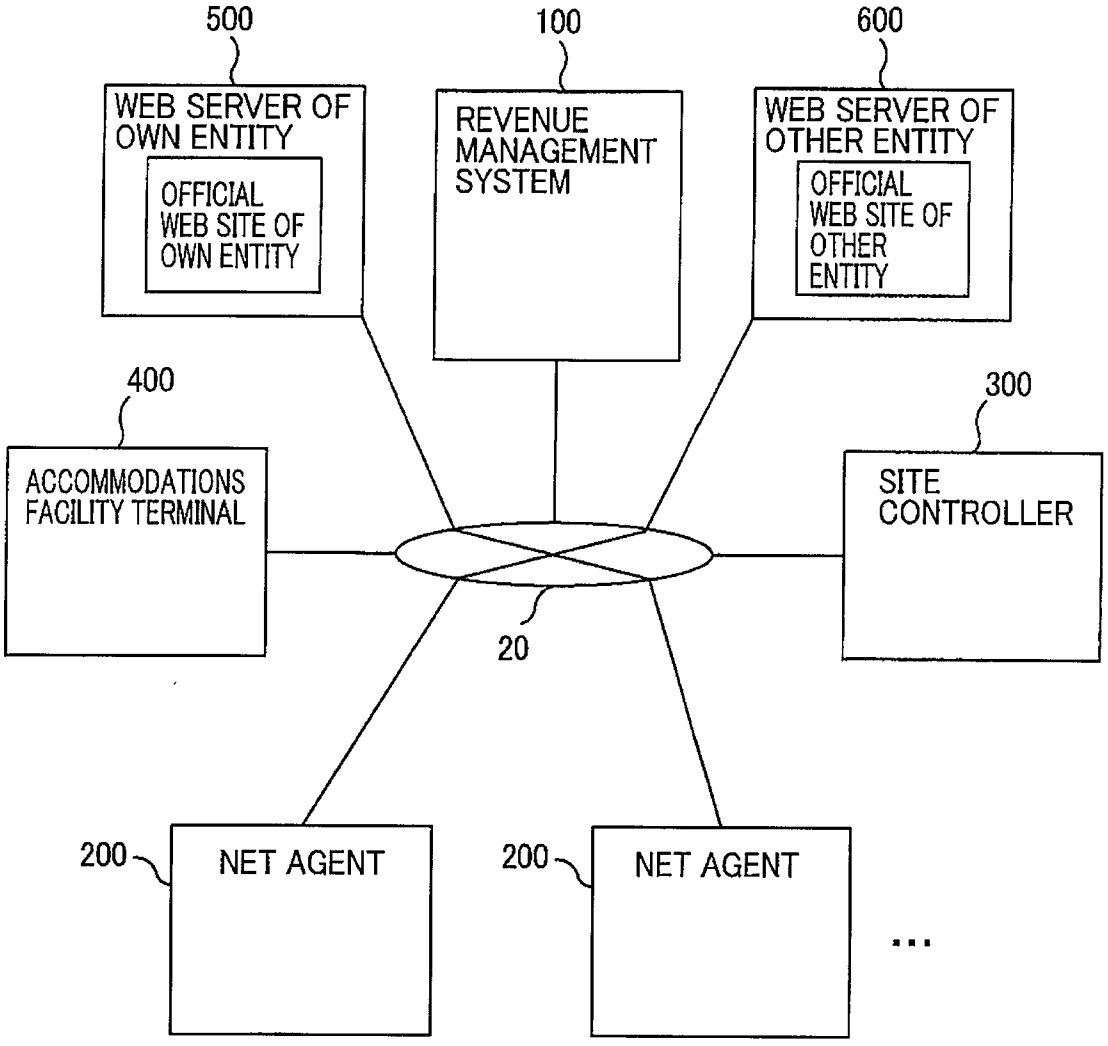

500
WEB SERVER OF OWN ENTITY
OFFICIAL WEB SITE OF OWN ENTITY
100
REVENUE MANAGEMENT SYSTEM
600
WEB SERVER OF OTHER ENTITY
OFFICIAL WEB SITE OF OTHER ENTITY
400
ACCOMMODATIONS FACILITY TERMINAL
300
SITE CONTROLLER
20
200
NET AGENT
200
NET AGENT
...

