ABSTRACT OF THE DISCLOSURE

Abstract

Problem(s) To make an efficient setting of competitive and appropriate prices on guest accommodations in multiple channels feasible.

Technical Solution A revenue management system 100 includes a communication device 105 and an arithmetic device 104 configured to retrieve predetermined information including room sales price and customer rating for a predetermined accommodations facility and another accommodations facility other than the predetermined accommodations facility from web sites of multiple net agents 200, a site controller 300, and a terminal 400, etc., at predetermined time intervals; identify another accommodations facility as a competitive facility based on the information or as designated by the terminal 400 and the room sales price thereof, calculate a price obtained by increasing/decreasing, at a predetermined rate, a room sales price of the predetermined accommodations facility, as an offered price according to an extent of separation and a separation direction between a customer rating of the identified competitive facility and a customer rating of a predetermined accommodations facility, and send the offered price to a terminal.