

# KKIGO



YOUR **FLEXIBILITY** MATTERS

SUMMER CAMPAIGN 2022

## FLEXIBLE POLICIES

It's today's reality: the more flexible your policies and rules are, the more reservations you receive.

 **Holidu:** a partner with “firm” cancellation policies gets 5x growth on daily bookings compared to the ones with a “strict” one.

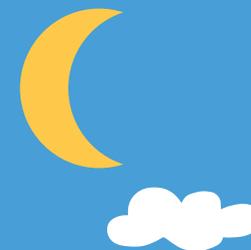
 **Airbnb:** flexible cancellation policies are ranked higher, and you have a greater chance of bookings and keeping your calendar full. As no commitment is required from guests, they feel more confident to book.

**B. Booking.com:** travelers rank the ability to cancel (33%) and the ability to reschedule free of charge (32%) as two of the most important priorities in 2022.

 **Expedia:** travelers (24%) value the possibility of getting a full refund for cancelled bookings. But this varies by generational group, with younger travelers less focused on price and refunds.

 **HomeToGo:** "In general, cancellation and flexibility emerged in the pandemic and continue to be demanded from travelers"

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## LENGTH OF STAY PRICING RULES

Since Pandemic, the **lengths of stay\*** have significantly increased, but, does this mean you should only offer availability for long-stay bookers? Even if your ideal minimum stay is (for example) of 3 nights, it is more cost-effective to adapt your pricing to the LOS\* to cover Operational costs, instead of restricting stays.

### NIGHTS

>=1

>=2

>=3

>=5

>=7

### ADJUSTMENT

+ 50%

+ 25%

+ 0%

- 5%

- 15%

E.g. 1 night = 100€

- ◆ 1 night = 150€/night
- ◆ 2 nights = 125€/night
- ◆ 3 nights = 100€/night
- ◆ 5 to 6 nights = 95€/night
- ◆ 7 or + nights = 85€/night

## IMPACT

If you set up a minimum stay (for e.g. of 3 nights), any prospect looking for 1-2 night reservations **won't even SEE your property**.

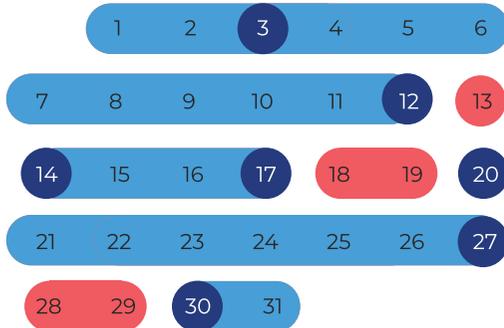
Try adding more aggressive LOS pricing rules, like ( >=1 +50% ) for those shorter reservations. Maybe they're still keen to book **2 nights for €250** instead of **3 nights for €300**, don't you think?

**Length of stay or LOS\*** refers to the number of nights booked  
**LOS pricing\*** refers to the price adjustment depending on the number of booked nights

## GAP MANAGEMENT

So... You still need to set up a minimum stay because of your owners, or your operational strategy?

Well, then you might have **gaps** like these in your calendar, and you have to set up specific season stay rules to unblock these small gaps on your calendar, right?



In this case, you can set up a **flexible minimum stay** with price adjustments below your minimum stay. In Kigo, if “required when available” is marked, it will ask for a minimum of 3 nights **unless** there’s a smaller GAP, then, it would unlock shorter stays with a higher price.

| REQUIRED | NIGHTS   | ADJUSTMENT |
|----------|----------|------------|
|          | $\geq 1$ | + 50%      |
|          | $\geq 2$ | + 25%      |
| ✓        | $\geq 3$ | + 0%       |

Long story short, become more flexible today to get the most out of this summer! ☀️

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**CHECK &  
CONNECT**



If you have questions on how to set up your properties via Kigo to rank better and get the most out of the OTA's, reach out to your Account Manager or email us at [AM@kigo.net](mailto:AM@kigo.net) with "**Check&Connect**" on the subject, with any questions!