FIG. 1

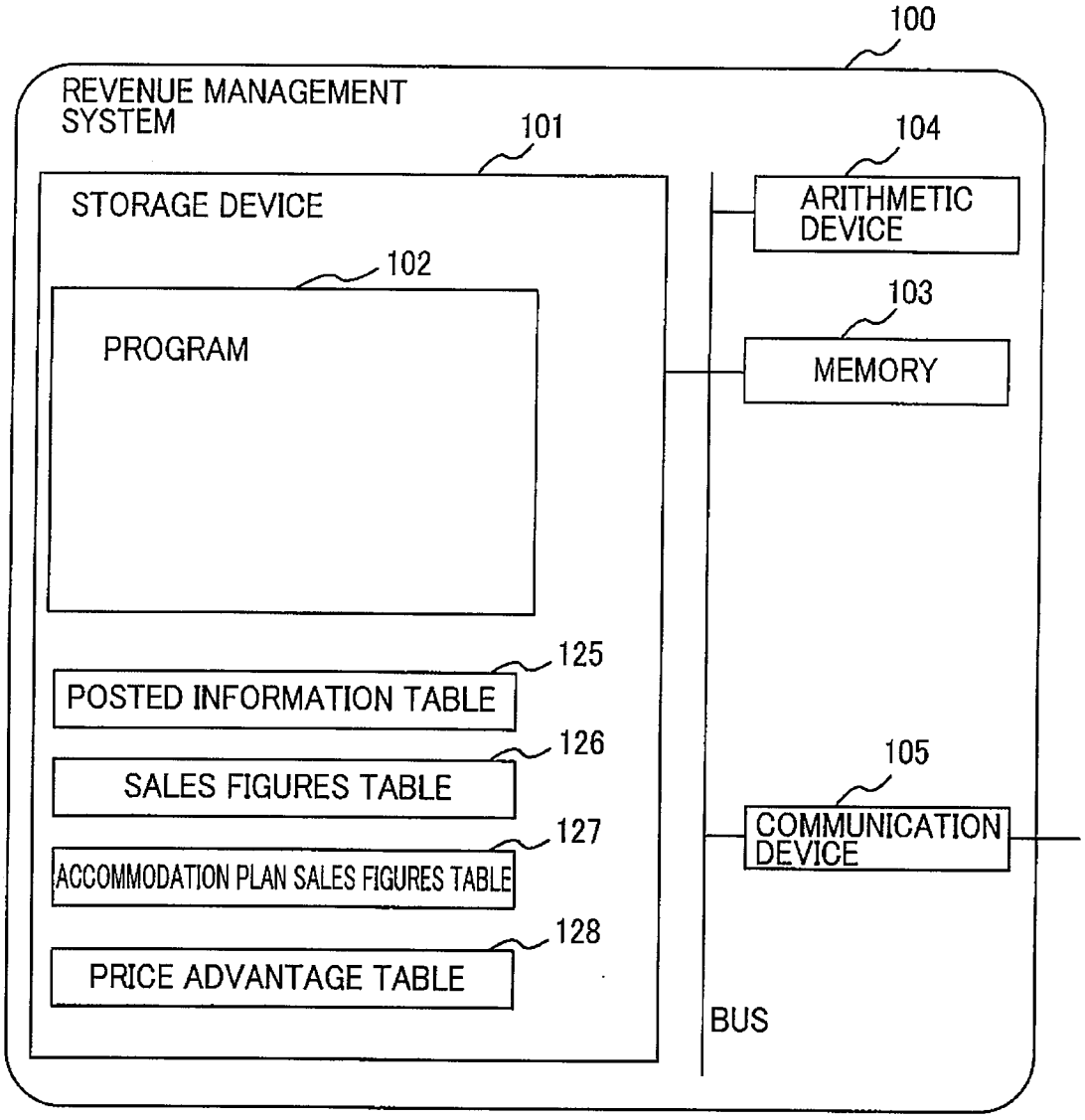

100
REVENUE MANAGEMENT SYSTEM
101
STORAGE DEVICE
102
PROGRAM
125
POSTED INFORMATION TABLE
126
SALES FIGURES TABLE
127
ACCOMMODATION PLAN SALES FIGURES TABLE
128
PRICE ADVANTAGE TABLE
104
ARITHMETIC DEVICE
103
MEMORY
105
COMMUNICATION DEVICE
BUS

