



Partner Spotlight

HotelRunner

At Pricepoint, we look for partners that help hotels compete more effectively in an increasingly connected and fast-moving hospitality landscape. That's why we're excited to work with HotelRunner, the platform built around one core idea: helping accommodation providers increase visibility, simplify operations, and grow revenue through a powerful global network. HotelRunner connects thousands of hotels, resorts, and alternative accommodations with hundreds of distribution, demand, and technology partners worldwide.

Pricepoint adds an AI-driven pricing layer on top of that network, ensuring that every booking opportunity is matched with the right price, at the right time. Together, HotelRunner and Pricepoint help hotels turn connectivity into measurable commercial performance.

Why HotelRunner and Pricepoint work so well together

HotelRunner is much more than a channel manager. Its platform brings together operations, sales, distribution, and revenue-related workflows in a single environment, supported by one of the most extensive hospitality networks in the industry. Pricepoint complements this by automating one of the most complex and time-consuming tasks hoteliers face: pricing.

Instead of manually adjusting rates across a wide distribution network, hotels can rely on Pricepoint to continuously analyze demand, booking pace, market trends, and competitor behavior, and update prices automatically across all channels connected through HotelRunner. The result is a setup where visibility, connectivity, and pricing strategy work together seamlessly.

Managing high-volume distribution without losing control of pricing

Hotels using HotelRunner often benefit from access to a large number of booking channels, wholesalers, and demand partners. While this visibility is powerful, managing pricing consistency across such a broad network can quickly become overwhelming.

With Pricepoint connected:

- Rates are optimized in real time
- Updated prices are pushed automatically across HotelRunner's distribution network
- Hotels avoid rate inconsistencies, outdated prices, and manual channel-by-channel updates

This allows properties to expand their reach confidently, knowing pricing remains accurate and aligned everywhere.

Smarter pricing for group business and allocated inventory

HotelRunner supports group bookings, contracted partners, and inventory allocations, all essential for hotels working with tour operators, events, or corporate demand.



Pricepoint enhances this by dynamically adjusting prices for non-contracted inventory based on live demand. When group blocks fill faster than expected, pricing adapts automatically. When inventory is released or bookings slow, rates adjust to protect occupancy. This balance ensures hotels can honor contracted business while still maximizing revenue from transient demand.

Staying competitive during demand shifts without manual intervention

Market conditions can change rapidly due to seasonality, events, or sudden shifts in travel behavior. With HotelRunner managing availability and distribution, and Pricepoint managing pricing decisions, hotels can respond instantly without manual effort. As demand rises, prices adjust automatically to capture higher value. When demand softens, rates adapt to remain competitive, without resorting to aggressive or reactive discounting. For hotel teams, this means fewer late-night rate checks, less guesswork, and more confidence that pricing is always aligned with the market.

A shared vision for scalable and connected hospitality

HotelRunner and Pricepoint share a belief that technology should enable growth without adding operational burden. By combining HotelRunner's global connectivity and operational strength with Pricepoint's autonomous pricing intelligence, hotels gain a scalable commercial setup designed for today's hospitality environment. It's a partnership built for hotels that want to grow visibility, simplify workflows, and improve revenue performance, all at the same time.

Getting started

Hotels using HotelRunner can activate Pricepoint and begin benefiting from automated, real-time pricing quickly. For properties looking to better monetize their global distribution footprint, this integration offers a practical way to improve performance without increasing workload. If you'd like to learn more or need help getting started, our teams are happy to support you.