

Research on Hotel Marketing and Revenue Strategies Based on SWOT and STP Analysis

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Abstract: Amid fierce hotel industry competition, optimizing marketing and revenue strategies is crucial for hotel development. This paper uses SWOT and STP analysis to examine hotels' internal and external environments, including market segmentation, target market selection, and positioning. It proposes corresponding marketing and revenue strategies to guide hotels in enhancing competitiveness and increasing revenue. The study shows that these analytical methods can help hotels accurately grasp market demands, effectively integrate resources, and achieve sustainable development.

Keywords: Hotel Marketing SWOT Analysis; STP Analysis; Room Pricing Strategy; Revenue Management.

1. Introduction

Against the backdrop of sustained improvement in the national economy, China's tourism industry is showing a trend of high-quality development. According to statistics from the Ministry of Culture and Tourism in 2023, the total number of domestic tourists increased by 89.5% year-on-year, indicating a significant recovery trend in the industry. As the core carrier of the tourism industry, the hotel industry presents a typical three element revenue structure: room revenue (accounting for 52.3%), catering revenue (31.8%), and other revenue (15.9%). It is worth noting that under the constraints of fixed room inventory and constant marketing budget, implementing systematic revenue management can increase RevPAR by 5% -7% (STR Global, 2022), which verifies the optimization effect of dynamic pricing strategies and room status control mechanisms on operational efficiency.

This study is based on the SWOT-STP integrated analysis framework to construct a collaborative model between hotel marketing and revenue management. Through SWOT matrix analysis, hotels can accurately identify internal resource endowments (such as location advantages and service features) and external market opportunities (such as exhibition economy and cultural tourism integration); The application of STP theory can effectively achieve market segmentation dimension reconstruction (geographic / behavioral / psychological segmentation), target market value evaluation, and differentiation positioning strategy formulation. The synergistic effect of the two forms a closed-loop management system of "market insight strategy formulation dynamic adjustment" in the core aspects of revenue management, such as price elasticity management, overbooking optimization, and channel combination strategy.

2. Related Theories and Literature Review

2.1. Theoretical Basis

2.1.1. SWOT Analysis

SWOT analysis provides a clear framework for strategic planning by comprehensively evaluating the internal strengths, weaknesses, external opportunities, and threats of a company. Internal strengths and weaknesses are factors

possessed by the enterprise itself, while external opportunities and threats come from the macro environment and market competition situation in which the enterprise operates.

2.1.2. STP analysis

STP analysis includes market segmentation, target market selection, and market positioning. Market segmentation divides the overall market into sub markets with different demands and characteristics; Target market selection is the process of selecting specific markets that a company plans to enter and serve based on segmented markets; Market positioning is to shape a unique product or service image in the minds of target customers to differentiate themselves from competitors.

2.1.3. Concepts related to revenue management

Revenue management is a management tool based on historical data and demand forecasting, which balances supply and demand by dynamically adjusting prices and optimizing product combinations to maximize sales revenue and profits. Unlike traditional management concepts, revenue management emphasizes the crucial role of price in regulating supply and demand and increasing revenue, especially suitable for industries with perishable products, high fixed costs, and predictable demand (such as aviation, hotels, etc.). Its core goal is to attract high-value customer groups and optimize revenue performance through precise prediction and resource allocation.

2.1.4. Relevant theories of pricing strategy

Pricing strategy is the core of marketing, which requires comprehensive consideration of cost, competition, and consumer acceptance, aiming to promote sales and maximize profits. In the hotel industry, dynamic pricing can adjust demand and optimize resources. Market centered pricing methods can balance supply and demand, meet different needs, and thus enhance corporate profits. At the same time, pricing strategy reflects the game relationship between enterprises and consumers, and enterprises need to maximize profits while meeting consumer needs.

2.1.5. Pricing Model and Overselling

Pricing Model: Demand forecasting is the foundation of revenue management. By analyzing historical data and market patterns, it predicts future demand conditions and provides a basis for pricing, room allocation, and overbooking

decisions. The demand of the hotel industry has obvious seasonality and temporality, so demand forecasting needs to consider time factors. A time series multiplication model is used for forecasting, with the formula $Y_t = T_t \cdot S_t \cdot I_t$, where T_t is the trend component, S_t is the seasonal component, and I_t is the irregular fluctuation component. The demand-oriented pricing method emphasizes adjusting prices based on consumer demand and is divided into three types: pricing based on consumers' understanding of product value, pricing based on demand differences, and pricing based on reputation. These methods improve the attractiveness and competitiveness of hotels by dynamically adjusting prices to meet the needs of different consumers.

