). This is often enough to **encourage direct bookings** without significantly reducing your margins.

Bots and scrapers

Price Personalizer detects non-human traffic and **displays only base rates**.



Offer Recommender: a virtual receptionist who always finds a solution



Alternative dates

In a traditional system, when a guest selects an unavailable date, they see an empty page and leave. Offer Recommender, however, suggests alternative dates with optimized pricing, **keeping the guest on your website.**

Intelligent personalization

The system analyzes what **the guest was previously searching for**. If they were interested in weekend stays, it will suggest another weekend, not a random Tuesday. If they viewed apartments, it will recommend a higher standard, not a budget room.

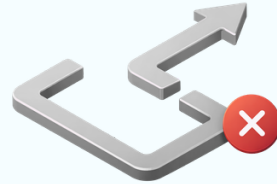
Helping meet booking conditions

Traditional booking engines often struggle to clearly communicate stay restrictions (e.g., minimum length of stay). AI Booking Engine suggests solutions like: "Stay one more night to unlock this offer." It's a simple way **to increase length of stay and boost booking value.**

Offer Recommender always shows your guest an offer

Problem

No availability = lost guest



Solution

No availability = smart alternatives



Intelligent date windows

Smart search for alternative dates within a 30-day range from the originally selected stay.



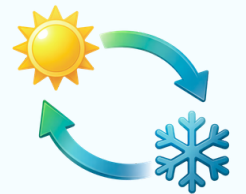
Long-stay packages

For priority packages (e.g., New Year's Eve), the search window extends up to 180 days.



Built for seasonal hotels

If a guest searches for a stay in February but your hotel opens in May, the system shows the actual opening dates instead of an empty screen.



Price prioritization and value-based ranking algorithm

Our algorithm understands the difference between a low price and a great deal. It promotes offers that maximize your revenue while giving guests the feeling they're getting a win.

How do traditional booking engines work?

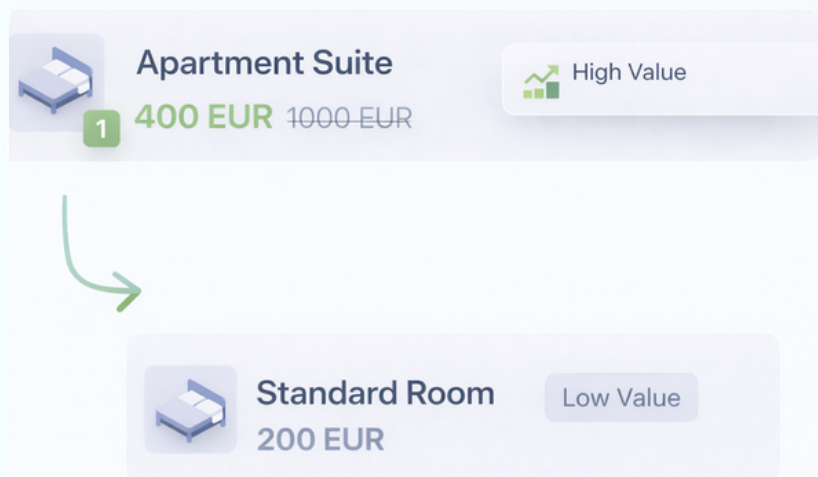
They sort offers **by the lowest price**. At the top, the guest sees a Standard Room for 200 EUR, while the Apartment is buried lower because it's more expensive. As a result, the guest chooses the cheapest option.

How does the AI Booking Engine work?

Our engine recognizes that a luxury apartment for 400 EUR (instead of 1000 EUR) is **an exceptional deal**. That's why it ranks the apartment higher than the standard room.