FIG. 2

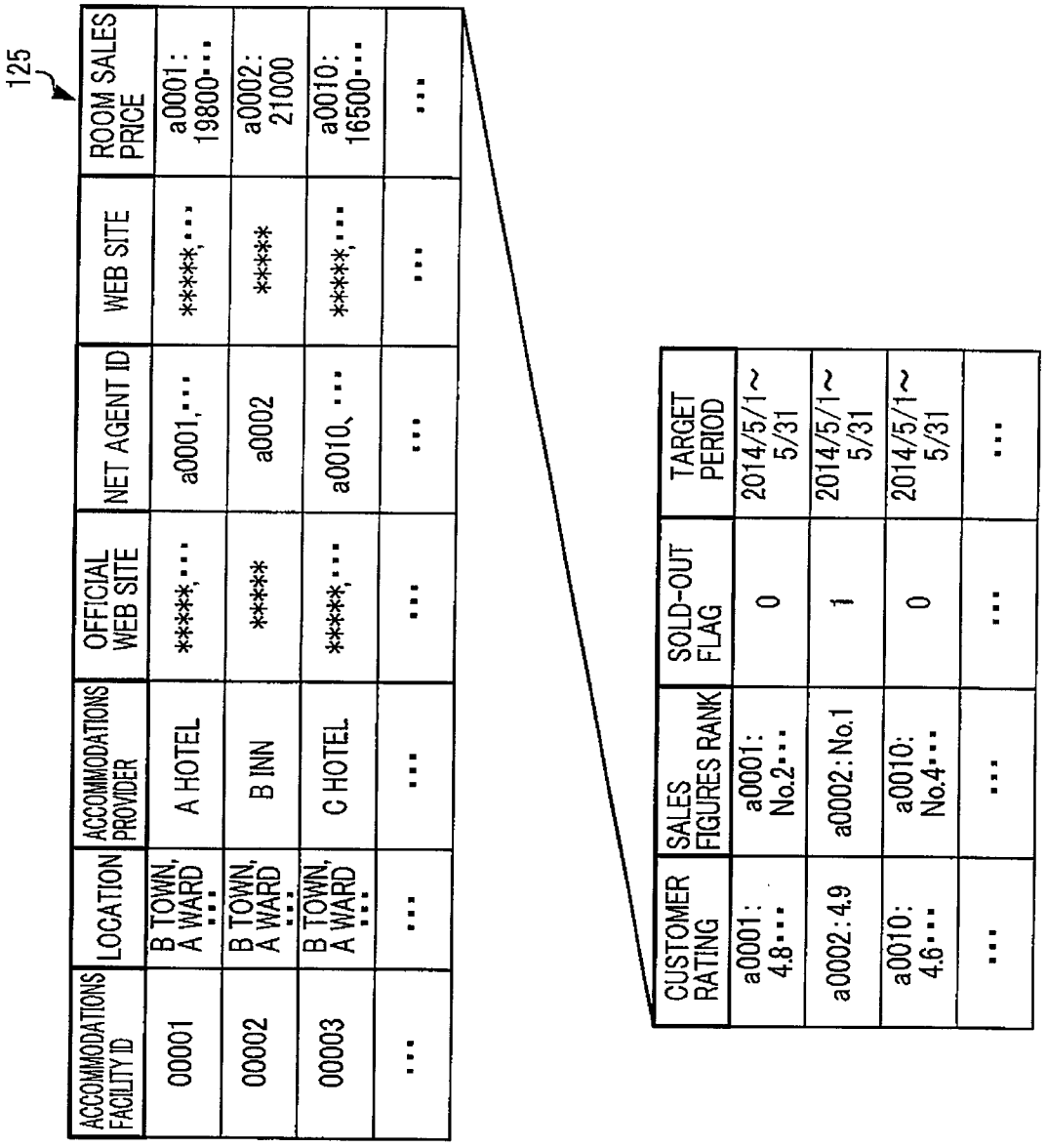

125
ACCOMMODATIONS FACILITY ID
LOCATION
ACCOMMODATIONS PROVIDER
OFFICIAL WEB SITE
NET AGENT ID
WEB SITE
ROOM SALES PRICE
00001
B TOWN, A WARD ...
A HOTEL
*****;...
a0001,...
*****;...
a0001: 19800...
00002
B TOWN, A WARD ...
B INN
*****
a0002
*****
a0002: 21000
00003
B TOWN, A WARD ...
C HOTEL
*****;...
a0010, ...
*****;...
a0010: 16500...
...
...
...
...
...
...
CUSTOMER RATING
SALES FIGURES RANK
SOLD-OUT FLAG
TARGET PERIOD
a0001: 4.8...
a0001: No.2...
0
2014/5/1~ 5/31
a0002: 4.9
a0002: No.1
1
2014/5/1~ 5/31
a0010: 4.6...
a0010: No.4...
0
2014/5/1~ 5/31
...
...
...
...