Overbooking model: Overbooking is an important strategy for hotels to cope with the "NO-SHOW" phenomenon, which compensates for revenue losses and increases room occupancy rates through overbooking. The oversold quantity should follow the principle of minimizing expected losses and calculate a reasonable quantity through mathematical models to achieve maximum revenue. The model formula is $E_i = \sum_{j=0}^i P_j(i-j)c + \sum_{j=i+1}^n P_j(j-i)d$, where c is the cost of overbooking units, d is the loss of vacant units, and P_j is the probability of j customers booking but not checking in on a certain day. By minimizing expected losses, hotels can achieve maximum revenue while ensuring customer satisfaction.

2.2. Journals Reviewed

2.2.1. Literature review on concepts related to revenue management

Revenue management originated in the United States and gradually gained widespread application in Europe. European and American scholars have conducted in-depth and comprehensive research on revenue management, forming a mature system. Vinod proposed the main statistical indicators for measuring the effectiveness of hotel revenue management, including overbooked rooms (Oversales), occupancy rate (OCC), average room rate (ADR), average revenue per rentable room (RevPAR), and average profit per rentable room (Goppar). Among them, RevPAR is a very important indicator that can help hotels comprehensively understand their current business situation and profitability. Based on these revenue indicators, foreign research has confirmed that revenue management has a significant positive impact on the operational performance of the hotel industry [1]. Queenan et al. studied the impact of hotel revenue management behavior decisions on performance and pointed out that market segmentation and demand forecasting are significant factors affecting the financial performance of hotel revenue management [2].

Domestic scholars' research is mostly based on the theoretical foundations of foreign scholars. Jia Mingjie [3] has conducted in-depth research on the dynamic pricing strategy of hotel rooms driven by digital technology, revealing the importance of this strategy in enhancing the competitiveness and profitability of the hotel industry. With the continuous advancement of technology and the dynamic changes in the market environment, the hotel industry needs to continuously pay attention to and adapt to these changes to ensure the effectiveness and adaptability of dynamic pricing strategies for guest rooms [3]. Li Jun conducted in-depth research on the dynamic pricing strategy of hotel rooms driven by digital technology, revealing the importance of this strategy in enhancing the competitiveness and profitability of the hotel

industry. With the continuous advancement of technology and the dynamic changes in the market environment, the hotel industry needs to continuously pay attention to and adapt to these changes to ensure the effectiveness and adaptability of dynamic pricing strategies for guest rooms [4].

2.2.2. Literature Review on Hotel Marketing and Cultural Tourism Integration

Kimes proposed the 4R theory based on marketing theory, emphasizing providing the right products or services to the right customers at the right time and place, at the right price, and achieving the goal of maximizing corporate profits under resource constraints. This theory provides an important theoretical basis for marketing strategies in the hotel industry [5]. James A Mengxi pointed out in his research on market differentiation strategy that the core of the market lies in demand competition, and clarifying the focus of customer needs and identifying customer groups are the key to successfully implementing marketing strategies. He emphasized that understanding 'who our customers are' and 'what their needs are' is the foundation for developing effective marketing strategies [6]. Liu Meng pointed out that hotel managers should timely identify the "pain points" and "itch points" of hotels, which is the key to predicting the future supply and demand relationship in the hotel market. She emphasized that establishing a professional service image and ensuring service safety are important factors in winning future markets and customers [7]. Shi Min analyzed the significance of cultural tourism integration in the era and explored new ways of tourism marketing, including IP marketing, story marketing, and short video marketing. These innovative marketing methods provide new marketing ideas and approaches for the hotel industry [8].

Domestic and foreign scholars have formed a relatively systematic theoretical system in hotel marketing and revenue management research, which has been widely applied in practice. These research findings provide valuable theoretical support and practical guidance for the hotel industry in the fierce market competition.

3. Research Scheme Design and Data Analysis

3.1. Research Object

The HG Hot Spring Hotel in Sichuan is located at the junction of Sichuan and Yunnan, covering an area of over 260 acres with an altitude of about 1200 meters. It has a beautiful environment, fresh air, and warm climate, and is known as the "inland Hainan". The hotel has rare pure natural hydrogen hot springs and is a hot spring health resort. Built in 2006 and renovated in 2013, this subtropical style garden style hotel offers over 100 scenic guest rooms and 6 luxurious villas, equipped with king size beds. The International Convention Center has 10 conference rooms with a maximum capacity of 1800 people. The lobby space is grand and uniquely designed, featuring a water bar, tea bar, and more. The hot spring bathing center covers an area of 7114 square meters and includes various leisure facilities. The guest room design is unique and blends natural landscapes. The hotel is located at the starting point of the Grand Shangri La Golden Tourism Circle, with convenient transportation, making it an ideal choice for tourism, health preservation, vacation, and conferences.

