



Partner Spotlight

Guest Traction

At Pricepoint, we believe the best hospitality technology partnerships are those that help operators work smarter, not harder. That's why we're excited to spotlight our integration with GuestTraction, a guest engagement platform built to strengthen every stage of the guest journey: from pre-arrival communication to in-stay support and post-stay follow-up.

This partnership goes beyond automation for automation's sake. It brings together GuestTraction's rich guest interaction tools with Pricepoint's real-time, AI-driven pricing engine, creating a powerful combination where guest engagement and revenue performance work in harmony.

Why Guest Traction and Pricepoint are a natural fit

GuestTraction helps properties deliver better guest experiences with smarter communication and automation, including contactless check-ins, automated messaging, upsell offers, and in-stay engagement tools. These capabilities help teams everywhere operate more efficiently while building stronger relationships with guests.

Pricepoint adds a revenue layer that's equally automated: intelligent, demand-based pricing that updates in real time without manual rate management. Together, GuestTraction and Pricepoint help operators improve both operational performance and revenue outcomes, while reducing manual workload. This integration helps hoteliers stay competitive, boost revenue, and deliver superior guest experiences, all without extra complexity.

Enhancing revenue and engagement

Hotels today need technology that supports both the business and the experience sides of hospitality. With GuestTraction and Pricepoint connected:

- Guest communication becomes automated, thoughtful, and timely, strengthening satisfaction and conversion.
- Pricing becomes intelligent and adaptive, responding instantly to market demand, booking behavior, events, and occupancy changes.
- These two layers work together — meaning pricing decisions are supported by operational context, and guest engagement stays consistent with commercial strategy.

Real operational benefits for properties

Here's how many teams benefit from this combined setup:

1. Automated Upsells Aligned With Smarter Pricing
Automated upsell offers (like room upgrades or late check-outs) now sit atop optimized pricing that reflects real demand, boosting conversion without discounting.



2. Fewer manual tasks for small teams
Guest communication, check-in automation, and pricing all happen without human intervention, freeing staff to focus on service rather than screens.
3. A consistent guest journey from booking to stay
Guests receive timely, personalized messages while prices stay fair and competitive, creating a smoother and more predictable experience.

A partnership built for the next era of hospitality tech

The hospitality industry is moving toward automation, modularity, and open ecosystems, and GuestTraction and Pricepoint embody that shift. Both platforms are designed to simplify complexity for independent operators and scaling businesses. By focusing on automation, we both improve outcomes without adding burden

Getting started

If you're already using GuestTraction, connecting Pricepoint is straightforward, and pricing optimization begins almost immediately. If you're exploring how to modernize your tech stack, GuestTraction and Pricepoint offer a powerful combination that enhances both your guest experience and your revenue performance. Our teams are here to support you if you need help getting started.