FIG. 3

126

TARGET PERIOD	ROOMS SALES PRICE	SALES FIGURES	REMAINING ROOM(S)
2014/5/1～5/31	a0001: 19800・・・	82	8
2014/5/1～5/31	a0002: 21000	150	0
2014/5/1～5/31	a0010: 16500・・・	45	35
・・・	・・・	・・・	・・・

FIG. 4

127

TARGET PERIOD	ACCOMMODATION PLAN SALES PRICE	SALES FIGURES	CUSTOMER ATTRIBUTE
2014/5/1～5/31	a0001：19800・・・	65	20's WOMEN: 45・・・
2014/5/1～5/31	a0002：21000	88	40's MEN: 25・・・
2014/5/1～5/31	a0010：16500・・・	50	30's WOMEN 45・・・
・・・	・・・	・・・	・・・

FIG. 5

128

LOCATION	INCREASING/ REDUCING RATE
KYOTO	+15%
HAKONE	+10%
NASU	+5%
SOTOBOU	+1%
...	...

FIG. 6

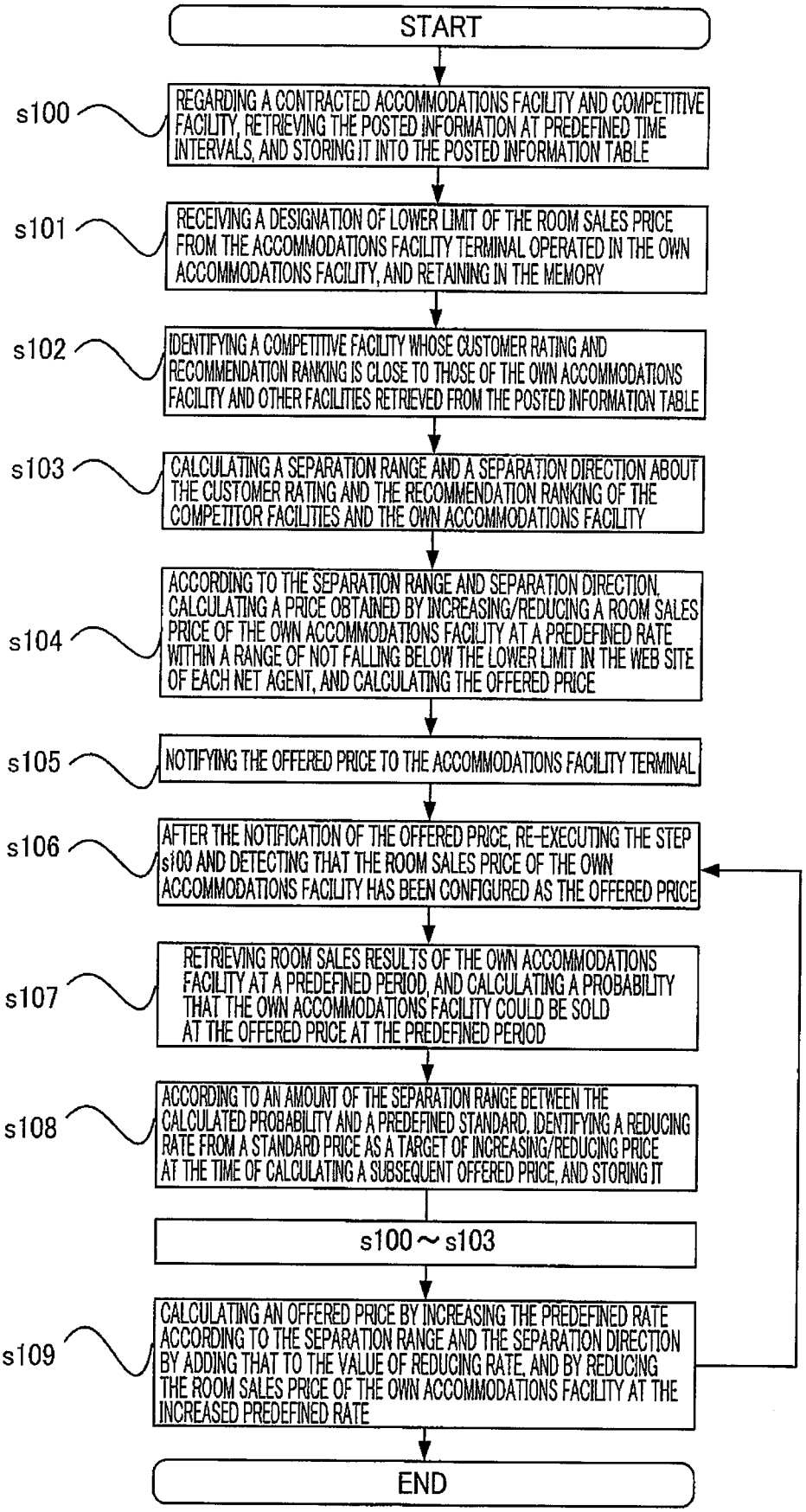

START
s100
REGARDING A CONTRACTED ACCOMMODATIONS FACILITY AND COMPETITIVE FACILITY, RETRIEVING THE POSTED INFORMATION AT PREDEFINED TIME INTERVALS, AND STORING IT INTO THE POSTED INFORMATION TABLE
s101
RECEIVING A DESIGNATION OF LOWER LIMIT OF THE ROOM SALES PRICE FROM THE ACCOMMODATIONS FACILITY TERMINAL OPERATED IN THE OWN ACCOMMODATIONS FACILITY, AND RETAINING IN THE MEMORY
s102
IDENTIFYING A COMPETITIVE FACILITY WHOSE CUSTOMER RATING AND RECOMMENDATION RANKING IS CLOSE TO THOSE OF THE OWN ACCOMMODATIONS FACILITY AND OTHER FACILITIES RETRIEVED FROM THE POSTED INFORMATION TABLE
s103
CALCULATING A SEPARATION RANGE AND A SEPARATION DIRECTION ABOUT THE CUSTOMER RATING AND THE RECOMMENDATION RANKING OF THE COMPETITOR FACILITIES AND THE OWN ACCOMMODATIONS FACILITY