3.2. Pricing Status and Problems in Marketing

3.2.1. Existing room pricing model of HG Hot Spring Hotel

The current pricing model of HG Hot Spring Hotel: without predicting the market, adopting a one size fits all pricing approach, except for a 100 yuan increase during holidays, all other pricing remains unchanged. At present, the specific room pricing of HG Hot Spring Hotel is shown in Table 1:

Table 1. HG Hot Spring Holiday Hotel room price (yuan/night)

Room type	Area/square meter	Number of Occupants	Individual/OTA price
December sale	60	2	580
Deluxe Double Room	45-60	2	580
Deluxe Family Room	40	2	680
Deluxe Suite	90-120	2	1280

The off - season room rates of hotels around HG Hot Spring Hotel during the same period are shown in Table 2 (taking the most common room type as an example):

Table 2. Hotel room rates around HG Hot Spring Resort

Hotel Name	Area/square meter	Star rating	Number of residents	Individual price/OTA price
HG Hot Spring Hotel	45	Five-star	2	580 yuan
Red Mamba Hotel	18	Ordinary	2	128 yuan
Anmei Na Health Resort Hotel	25	Three star level	2	238 yuan
Sweiden Resort Apartment	90	Four star rating	4	411 yuan

According to Table 2, among the hotels around HG Hot Spring Hotel, the positioning is relatively high, but it also meets the positioning of a five - star hotel. However, compared to the four - star chain hotel Sveden Vacation Apartments in the same location, the Red Grid Hot Spring Holiday Hotel, although a five - star hotel, has a higher price, fewer guests, and a smaller room area. Therefore, people may tend to choose the four-star chain hotel Sveden Vacation Apartments with better service guarantees. In this environment, continuing to sell at high prices will have an impact on the hotel's operations, resulting in a lower average occupancy rate. Therefore, HG Hot Spring Hotel needs to further adjust and improve its pricing strategy to change its current business situation.

3.2.2. Market Environment Analysis of HG Hot Spring Hotel

(1) SWOT Analysis of HG Hot Spring Hotel

Strengths: HG Hot Spring Hotel is located in HG Hot Spring Hotel, Panzhihua City, close to Xigeda Japanese style town, with convenient transportation. It is about a 20 minute and 50 minute drive from the train station and airport respectively, making it suitable for tourists, vacationers, and business travelers. The hotel has a subtropical style garden covering an area of over 260 acres, with an altitude of 1200 meters. It enjoys the warm sunshine of 26 degrees north latitude, a quiet environment, and excellent air quality. We offer a variety of spacious room types, including 167 oversized guest rooms with scenic views and 6 luxurious villas, equipped with high-end facilities. The International Conference Center has 10 high-end conference rooms, as well as facilities such as a hot spring bathing center and SPA club, making it an ideal choice for tourism, hot spring health preservation, and conference training.

Weaknesses: inconvenient transportation, lack of direct buses to other scenic spots; There are few dining options in the surrounding area, and the prices and types of dining in the hotel are high; Insufficient emphasis on individual customer service and unprofessional attitude; The products and facilities in the guest rooms are outdated, which affects the user experience; The number of hot spring bathing pool is small and some have peculiar smell, which reduces the comfort of customers.

Opportunity: The municipal party committee and

government have issued policy documents to promote the high-quality development of the service industry and the integrated development of the "cultural tourism+" industry, implemented measures such as building a modern service industry system and creating a national comprehensive tourism demonstration zone. The Sichuan Provincial Party Committee and Government encourage paid leave and consecutive short and long holidays to create a new golden week. In addition, the climate in the area is pleasant, with an average temperature of 26 °C throughout the year and ample sunshine, making it suitable for elderly care and health tourism. The hot spring resources in HG Hot Spring Hotel contain various trace elements, which are helpful in improving physical fitness and preventing diseases. The application of Internet plus in the tourism industry has promoted the development of the hotel industry, and the informatization construction and Internet hot spots (such as "online red card printing places") have brought new business opportunities and benefits to the hotel industry.

