



Press-News:

New and improved FairRate System

A discussion with Wolfgang Gattringer, Director of Business Development at Fairmas.

PR Office: What is FairRate? What is so special about the tool?

Wolfgang Gattringer, Fairmas: FairRate displays up-to-date GDS data on a daily basis, for a maximum of seven hotels at the location, as default 28 days in advance. The lowest available GDS rate of the selected competitor is shown, including Advance Purchase and Merchant Model rates. Price strategies thus become transparent.

PR Office: Do the hotels participating at the location have to be defined beforehand or can the sets be redefined every day?

Wolfgang Gattringer, Fairmas: The sets are defined in advance. As soon as the booking situation at the location or in the set changes, the competitors' price strategies can be recognized via the "Variance Tool" and changes in rate become obvious. The data is also displayed and can be visualised as curves or bar charts.

PR Office: So what is new with this tool?

Wolfgang Gattringer, Fairmas: With immediate effect, the data is entered into the system twice a week, 180 days in advance, while the GDS data is available for six months in the forecast.



PR Office: What is the main benefit for the participating company?

Wolfgang Gattringer, Fairmas: Conclusions can be drawn on the competitors' rates policies. Market situations become transparent. Users have a solid basis for organizing their own strategies for rates and sales, so it represents an optimum and economical addition to our Daily Benchmarking Service.

PR Office: You have been cooperating with the Rubicon Group in this area for over six months now. You described the start of this cooperation as a milestone. How have things changed?

Wolfgang Gattringer, Fairmas: Thanks to the cooperation with the Rubicon Group, we have been able to provide special access to Rubicon MarketVision® data for our customers and improve the depth of data of our own FairRate Version.



Fairmas Gesellschaft für Marktanalysen mbH

Fairmas Gesellschaft für Marktanalysen mbH was founded in 2003. By 2008, it had installed its software in more than 1000 hotels all over the world. Fairmas has enjoyed continuous growth and has seen a constant expansion of its own product range. The company is also represented by cooperation partners in London and Atlanta. Alongside its extensive range of system and web-based planning tools, the company also offers the implementation of individual process solutions, oriented towards meeting specific, internal company requirements. At the beginning of the year, Fairmas introduced a cross-destination benchmarking application for the holiday and resort hotel industry. The company's aim is to become one of the leading hotel software vendors for revenue management applications.

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