s104
ACCORDING TO THE SEPARATION RANGE AND SEPARATION DIRECTION, CALCULATING A PRICE OBTAINED BY INCREASING/REDUCING A ROOM SALES PRICE OF THE OWN ACCOMMODATIONS FACILITY AT A PREDEFINED RATE WITHIN A RANGE OF NOT FALLING BELOW THE LOWER LIMIT IN THE WEB SITE OF EACH NET AGENT, AND CALCULATING THE OFFERED PRICE
s105
NOTIFYING THE OFFERED PRICE TO THE ACCOMMODATIONS FACILITY TERMINAL
s106
AFTER THE NOTIFICATION OF THE OFFERED PRICE, RE-EXECUTING THE STEP s100 AND DETECTING THAT THE ROOM SALES PRICE OF THE OWN ACCOMMODATIONS FACILITY HAS BEEN CONFIGURED AS THE OFFERED PRICE
s107
RETRIEVING ROOM SALES RESULTS OF THE OWN ACCOMMODATIONS FACILITY AT A PREDEFINED PERIOD, AND CALCULATING A PROBABILITY THAT THE OWN ACCOMMODATIONS FACILITY COULD BE SOLD AT THE OFFERED PRICE AT THE PREDEFINED PERIOD
s108
ACCORDING TO AN AMOUNT OF THE SEPARATION RANGE BETWEEN THE CALCULATED PROBABILITY AND A PREDEFINED STANDARD, IDENTIFYING A REDUCING RATE FROM A STANDARD PRICE AS A TARGET OF INCREASING/REDUCING PRICE AT THE TIME OF CALCULATING A SUBSEQUENT OFFERED PRICE, AND STORING IT
s100～s103
s109
CALCULATING AN OFFERED PRICE BY INCREASING THE PREDEFINED RATE ACCORDING TO THE SEPARATION RANGE AND THE SEPARATION DIRECTION BY ADDING THAT TO THE VALUE OF REDUCING RATE, AND BY REDUCING THE ROOM SALES PRICE OF THE OWN ACCOMMODATIONS FACILITY AT THE INCREASED PREDEFINED RATE
END