Threat: Many coastal cities in China have abundant tourism resources, especially Kunming and other cities that have developed rapidly in recent years, posing strong competitive pressure on the local tourism and hotel industries. Secondly, the competition within the hotel industry is fierce, and the market is approaching saturation. Several hotels of different star ratings around the HG Hot Spring Hotel have attracted many tourists with lower prices and good facilities, further intensifying the competition. In addition, the passenger flow of hotels is significantly affected by seasons. Although winter is the peak season for tourism, in summer, due to the hot climate, the advantage of hot springs is no longer available, resulting in a significant decrease in passenger flow and bringing unstable factors to hotel operations. Finally, with the growth of consumer disposable income and the youthfulness of consumer groups, hotel demand is becoming increasingly diversified. How to meet the needs of different consumers while ensuring service quality has become a major challenge in hotel management. Faced with these threats, HG Hot Spring Hotel needs to continuously innovate and optimize its management strategies to enhance its competitiveness and solidify its market position.

(2) STP analysis of HG hot spring hotel

The hotel market segmentation is analyzed from four dimensions: source of customers, economic income and payment ability, consumer demand, and purchasing methods. In terms of customer sources, passengers mainly come from within Sichuan, Chongqing, and Yunnan, and the market is divided into three categories based on distance: near, medium, and far. In terms of economic income and payment ability, travelers are divided into low-end, mid-range, and high-end consumers, and hotels mainly target the mid to high-end customer group. Consumer demand covers both official and personal needs, with hotel selling points including meeting rooms, environment, and hot springs. Demand is concentrated on business, vacation, sightseeing, and wellness. The purchasing methods include individual purchase and group buying. Individual customers have high profits but need to pay attention to service, while group buying can ensure rental rates but has strong bargaining power. Overall, the hotel market is segmented into conference and business customers, leisure and vacation customers, and sightseeing tourists.

In terms of target market optimization, HG Hot Spring Hotel mainly focuses on the business conference market and leisure vacation market. The business conference market in China has a significant driving effect, with every 1 yuan of conference fee driving 5 yuan of accommodation and catering expenses. Among them, accommodation consumption is the highest, followed by catering, and venue fees are the lowest. With the continuous improvement of the domestic tourism environment, multinational companies often set up their annual meetings in China, which has also become the preferred destination for incentive tourism. In this context, the

importance of conferences and exhibitions in hotel revenue is increasingly prominent, and their proportion is on the rise. HG Hot Spring Hotel is equipped with 10 high-end conference rooms of different specifications, which can fully meet the needs of business meetings. Therefore, the business meeting market has become one of the main target markets for the hotel. The leisure vacation market also has enormous potential. In recent years, with the sustained development of the Chinese economy and the steady increase in residents' income levels, the holiday tourism market has shown a thriving trend. According to the 2024 Statistical Bulletin on National Economic and Social Development released by the National Bureau of Statistics, the per capita disposable income of residents in China reached 41314 yuan in 2024, a nominal increase of 5.3% compared to the previous year, and a real increase of 5.1% after deducting price factors. The per capita disposable income of urban residents is 54188 yuan, with a nominal growth of 4.6%, while the per capita disposable income of rural residents is 23119 yuan, with a nominal growth of 6.6%. Per capita consumption expenditure has also shown stable growth. In 2024, the per capita consumption expenditure of residents in China was 28227 yuan, with a nominal growth of 5.3% and an actual growth of 5.1%. This indicates that residents have more disposable income for leisure vacations, providing a good economic foundation for the hotel's leisure vacation market. In summary, HG Hot Spring Hotel can effectively enhance its market competitiveness and revenue level by accurately positioning itself in the business conference market and leisure vacation market.

