



Customized Pricing Reference Manual

Oct 2021

Welcome CampKeepers!

Over the last two years, the number one feature request from CampKeepers has been the ability to set pricing based on day of week and time of year. We've answered the call and are proud to announce the introduction of Tentrr Customized Pricing.

Tentrr Customized Pricing is an easy to use tool controlled through the Tentrr Dashboard. CampKeepers are now able to set individual day pricing based on demand.

The hospitality and airline industries use customized pricing to increase occupancy and fill rates as well as using it to control volume during peak times. It will be a tool for CampKeepers to maximize revenue and make the most of inventory days.

Data shows that weekends have more demand due to work schedules and school; there are also five weekdays to two weekend days so inventory is naturally higher during the week. CampKeepers are now able to provide a price incentive for campers to book Monday through Thursday. Conversely, during peak seasons, sites sometimes have more demand than supply so CampKeepers now can increase pricing to moderate demand and make more money. This control is exactly what the Tentrr Customized Pricing tool provides.

Questions

Reach out to hello@tentrr.com

Overview

Customized Pricing is managed in two places in your dashboard.

Your Site > Pricing for general, calendar-wide pricing

The screenshot shows the 'Pricing' page in the TentrR dashboard. The top navigation bar includes 'Dashboard', 'Your Site', 'Calendar', 'Reservations', 'Messages', and 'Earnings'. A dropdown menu is open under 'Your Site', and a 'View Site' button is visible. The main content area is divided into sections: 'Campsite info' (State Park Site, moose), 'Revenue share info' (Nightly rate: 80.00%, Extras: 80.00%), and 'Campsite pricing'. The 'Campsite pricing' section shows a 'Nightly rate' of \$74. Below it, 'Your default rate by day' is shown for each day of the week: Sun (\$82), Mon (\$74), Tue (\$74), Wed (\$74), Thu (\$74), Fri (\$74), and Sat (\$100). A callout box on the right states: 'You are completely in charge of setting your nightly rate. Before you have any reviews, you might want to choose a price slightly below the recommended price to attract campers for the first time. Read how to perfect your campsite profile.'

Calendar for managing specific days or periods

The screenshot shows the 'Calendar' page in the TentrR dashboard. The top navigation bar is the same as the previous page. The main content area displays a calendar for October 2021. The calendar grid shows dates from 1 to 31. Prices are indicated for each day: \$77 for most days, \$50 for Friday and Saturday, and \$81 for Sunday. A legend at the bottom indicates: 'Booked' (green), 'Requested' (orange), 'Blocked' (grey), and 'Advance Notification' (blue). Below the calendar, there are controls for 'From night of' (10/28/21) and 'Until night of' (10/29/21), along with buttons for 'Block selected', 'Unblock selected', 'Change Price', and 'Reset Price'.

Overview

VERY IMPORTANT - Order of precedence when setting prices

	3	4	5	6	7	8	9
	10	11	12	13	14	\$74	16
	\$74	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$71	\$71	\$65	\$74	\$74	\$74	\$100
\$82							

From Until

Your default rate by day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
\$82	\$74	\$74	\$74	\$74	\$74	\$100

Nightly rate
This should be comparable to other campsites in your area.

1. Highest priority - Special rate on Calendar

Prices set here override “Day of week” and “Nightly rate” prices

2. High priority - Day of week on Pricing page

Prices set here override “Nightly rate” prices

3. Low priority - Nightly rate on Pricing page

This is your calendar-wide rate

Set your pricing in your dashboard

Your Site > Pricing - for general, calendar-wide pricing

Site details Photos Map Amenities Booking settings Pricing Extras

Campsite info	Revenue share info
Campsite type	Nightly rate 80.00%
Contract type	Extras 80.00%

Campsite pricing [Edit](#)

Nightly rate
This should be comparable to other campsites in your area.

Your default rate by day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<input type="text" value="\$82"/>	<input type="text" value="\$74"/>	<input type="text" value="\$74"/>	<input type="text" value="\$74"/>	<input type="text" value="\$74"/>	<input type="text" value="\$74"/>	<input type="text" value="\$100"/>

Step 1

Set your default nightly rate by day here

- Applies to all future days

Step 2

Adjust your rates by day of week for all days

- If you set your Sat to \$100, it will apply to All Saturdays.

Set special rates in your calendar

Calendar Edit Pricing

November 2021 Refresh

Su	Mo	Tu	We	Th	Fr	Sa
	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$74	\$100

Today

● Booked ● Requested ● Blocked ● Advance Notification ★ Special Rate

From Until

Set special rate ✕

This will override your rates for these dates only: **11-26-21 → 11-26-21**

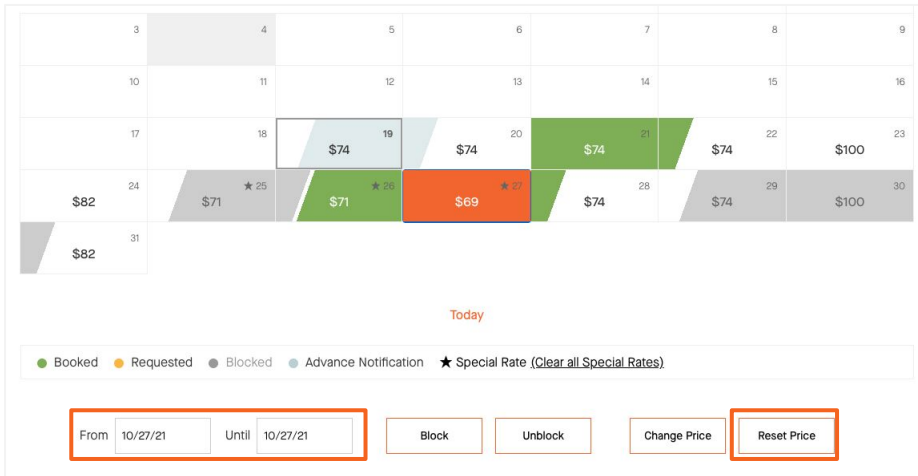
Custom nightly rate

- Select **Start and End Date** then **Change Price**
- Set new rate for selected days
- Special rates are indicated with a ★ on your calendar

November 2021 Refresh

We	Th	Fr	Sa
\$74	\$74	\$74	\$100
\$74	\$74	\$74	\$100
\$74	\$74	\$74	\$100
\$74	\$74	\$74	\$100
\$74	\$74	\$120 ★	\$100

Reset special rates



Select **Start** and **End Date** then **Reset Price**



Price will reset to

- Day of week price (if set)
- otherwise will default to Nightly rate

Note about changing rates

Changing pricing with any of the settings will not impact the price of an existing booking or request. However, should that booking be declined or canceled, the dates will become available at the most recently configured pricing.

Clear all special rates

November 2021

Su	Mo	Tu	We	Th	Fr	Sa
	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$74	\$100
\$82	\$74	\$74	\$74	\$74	\$120	\$100
\$82	\$74	\$74				

Today

● Booked ● Requested ● Blocked ● Advance Notification ★ Special Rate (Clear all Special Rates)

From Start Date Until End Date [Block] [Unblock] [Change Price] [Reset Price]

Clear all Special Rates ✕

This will clear ALL special rates on your calendar and reset your rates based on your day of week rates.

Clear Special Rates

Cancel

Clear all Special Rates will reset your rates based on your “Day of week” and “Nightly rate” pricing