



THE ADVENTURE BUSINESS UPDATE

Hot Tub Holiday Property: Pricing Strategy Worksheet

Base Rate Calculation

Property Costs

Monthly Mortgage/Rent: £ _____
Insurance: £ _____
Utilities: £ _____
Maintenance: £ _____
Cleaning: £ _____
Marketing: £ _____
Total Monthly Costs: £ _____

Target Profitability

Desired Profit Margin: _____ %
Break-Even Occupancy: _____
% *Minimum Nightly Rate*: £ _____

Seasonal Rate Structure

Peak Season (June-August)

Base Rate: £ _____
Weekend Premium: £ _____
+% *Holiday Premium*: +% _____
Minimum Stay: _____ nights
Special Event Rates: £ _____

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Shoulder Season (April-May, September-October)

Base Rate: £ _____

Weekend Premium: £ _____

+% Holiday Premium: +% _____

Minimum Stay: _____ nights

Special Event Rates: £ _____

Off-Peak Season (November-March)

Base Rate: £ _____

Weekend Premium: £ _____

+% Holiday Premium: +% _____

Minimum Stay: _____ nights

Special Event Rates: £ _____

Special Offers Strategy

Last-Minute Deals

Days Before: _____

Maximum Discount: _____%

Minimum Stay: _____ nights

Extended Stay Discounts

7+ Nights: _____%

14+ Nights: _____%

28+ Nights: _____%

Return Guest Programme

Discount: _____%

Additional Benefits: _____

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Competitor Rate Analysis

Peak Season

Highest Competitor: £ _____

Lowest Competitor: £ _____

Average Market Rate: £ _____

Your Rate: £ _____

Shoulder Season

Highest Competitor: £ _____

Lowest Competitor: £ _____

Average Market Rate: £ _____

Your Rate:

Off-Peak Season

Highest Competitor: £ _____

Lowest Competitor: £ _____

Average Market Rate: £ _____

Your Rate:

Value-Add Options

Premium Packages

Luxury Welcome Pack: £ _____

Local Experience: £ _____

Special Occasion: £ _____

Romantic Package: £ _____

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Additional Services

- Early Check-in: £_____
- Late Check-out: £_____
- Mid-stay Clean: £_____
- Extra Amenities: £_____

Revenue Projections

Monthly Targets

- Peak Season: £_____
- Shoulder Season: £_____
- Off-Peak Season: £_____

Annual Projection

- Total Revenue: £_____
- Operating Costs: £_____
- Net Profit: £_____
- ROI: _____%

Dynamic Pricing Triggers

Increase Rates When:

1. _____
2. _____
3. _____

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Decrease Rates When:

1. _____
2. _____
3. _____

Review Schedule

Weekly Review Date: _____

Monthly Review Date: _____

Quarterly Strategy Update: _____

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