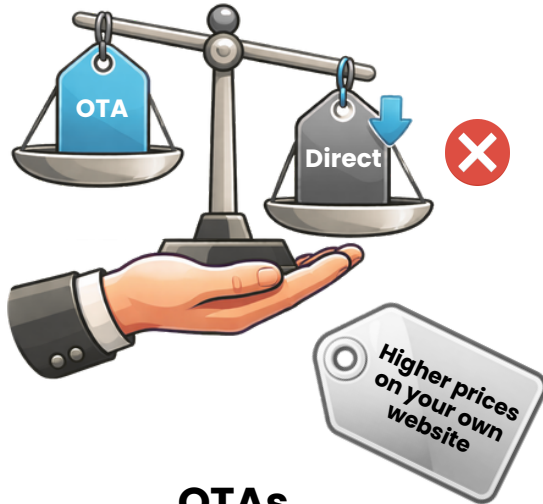
The result?

Seeing the strong value (saving 600 EUR), the guest is more likely to choose the higher-priced option. You, in turn, secure a 400 EUR booking instead of 200 EUR, **achieving effective upselling** without any extra effort.



Best Rate Guarantee*

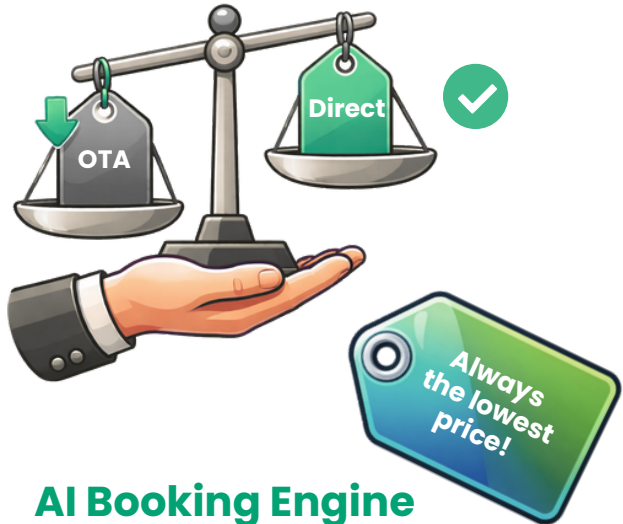
Stay one step ahead of online booking platforms.



OTAs

Online travel agencies regularly lower their prices (e.g., through programs like Genius), making your own website less appealing in the eyes of potential guests.

Automatic rate matching

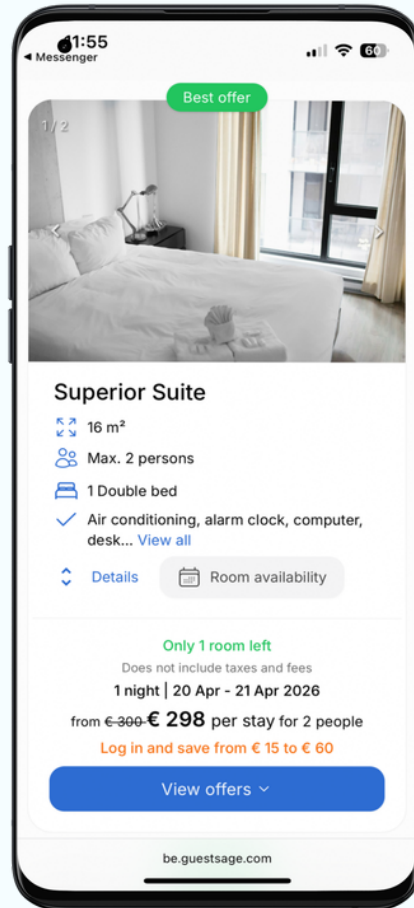


AI Booking Engine

Put an end to it. Our AI monitors OTA prices every day. If it detects a lower rate elsewhere, it automatically matches that offer on your website.

*Best Rate Guarantee is an additional paid feature.

What else influences the order of offers?



AI Booking Engine doesn't rely on price alone. **It analyzes guest behavior.**

If a guest previously browsed apartments or sea-view rooms, those offers are automatically moved to the top of the list. Additionally, the system prioritizes rooms the guest has viewed **within the last 7 days**, recognizing they are the best match for their preferences.

This results in more relevant offers, faster decisions and higher booking value.