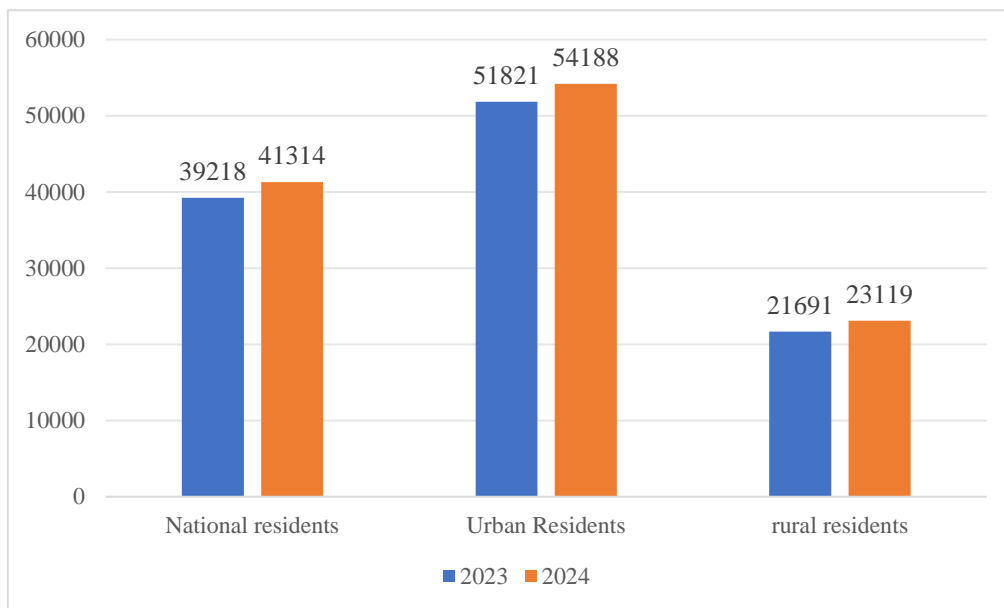


Figure 1. Per capita disposable income of urban and rural residents nationwide in 2024

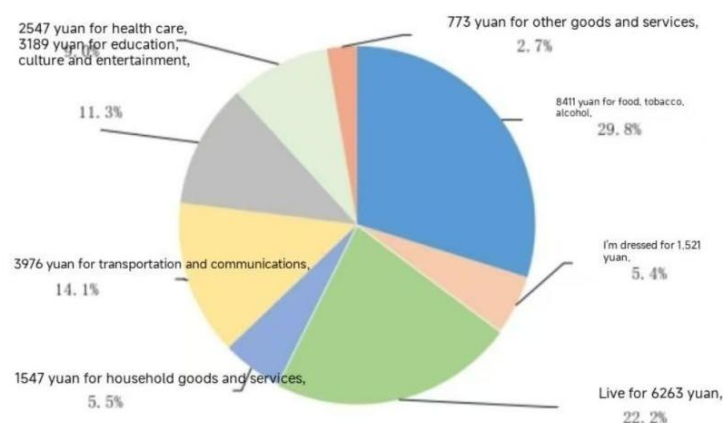


Figure 2. Per capita consumption expenditure and composition of residents in 2024

In terms of consumption structure, the expenditure on education, culture, and entertainment has grown significantly, reaching 9.8%, of which cultural and entertainment expenditure has increased by 16.1%, indicating the residents' emphasis and demand for spiritual and cultural consumption. In addition, with the gradual implementation of paid annual leave and the 2.5-week national holiday policy, residents' free leisure time has increased, providing strong support for the development of the holiday tourism market

According to the review data of Ctrip's HG Hot Spring Hotel, the proportion of trips for vacation, leisure, and family purposes is relatively high, reaching 43.19%, indicating that the parent - child family market has enormous potential. In recent years, the parent-child travel market has continued to heat up, with an increasing number of parent - child travel products and destinations, receiving widespread attention. According to a report by the Panzhihua Tourism Bureau in 2018, during the "Spring Festival Golden Week", more than 80% of tourists travel as families, and the trend of family parent - child travel is evident. Sunshine, spring scenery, weather, New Year's flavor, and third tier culture have attracted many tourists to Panzhihua for vacation, further highlighting the potential of the leisure vacation market dominated by parent - child travel.

Cultural tourism market: In recent years, the development trend of the cultural tourism market in Panzhihua City has been good. In 2024, the per capita disposable income of residents in China will reach 41314 yuan, an increase of 5.3% in nominal terms and 5.1% in real terms compared to the previous year. The expenditure on education, culture, and entertainment has increased significantly, reaching 9.8%, demonstrating the residents' emphasis on spiritual and cultural consumption. As an important node of the Shangri La tourism loop, Panzhihua City has rich cultural and tourism resources, such as natural landscapes such as primitive forests and high mountain canyons, as well as unique local cuisine and tourism products such as Juqu inkstone and vanadium titanium. In 2024, Panzhihua City will continue to strengthen the construction of cultural and tourism infrastructure, improve the quality of tourism services, and attract many tourists to come for vacation and sightseeing. HG Hot Spring Hotel's entry into the cultural tourism field is still shallow, which provides great potential for it to increase its revenue. Hotels can make full use of the rich cultural and tourism resources in Panzhihua City to develop characteristic cultural and tourism products, such as hot spring cultural experiences, health tourism, etc., to meet the growing demand of the cultural tourism market. At the same time, hotels can also

strengthen cooperation with local cultural and tourism departments and enterprises to jointly create attractive tourism routes and activities, attract more tourists to come and experience, thereby enhancing the hotel's market competitiveness and revenue.

