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Trade-offs for Price Increase. The Avari promotes itself as a five star hotel. Almost its entire clientele base belongs to elite sectors. Any significant decrease in the price may be harmful to the image of the hotel. Moreover, from a financial perspective, by decreasing its price, the hotel will essentially decrease its profits.

Avari Ramada Hotel: Hotel Rooms Pricing Case Study Example

Five-star hotel affiliated with the Ramada Renaissance hotel chain. Located in Lahore, the capital of the Punjab province in Pakistan. Established in 1978 by Byram Avari as part of the Hilton hotel chain. Independently operating since 1987. ROOM RATES AND PRICING POLICY Avari priced its rooms on the basis of competition and demand.

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The rates at Avari were modified and adjusted twice a year according to the inflation rate. Avari's policy is definitely not turning away virtually any guest therefore they have established different types of rates such as: Individual rates " include holder rate (for frequent individual travelers), commercial rate (for those having no accounts but good reputed) and preferential rate ...

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Pearl had pricing policies similar to those of Avari. The rate structure was the same, and the review and re-assessment of contracted room rates took place twice a year. Rooms at Pearl were priced at 100 to 200 Rupees below the prices of Avari. Avari maintained a higher average room rate than Pearl (the difference was between 120 and 130 Rupees).

Avari Hotel Rooms Prices in Hospitality Industry Free ...

Although there will be increase in revenue by Rs.893000/- if Avari ramada Lahore successfully increase occupancy by 1% without doing any changes in the pricing policy. 5 Effect on Revenues other than hotel rooms. Avari Ramada Lahore delivers and earn revenues by different services, other than the room but directly affected by it.

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The Avari portfolio of properties include, the award winning & recently renovated 5-star Avari Towers in Karachi; the 5-star Avari Lahore, which has won six consecutive World Travel Awards for the "Leading Hotel in Pakistan"; the historical and legendary Beach Luxury Hotel in Karachi (in operation since 1948). Details of all these properties, and the services and rates they offer may be found ...

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Introduction In December 1988, Mr. Tahir Mian Raza, Assistant Sales and Marketing at Avari Lahore Ramada Renaissance Hotel (setback), was stressed over the typical cost of a cabin. Suddenly since the start of undertakings in Lahore, the typical room rate in Avari fell underneath that his essential rival, Pearl Continental Hotel. Tahir felt that he expected to reevaluate the present assessing ...

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avari ramada case study 1. Introduction It was a 5 star hotel affiliated with the Ramada Renaissance hotel chain. Located on the Mall in Pakistan it had 190 rooms including 15 suites-12 junior suites, executive, bridal and presidential suites. It had five eating places, one coffee shop, a snack bar, swimming pool. Other facilities available at Avari Ramada was a sauna, a massage parlour and a ...

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He argues that the Avari Lahore Ramada is offering alower price in comparison with the quality

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of services offered as their closest competitor who is offering an almost same blend of services but has the higher price. Avari Ramada Lahore is currently facing competition with Hilton and Hotel Pearl Continental although The Ritz Carlton or Shangri-La are the predictable rivals faced by Avari Ramada ...

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Avari Dubai Hotel Al Rigga Street, Deira, Dubai, United Arab Emirates Avari Dubai Hotel is completely booked from 22 Nov to 23 Nov.

Avari Dubai Hotel, Dubai Price, Address & Reviews

PROMOTION & ADVERTISING Discount Pricing • Primary promotional tool to increase the hotel's occupancy rate Summer Package • It happens only in lean season (May to September) • Single rooms are available at Rs 930 and double rooms at Rs 1050 • For every nine guests, two rooms are given for free • Breakfast is complimentary and 10% discount on every meal consumed by hotel guests is given • Purpose: Raise occupancy levels during lean month

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Tahir felt that he was the current pricing policy in order to need to re-evaluate the situation Avari a plan before the start of the new year to resolve development. In December 1988, Mr. Tahir Raza Mian, Assistant Sales and Marketing Manager at Avari Lahore Ramada Renaissance Hotel (Avari), the average room rate at the hotel was concerned.

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