Mixed offers: how to save bookings across seasonal boundaries



Problem with standard booking engines

When a guest wants to stay across different seasons or during a period when your pricing changes, a standard booking engine tries to **apply a single rate plan to the entire stay**. If no single plan covers all dates, it shows no availability.

AI Booking Engine

If the system cannot cover the entire stay with one offer, it automatically creates a **mixed offer**. It combines different rate plans, for example two nights at the standard rate and the next two at the high-season rate.

Guest experience

The guest doesn't need to split their stay into multiple bookings or figure out your pricing. They see **one clear, seamless offer**, and one final price.

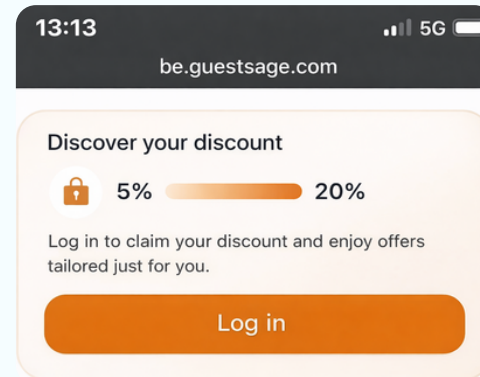
How we turn visits into bookings

Airline effect



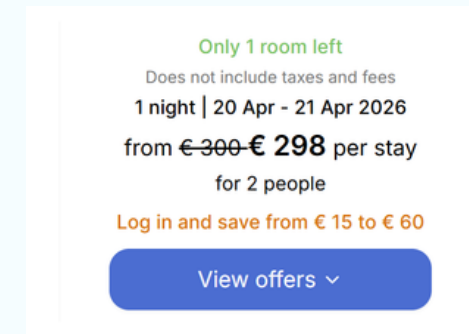
We display flexible, easy-to-read pricing calendars that give guests a sense of control and the feeling of finding a great deal, while helping you fill gaps in your calendar.

Instant reward



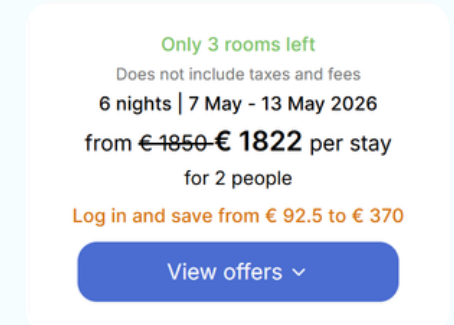
We encourage guests to log in by offering a small welcome discount. The guest feels valued, while you gain their contact data and build the foundation for a long-term relationship.

Subtle reminder



Our algorithm automatically highlights recently viewed rooms at the top of the list. This makes it easier for guests to return to their decision and shortens the path to payment.

Intelligent discounts



For low-demand periods, we offer higher discounts to stimulate bookings. During high-demand dates, discounts are reduced or removed to protect your margins.

Key business benefits



Win – Win

You earn more, while the guest pays less.



Customer education

We show guests that direct booking is the better and more affordable option.



Increased customer lifetime value (CLTV)

Build long-term loyalty through personalized offers.



No more empty searches

Every visit to your website ends with a relevant offer, thanks to intelligent recommendations.

Occupancy optimization

We shift demand to weaker periods.

High performance no matter the size of your business



Thanks to a unique combination of **optimal learning** and **advanced mathematical modeling**, our system effectively optimizes revenue, even with smaller datasets.

The algorithm learns the specifics of each property individually, from location to unique seasonality. Your pricing strategy is **perfectly tailored**, whether you run a boutique guesthouse or a large apartment complex.

Hire a virtual team of experts working for you 24/7



Offer Recommender

Ensures no guest leaves your website empty-handed, always presenting an alternative offer.



Price Personalizer

Analyzes hundreds of variables to price each room in a way that maximizes your revenue.



- No more time-consuming analysis or manual price adjustments
- Reduced workload for reception staff and fewer human errors
- Data-driven decisions instead of intuition
- 24/7 market monitoring with instant reactions
- More time to focus on building relationships with guests

Increase your revenue with AI Booking Engine

Get in touch with us to see a demo



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