Health and wellness market: In recent years, the health and wellness tourism market in Panzhihua City has developed rapidly, and the health and wellness industry has become an important pillar of the urban economy. In 2023, the added value of the health and wellness industry in Panzhihua City will reach 17.119 billion yuan, accounting for 13.1% of the city's GDP and exceeding 10 billion yuan for five consecutive years. Panzhihua City, relying on its "six degree endowment" (temperature, humidity, altitude, productivity, cleanliness, and harmony), has constructed a development pattern of "comprehensive health and wellness, shared by all", forming four major product sequences of "health and wellness+tourism", "health and wellness+travel", "health and wellness+sports", and "health and wellness+medical care". In addition, Panzhihua City has explored various health and wellness development models, including promoting the development of the health and wellness real estate industry chain, revitalizing idle rural resources, and introducing professional health and wellness institutions, further enhancing the influence of the health and wellness industry. As one of the important health and wellness tourism projects in Panzhihua City, HG Hot Spring Hotel can make full use of the rich local health and wellness resources and policy support, develop characteristic health and wellness products such as hot spring therapy, travel health and wellness, etc., attract more tourists to come and experience, thereby enhancing market competitiveness and revenue.

(3) Problems in Marketing

As the only five-star hotel in Yanbian County, HG Hot Spring Hotel is currently facing multiple business challenges: insufficient product competitiveness, lack of innovation in core hot spring theme, insufficient opening of bathing pool, outdated facilities and homogenization of packages, and failure to effectively play the differentiated advantages; The pricing system is rigid, the high price strategy is detached from the local consumption level, and there is a lack of dynamic adjustment mechanism for annual pricing. The flexible pricing and overbooking strategies during peak and off peak seasons are ignored, resulting in low efficiency in revenue management; Weak digital operation, excessive reliance on OTA platforms and lack of self owned official WeChat functions, insufficient accumulation of private domain traffic, exacerbating channel cost pressure; The

promotional methods are single, relying on repetitive package combinations, lacking precise marketing and innovative gameplay, making it difficult to stimulate consumer demand; Shortcomings in service quality, concentrated negative feedback on front desk service attitude, and exposed deficiencies in employee training and supervision mechanisms. The core contradiction lies in the failure to establish competitive barriers through product iteration, scientific pricing, and digital operations. It is necessary to focus on upgrading hot spring products, optimizing revenue management systems, and breaking through development bottlenecks through private domain ecological construction, in order to reshape the leading position in the regional market.

3.3. Research on Pricing Strategies for Hotel Rooms Based on Revenue Management

As the core source of hotel revenue, room pricing directly affects operational efficiency. Based on the theoretical framework of revenue management, this chapter proposes a systematic solution to address the problems of pricing rigidity and lack of overbooking strategy in HG Hot Spring Hotel. Taking into account the perishable nature of hotel industry products, pre booking nature, and fixed production capacity, a demand forecasting model is constructed to capture market fluctuations, a dynamic pricing mechanism is established to achieve flexible price adjustments during peak and off seasons, and overbooking strategy is introduced to cope with the loss of revenue from temporary cancellation of orders. The three parties collaborate to form a scientific pricing system, aiming to break through the original static pricing model, improve the utilization rate of room resources and overall revenue level, and provide data-driven decision-making support for hotels to build differentiated competitive advantages.

3.3.1. Demand forecasting

Demand forecasting is the core foundation of hotel revenue management, which directly affects room rate strategies and resource allocation. Accurate prediction can avoid subjective decision-making bias: excessive optimism can lead to high priced vacant houses, while excessive conservatism can cause revenue loss from low - priced early sales. In response to the characteristics of seasonal cycles and holiday fluctuations in the demand of the hotel industry, this article adopts a dual forecasting dimension for HG Hot Spring Hotel - seasonal change analysis and holiday special demand calculation. By quantifying the time sensitivity law in historical data, it provides scientific basis for dynamic pricing and capacity regulation, balancing the pace of room sales with the goal of maximizing revenue.

(1) Demand forecasting considering seasonal changes

The acquisition of seasonal index is based on three data: seasonal moving average, season centered moving average, and seasonal irregularity. This article uses four years of historical data, namely 16 quarters, to predict the next demand for hotels.

(2) Consider holiday demand forecasting

Holidays are a key window for hotel revenue growth, and their demand fluctuations create opportunities for dynamic pricing. This article takes the May Day holiday as a sample, analyzes the historical occupancy rate and room sales data of HG Hot Spring Hotel, and combines the impact of holiday types (such as traditional holidays, long holidays, winter and summer vacations) on demand differentiation to construct a customized prediction model. The aim is to quantify the

supply-demand relationship of specific holidays, provide accurate anchor points for price elasticity adjustment and resource optimization, and solve the pricing problem of differentiated demand fluctuations in similar hotels in the same region.

