

# SMART

DIGITAL  
SUSTAINABLE  
TOURISM

## RevApp

<b>Practice Category/(ies)</b>	Sustainable business management
<b>Author of the Practice</b>	RevApp
<b>Country/EU/Worldwide</b>	Greece
<b>Short Description</b>	RevApp is a machine learning dynamic pricing tool which helps hoteliers and vacation rental managers to automate and improve their room pricing.
<b>Long Description</b>	<p>Most hotels and vacation rentals are currently stuck with the fixed-rates pricing model. Especially the small hoteliers, who lack the essential financial resources, try to implement the pricing on their own. This results in time-consuming and challenging tasks that require a lot of time and resources when it comes to hotel management and moreover, due to the high number of variables that are correlated with the market rates, this approach leaves enough room for pricing mistakes and missed opportunities.</p> <p>RevApp is offering a machine learning room pricing tool, currently focusing on small and mid-sized hoteliers and vacation rental managers that will allow them to capture any missed profits by maximising their revenues and reducing their fixed costs and time allocated to this task.</p> <p>It contributes to sustainability by digitalising hotels' operation and by supporting the sustainable and cost effective business operation of SME hotels. The app offers a machine learning room pricing tool, currently focusing on small and mid-sized hoteliers and vacation rentals' managers that will allow them to capture any missed profits by maximising their revenues and reducing their fixed costs and time. The platform is user friendly and accessible online.</p>
<b>Type (online platform/ mobile app)</b>	Online platform



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<b>Target Group</b>	Professionals
<b>Free/To be paid for</b>	To be paid - Monthly Subscription model depending on the plan and features
<b>Adaptation Needs</b>	No, it can be taken up by any hotel manager or hotelier
<b>Website</b>	<a href="https://getrevapp.com/">https://getrevapp.com/</a>
<b>Contact</b>	<a href="mailto:info@getrevapp.com">info@getrevapp.com</a>

