



Article Title

THE PRICING FOR SAME-DAY ARRIVAL GUESTS IN THE HOTEL INDUSTRY

Citation

Beck, J. A., Kim, M., & Schmidgall, R. S. (2018). The pricing for same-day arrival guests in the hotel industry. *International Journal of Business and Applied Social Science (IJBASS)*.

Abstract

The objective of this study was to recognize the impact on pricing dynamics that elements such as reservation channels, price decision makers, and pricing for same-day and very late (after 11 PM) same-day arrival guests. The data was collected via a random sample from a list of 3,000 hotels provided by Smith Travel Research, with 283 responses being analyzed. Though this is an exploratory study, it fills a need in the hospitality literature for empirical research, as it reveals hotels' pricing patterns for same-day arrival guests. This study enables managers and scholars to form a better understanding of hotels' actual pricing for same-day arrival guests. Researchers can thus have a starting point for developing models that can empirically demonstrate what pricing strategies are effective for same-day arrival guests.