3.4. Hotel Dynamic Pricing Application

3.4.1. Room pricing under known demand conditions

(1) Determine the benchmark price for hotel rooms

Based on seasonal demand forecasting, HG Hot Spring Hotel establishes an annual room benchmark price system by quantifying demand fluctuations in each quarter (Q2 2020 demand decline, other quarters increase) and referencing competitor pricing. This benchmark price not only anchors the hotel's value positioning, but also serves as a dynamic pricing reference benchmark. Combined with price elasticity adjustment and capacity control strategies, it achieves revenue growth breakthroughs through peak season premiums and off-season flexible promotions while maintaining stable sales revenue.

Table 3. 2020 Hongge Hot Spring Holiday Hotel Room Benchmark Price List (Unit: Yuan)

Room type	Individual price/OTA price	First quarter	Second quarter	third quarter	Fourth quarter
December sale	580	700	450	520	580
Deluxe Double Room	580	700	450	520	580
Deluxe Family Room	680	880	500	580	680
Deluxe Suite	1280	1480	880	980	1280

(2) Pricing during the May Day holiday

HG Hot Spring Hotel adopts a dynamic adjustment mechanism for holiday pricing: based on the previous year's occupancy rate (triggering a 10% discount rule for the 2021 occupancy rate of 80.32%), the price is adjusted according to the differentiated sales performance of the room type - the best-selling room type (deluxe double room, parent-child room) significantly increases its price, while the unsold room type (deluxe suite) adjusts or maintains its original price, forming a graded pricing system for the 2022 May Day holiday (as shown in Table 4.), which not only anchors revenue targets but also responds to market demand elasticity.

Table 4. Predicted bookings for the three days before May Day Labor Day at Hongge Hot Spring Holiday Hotel in 2022

Room type	Deluxe King Room	Deluxe Double Room	Deluxe Family Room	Deluxe Suite
Price	580	650	750	1080

(3) Price gradient of design science

In addition, based on the benchmark price, hotels should also set corresponding prices according to different real-time occupancy rates to respond to different market conditions in a timely manner, in order to enable hotels to obtain higher profits. According to the occupancy rate situation, the hotel room price gradient and occupancy rate comparison table shown in Table should be developed.

Table 5. Comparison of Hotel Room Price Gradients and Occupancy Rates

Grade	Price	Occupancy rate (%)
A	bottom price	Below 40
B	Middle price 1	40-60
C	Middle price 2	60-70
D	Middle price 3	70-80
E	maximum price	Above 80

The hotel implements a tiered pricing mechanism: when the occupancy rate is below 40%, a low price drainage strategy is activated to ensure cost coverage; Dynamically adjust prices within the range of 40% - 60% to balance occupancy rates and profit margins; If it exceeds 80%, a premium strategy will be implemented against the prices of competitors, prioritizing high priced customers through capacity control, synchronously monitoring market dynamics to achieve the optimal ratio of vacancy rate and housing price revenue, and driving revenue maximization.

3.4.2. Dynamic pricing strategy for peak and off peak seasons

(1) Increase sales during the off - season

Set up discounted rooms: attract price sensitive customers and increase occupancy rates by launching "discounted king rooms" and "discounted double rooms".

Set product added value: Launch "discounted parent - child rooms", providing additional services such as double breakfast, gifts, and delayed check-out to attract customers to choose room types with higher cost-effectiveness.

Guide customers to upgrade: When the discounted rooms are fully booked, recommend customers to upgrade to a higher priced room type or provide free upgrades to increase sales.

Select advertising channels: Focus on advertising discounted room information to new customer channels such as OTA and travel agencies to increase exposure and sales volume.

(2) Increase revenue during peak season

Reduce order churn rate: Control the capacity of popular room types to avoid rejection due to team orders and ensure sufficient supply during peak periods.

Reduce vacancy rate: For unsold room types (such as luxury suites), provide free extra beds, dining discounts, etc. to attract multiple tourist groups and strive for full occupancy.

Timely price increase: Increase prices in a timely manner based on booking progress and market conditions, reduce vacancies, cancellations, and rejections, and achieve maximum revenue.