FIG. 7

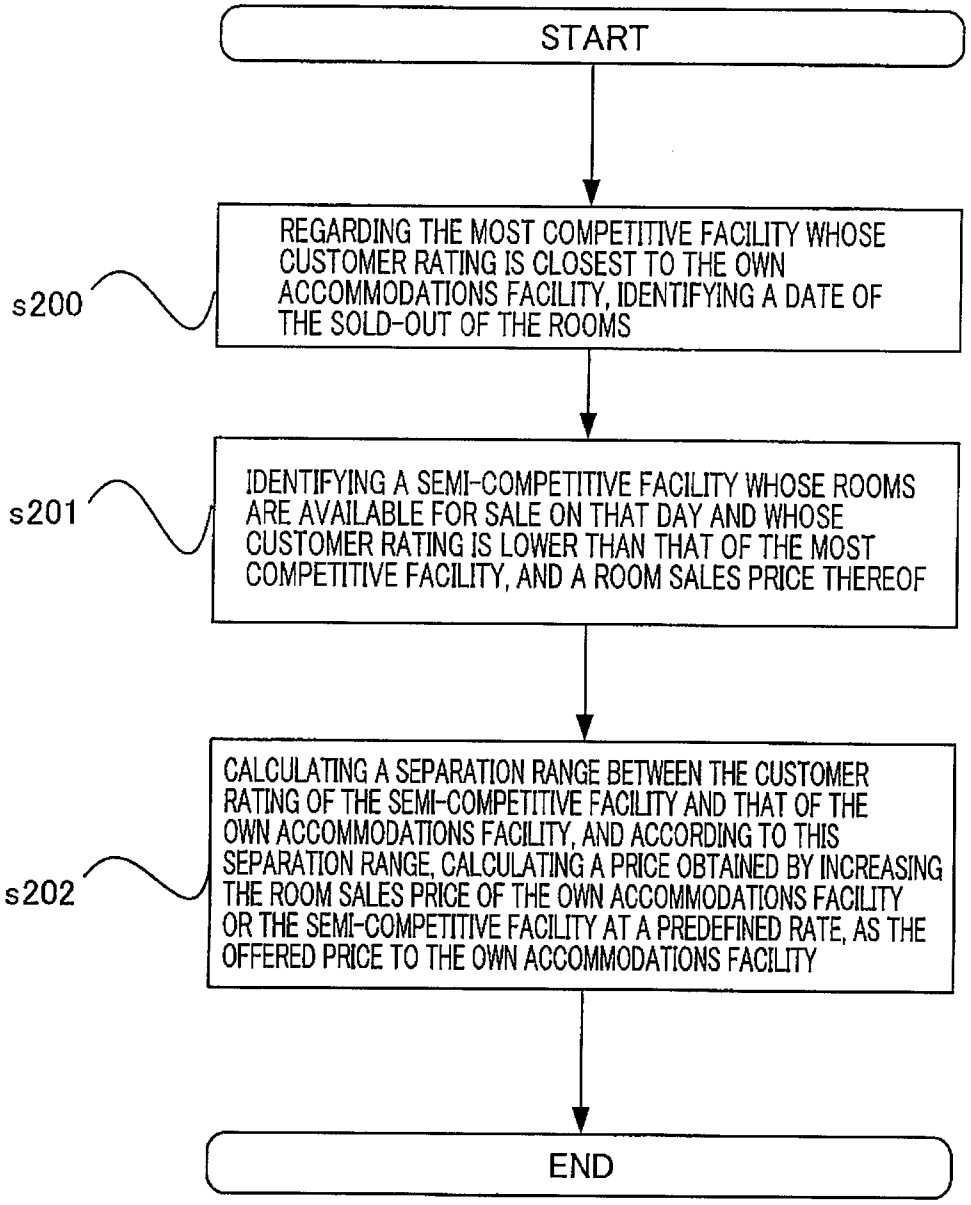

START
s200
REGARDING THE MOST COMPETITIVE FACILITY WHOSE CUSTOMER RATING IS CLOSEST TO THE OWN ACCOMMODATIONS FACILITY, IDENTIFYING A DATE OF THE SOLD-OUT OF THE ROOMS
s201
IDENTIFYING A SEMI-COMPETITIVE FACILITY WHOSE ROOMS ARE AVAILABLE FOR SALE ON THAT DAY AND WHOSE CUSTOMER RATING IS LOWER THAN THAT OF THE MOST COMPETITIVE FACILITY, AND A ROOM SALES PRICE THEREOF
s202
CALCULATING A SEPARATION RANGE BETWEEN THE CUSTOMER RATING OF THE SEMI-COMPETITIVE FACILITY AND THAT OF THE OWN ACCOMMODATIONS FACILITY, AND ACCORDING TO THIS SEPARATION RANGE, CALCULATING A PRICE OBTAINED BY INCREASING THE ROOM SALES PRICE OF THE OWN ACCOMMODATIONS FACILITY OR THE SEMI-COMPETITIVE FACILITY AT A PREDEFINED RATE, AS THE OFFERED PRICE TO THE OWN ACCOMMODATIONS FACILITY
END

