Analyzing the Effectiveness of Pricing and Forecasting Models in Hotel Revenue Optimization

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Abstract: *Revenue management has become a cornerstone of hotel profitability in an increasingly competitive hospitality industry. Pricing and forecasting models serve as the backbone of revenue management strategies, enabling hoteliers to maximize occupancy and revenue by aligning pricing decisions with demand fluctuations. This review paper synthesizes existing literature on the effectiveness of pricing and forecasting models in hotel revenue optimization. The study highlights different forecasting approaches such as time-series analysis, machine learning, and demand-based predictive analytics, along with pricing strategies like dynamic pricing, value-based pricing, and competitive pricing. The findings suggest that advanced data-driven models, integrated with artificial intelligence, significantly enhance forecasting accuracy and pricing flexibility, ultimately improving hotel revenue performance*

Keywords: Hotel Revenue Management, Pricing Models, Forecasting Models.