4. Marketing Strategy Optimization

4.1. Product Improvement Strategy

HG Hot Spring Hotel's upgrade strategy focuses on four core areas: improving room comfort - updating shower facilities and strengthening sleep systems; Reconstruction of hot spring experience - comprehensive replacement of aging bathing pool equipment, addition of children's safe entertainment areas and upgrading of adult adventure projects; Diversified layout of catering - integrating northern and southern flavors with a children's dessert area; Innovation of cultural and tourism products - developing hot spring themed souvenirs (soap / essential oils, etc.), responding to the government's goal of building a strong cultural and tourism

city, and constructing a "hot spring+" composite consumption ecology through customer segmentation operation and experience scene extension.

4.2. Price Difference Improvement and Revenue Management Optimization Strategy

HG Hot Spring Hotel Pricing Strategy and Revenue Management Optimization Plan: Discount Tiered System, covering off-season traffic, exclusive discounts for group/long-term customers, and limited time promotions through OTA channels (flash sale, full discount); Dynamic pricing system, based on seasonal benchmark prices, constructing 4-5 level gradient pricing (Table 4-9), combined with differentiated regulation of peak and off peak season targets (low season occupancy rate, high season revenue), synchronously implementing peak season "jump pricing" and overbooking strategies; Data driven decision - making, dynamically adjusting prices through real - time demand forecasting and property monitoring, and incorporating revenue indicators into performance evaluation, with budget achievement rate and profit targets as incentive anchors, forming a "pricing execution feedback" closed-loop management, and strengthening the effectiveness of strategy implementation.

4.3. Channel Expansion and Improvement Strategy

HG Hot Spring Hotel's sales channel optimization focuses on three directions: improving existing channels - strengthening OTA platform visual presentation online (professional image / video display, online review management) and expanding international distribution, deepening business / conference customer maintenance offline (regular visits, experience coupon binding); Private domain traffic activation - convert high - frequency individual visitors through the membership system, and use offline activities (gifts / sweepstakes) to activate official WeChat, Tiktok and other We Media fans; Emerging channel expansion - based on matching local internet celebrities with customer source characteristics, using short video sales to achieve precise drainage, building a three - dimensional channel network of "global touchpoints + layered operation", and breaking through traditional sales boundaries.

4.4. Integrated Promotion Diversification Strategy

4.4.1. Collaborative development of cultural and tourism resources

Through the multi-dimensional combination model of "scenic spots + hotels + catering + transportation", integrate the core cultural and tourism resources of Panzhihua, and design themed tourism routes:

Third line cultural tourism: Third line construction of museum clusters + transportation connections+specialty hotels

Sunshine Health and Wellness Tour: Puda Sunshine / Hongge Hot Springs + Physical Examination and Rehabilitation + Resort Hotel

Landscape Ecological Tour: Zhuanxu Longdong / Xinshan Terraced Fields + Hot Spring Experience + Rural Homestay

Adopting a combination of cash advance and pre-sale models, utilizing revenue management tools to optimize

resource allocation.

4.4.2. All inclusive scenario package

Targeting the main customer group of self driving tours, we have launched targeted all inclusive products:

Family Package: Accommodation + Full Meal + Children's Playground + Hot Springs

Couple Package: Boutique Room + Theme Dining + Private Soup Experience

Health Package: Health Management + Health Diet + Healing Space

Business Package: Meeting Venue + Team Accommodation + Customized Team Building

By packaging scenario based services, we aim to enhance consumer convenience and experience depth.

4.5. Service Process Reengineering

Service is one of the most important factors for guests to evaluate the quality of a hotel. The professional skills, service awareness, and work attitude of hotel employees directly affect the quality of service. Build a bottom-up service system with employee empowerment as the core. Learn from the experience of Haidilao, empower frontline employees with the right to handle problems and participate in process optimization, promote service upgrades through the mechanism of "problem discovery proposal negotiation process iteration", and achieve the improvement of humanized service quality.

5. Conclusion

This article focuses on the optimization of revenue for HG hot spring hotels, analyzing the market competition environment through the SWOT - STP model, and constructing a revenue management system based on the characteristics of the hotel industry: using seasonal / holiday demand forecasting to set benchmark prices and dynamic grading pricing during the May Day holiday (premium for best - selling room types and price control for unsold room types), introducing an overbooking model to balance vacancy risks; Synchronize the implementation of differentiated

marketing strategies - reconstruct the core products of hot springs (facility upgrades / children's zones), optimize multi-level discount systems (off - season drainage / OTA limited time promotions), expand cultural and tourism derivatives, and achieve precise customer operation through data - driven decision - making (occupancy rate tiered pricing, revenue indicator performance binding), ultimately forming a revenue growth loop centered on market supply and demand, while considering long-term customer value.

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