FIG. 8

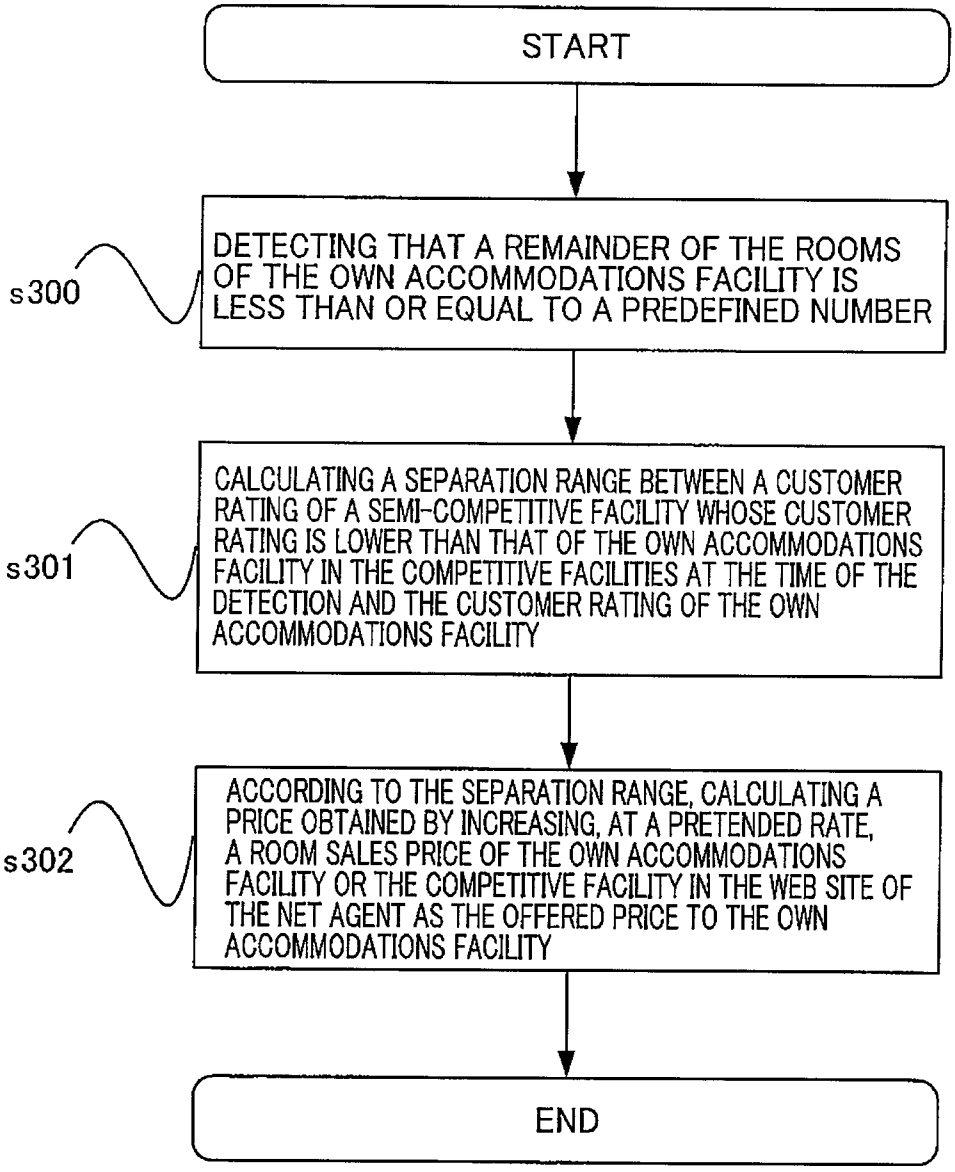

START
s300
DETECTING THAT A REMAINDER OF THE ROOMS OF THE OWN ACCOMMODATIONS FACILITY IS LESS THAN OR EQUAL TO A PREDEFINED NUMBER
s301
CALCULATING A SEPARATION RANGE BETWEEN A CUSTOMER RATING OF A SEMI-COMPETITIVE FACILITY WHOSE CUSTOMER RATING IS LOWER THAN THAT OF THE OWN ACCOMMODATIONS FACILITY IN THE COMPETITIVE FACILITIES AT THE TIME OF THE DETECTION AND THE CUSTOMER RATING OF THE OWN ACCOMMODATIONS FACILITY
s302
ACCORDING TO THE SEPARATION RANGE, CALCULATING A PRICE OBTAINED BY INCREASING, AT A PRETENDED RATE, A ROOM SALES PRICE OF THE OWN ACCOMMODATIONS FACILITY OR THE COMPETITIVE FACILITY IN THE WEB SITE OF THE NET AGENT AS THE OFFERED PRICE TO THE OWN ACCOMMODATIONS FACILITY
END

