

Do you know when a high-demand date is coming?

Most hoteliers only find out when their rooms are already sold. These are the main signals worth watching. The earlier you spot them, the more pricing power you have.

Booking pace

- You're picking up reservations faster than at this point last year
- A date that was quiet last week has several new bookings this week
- One specific date is filling faster than the weeks around it
- You're at higher occupancy than you'd normally expect this far out

➔ **What it means:** your market is moving. Don't wait until you're 80% full to adjust, by then the window to capture higher rates is already closing.

Local events and demand triggers

- A concert, festival, trade fair or conference is happening nearby
- School holidays or public holidays fall on or around that date
- A recurring annual event is coming up that historically fills your area
- An event has just been announced for a date you already have strong pickup on

➔ **What it means:** events create the clearest demand surges. A date with both strong forward bookings and a local trigger is almost certainly a high-demand date.

Competitor behavior

- Nearby hotels have raised rates for a date you haven't looked at yet
- A competitor that usually has availability is showing as sold out
- Multiple hotels in your area are moving in the same direction
- A competitor has introduced a minimum length of stay for a specific date

➔ **What it means:** competitors may have spotted something you haven't. Use their behavior as a prompt to check your own pickup, not as a reason to automatically match their rates.

Occupancy trends

- A future date is tracking well ahead of the same date last year
- You have fewer rooms left than you'd normally expect at this point
- The dates around a potential high-demand period are filling faster too

➔ **What it means:** occupancy trends are one of the earliest signals available. If rooms are filling faster than expected weeks in advance, your rates probably aren't reflecting the demand that's already there.

The strongest signal of all

- Your booking pace is ahead of last year
- AND a local demand trigger exists for that same date
- AND competitors are already moving in the same direction

➔ **What it means:** when all three line up for the same date, that's not a coincidence. That's a high-demand date and the window to act on it is already open.

