



New Rates Manager | Market Rates FAQs

What are Market Rates?

Fueled by billions of data points from the Vrbo marketplace, Market Rates make it easier than ever for you to competitively set your rates.

If market conditions change, suggested Market Rates will proactively show you when you may want to adjust your rates to increase your chances of a greater annual income.

With travel changing by the day, you can't rely on historic rates alone for an effective rate strategy. Market Rates can help you make decisions about your rates to optimize your return on a booking. You'll get peace of mind knowing that you aren't leaving money on the table!

Where can I see and accept Market Rates opportunities?

Navigate to the Rates Manager in Escapia (*Rates > Rates Manager*) and select the "Market rates" view from the dropdown in the upper right. You will see Market Rates opportunities in blue for any US-based property distributed on Vrbo, up to 365 days out.

To accept a Market Rates opportunity, simply select the property(s) using the checkboxes on your grid and use the right edit drawer to choose the opportunity date(s). Scroll down in the drawer and select the "Accept market rates" option and click "Save."

Overall, the Market Rates view in Escapia's Rates Manager provides a helpful visual of how your current rates compare to the market. You can use it to quickly identify opportunities to increase or decrease your rates by property.

Why is Escapia now calling rate optimization opportunities "Market Rates" instead of "MarketMaker Rates"?

It's all about keeping an eye towards the future! As we continue to invest in revenue management solutions, we can see a world where we bring in even more data sources to deliver the best possible rate recommendations. So, we decided to broaden the term to "Market Rates."

For now, though, the current “Market Rates” work the same way as the powerful “MarketMaker Rates” you’re used to — analyzing billions of Vrbo data points to deliver tailored pricing opportunities for your business.

How are Market Rates determined?

Market Rates are maximized for revenue, which can help increase your chances of earning a higher nightly revenue and, ultimately, a higher yearly revenue.

Billions of real-time, first-party data points are incorporated into Market Rates to deliver opportunities tailored to your business. Examples of these data points include:

- Real-time supply and demand
- Seasonal awareness
- Historical listing performance
- Booking lead times
- National holidays
- Average rates of similar properties

“Accept market rates” option in the Rates Manager:

The screenshot shows the Escapia Rates Manager interface. At the top, there's a navigation bar with various menu items like Reservations, Inbox, Front Desk, etc. Below that, the 'Rates Manager' section is active, showing a calendar for December 2021. The calendar displays rates for 10 units: Mirkwood, Mountain Vista, Mountain High, The Outback, Palmyra Peak, Pikes Peak, Red Lady, and Storm Peak. A modal titled 'Editing 10 units' is open on the right, offering three options: 'Set by weekday and weekend', 'Adjust by percentage', and 'Accept market rates'. The 'Accept market rates' option is selected and highlighted with a red box. A red arrow points to the 'Accept market rates' option.

		DECEMBER 2021														Edit				
		Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18	Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25	Sun 26	Mon 27	Tue 28	Wed 29	Editing 10 units	
<input checked="" type="checkbox"/>	Select all units	10 units																		
<input checked="" type="checkbox"/>	Mirkwood MIRKWOOD	\$614 \$634	\$637 \$634	\$989 \$634	\$264 \$634	\$771 \$705	\$250 \$705	\$842 \$634	\$136 \$634	\$965 \$634	\$485 \$634	\$526 \$634	\$598 \$705	\$690 \$705	\$938 \$634	\$633 \$634	\$827 \$634	\$592 \$634	<input type="radio"/> Set by weekday and weekend Set nightly rates for weekdays and weekends <input type="text" value="Weekday"/> <input type="text" value="Weekend"/>	
<input checked="" type="checkbox"/>	Mountain Vista MOUN45	\$585 \$542	\$693 \$542	\$753 \$542	\$542	\$490 \$627	\$249 \$627	\$792 \$542	\$443 \$542	\$913 \$542	\$922 \$542	\$130 \$542	\$463 \$627	\$654 \$627	\$841 \$542	\$116 \$542	\$308 \$542	\$420 \$542	<input type="radio"/> Adjust by percentage Increase or decrease nightly rates by a percentage. Examples: -5% or 5%. <input type="text" value="Percent"/>	
<input checked="" type="checkbox"/>	Mountain High MTNHIGH	\$345 \$713	\$734 \$713	\$355 \$713	\$176 \$713	\$135 \$950	\$159 \$950	\$131 \$713	\$151 \$713	\$647 \$713	\$748 \$713	\$719 \$713	\$994 \$950	\$872 \$950	\$188 \$713	\$322 \$713	\$903 \$713	\$258 \$713	<input checked="" type="radio"/> Accept market rates Apply all market rate suggestions for these dates. You can always make manual adjustments after you accept.	
<input checked="" type="checkbox"/>	The Outback OUTBACK	\$643 \$713	\$644 \$713	\$160 \$713	\$435 \$713	\$691 \$950	\$821 \$950	\$944 \$713	\$285 \$713	\$849 \$713	\$365 \$713	\$428 \$713	\$830 \$950	\$555 \$950	\$648 \$713	\$735 \$713	\$547 \$713	\$586 \$713	<input type="radio"/> Cancel <input type="button" value="Save"/>	
<input checked="" type="checkbox"/>	Palmyra Peak PALMYRA	\$810 \$660	\$683 \$660	\$855 \$660	\$638 \$660	\$483 \$1,056	\$352 \$1,056	\$410 \$660	\$224 \$660	\$800 \$660	\$244 \$660	\$652 \$660	\$343 \$1,056	\$583 \$1,056	\$896 \$660	\$147 \$660	\$318 \$660	\$687 \$660		
<input checked="" type="checkbox"/>	Pikes Peak PIKES	\$371 \$634	\$792 \$634	\$778 \$634	\$827 \$634	\$131 \$705	\$629 \$705	\$452 \$634	\$559 \$634	\$514 \$634	\$548 \$634	\$722 \$634	\$474 \$705	\$123 \$705	\$534 \$634	\$635 \$634	\$255 \$634	\$862 \$634		
<input checked="" type="checkbox"/>	Red Lady REDLADY	\$374 \$660	\$435 \$660	\$896 \$660	\$964 \$660	\$930 \$1,056	\$984 \$1,056	\$133 \$660	\$378 \$660	\$544 \$660	\$429 \$660	\$950 \$660	\$700 \$1,056	\$583 \$1,056	\$498 \$660	\$938 \$660	\$765 \$660	\$193 \$660		
<input type="checkbox"/>	Storm Peak	\$603	\$159	\$237	\$794	\$331	\$819	\$321	\$723	\$903	\$701	\$640	\$243	\$357	\$728	\$703	\$364	\$803		