

Practical Guide: Managing Sudden Hotel Demand Spikes

1. Monitor Local Signals Daily

Keep an eye on local events, weather shifts, transport changes and social media buzz.

Watch for last-minute filming notices, pop-up markets, sports fixtures or university events.

2. Track Booking Pace and Search Trends

Look out for increases in website traffic, search activity or faster-than-usual pickup.

Update pricing rules quickly when booking velocity rises.

3. Strengthen Pricing Agility

Use automated rate updates to respond fast.

Adjust restrictions such as minimum stays or closeouts when demand surges.

4. Prepare Staffing Contingency Plans

Build flexible staffing pools you can activate on short notice.

Use scheduling tools to scale teams up or down without compromising service.

5. Review Distribution Channels

Prioritise direct booking channels during high-demand moments.

Restrict or temporarily close OTAs if needed to protect margin.

6. Build a Real-Time Dashboard

Include occupancy, ADR, pace, competitor rates and local event signals.

Review dashboards daily across operational and revenue teams.

7. After the Spike: Capture Long-Term Value

Analyse what triggered the surge and update future demand assumptions.

Strengthen relationships with local partners and event organisers for better visibility next time.