FIG. 9

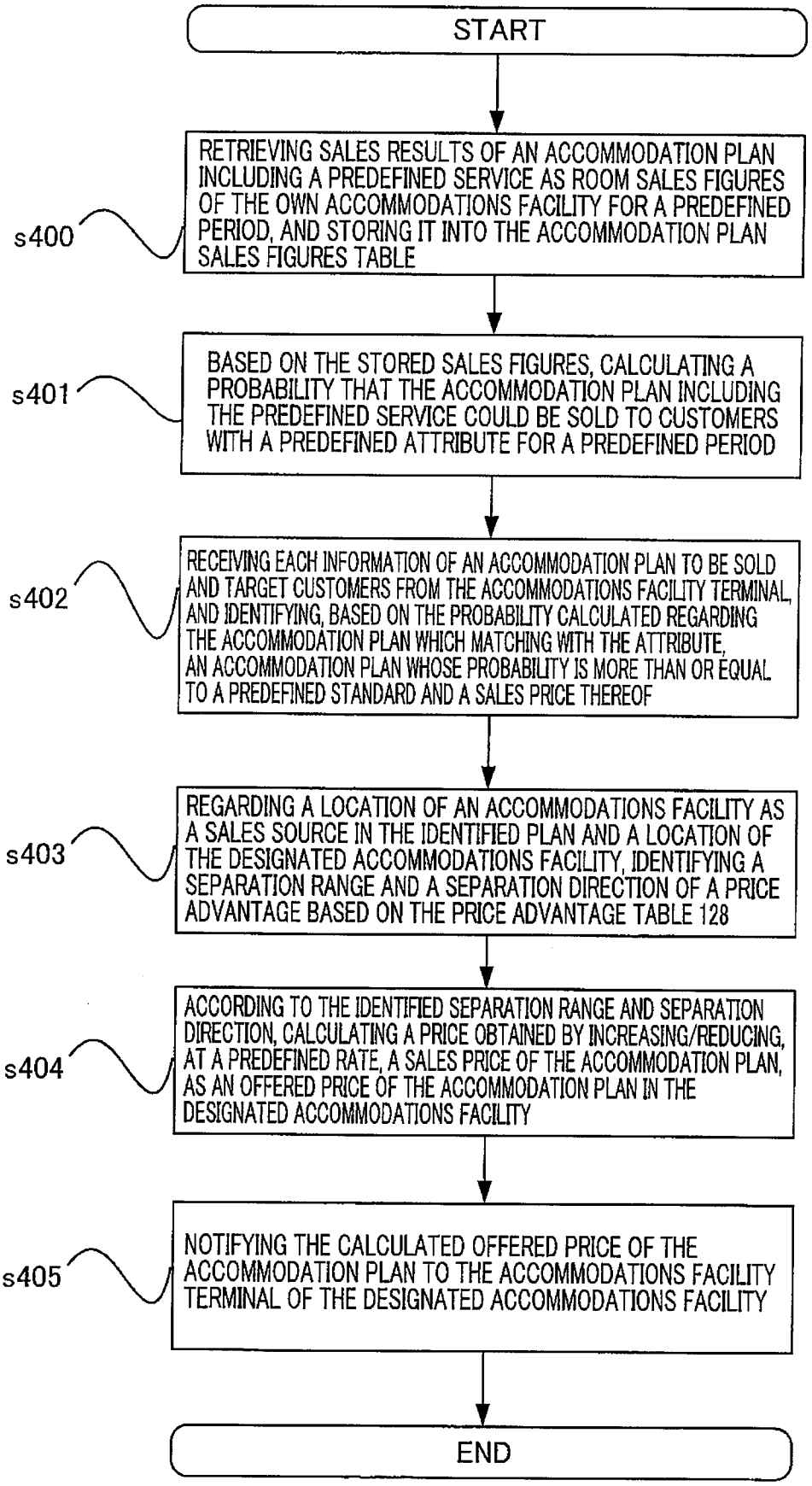

START
RETRIEVING SALES RESULTS OF AN ACCOMMODATION PLAN INCLUDING A PREDEFINED SERVICE AS ROOM SALES FIGURES OF THE OWN ACCOMMODATIONS FACILITY FOR A PREDEFINED PERIOD, AND STORING IT INTO THE ACCOMMODATION PLAN SALES FIGURES TABLE
s400
BASED ON THE STORED SALES FIGURES, CALCULATING A PROBABILITY THAT THE ACCOMMODATION PLAN INCLUDING THE PREDEFINED SERVICE COULD BE SOLD TO CUSTOMERS WITH A PREDEFINED ATTRIBUTE FOR A PREDEFINED PERIOD
s401
RECEIVING EACH INFORMATION OF AN ACCOMMODATION PLAN TO BE SOLD AND TARGET CUSTOMERS FROM THE ACCOMMODATIONS FACILITY TERMINAL, AND IDENTIFYING, BASED ON THE PROBABILITY CALCULATED REGARDING THE ACCOMMODATION PLAN WHICH MATCHING WITH THE ATTRIBUTE, AN ACCOMMODATION PLAN WHOSE PROBABILITY IS MORE THAN OR EQUAL TO A PREDEFINED STANDARD AND A SALES PRICE THEREOF
s402
REGARDING A LOCATION OF AN ACCOMMODATIONS FACILITY AS A SALES SOURCE IN THE IDENTIFIED PLAN AND A LOCATION OF THE DESIGNATED ACCOMMODATIONS FACILITY, IDENTIFYING A SEPARATION RANGE AND A SEPARATION DIRECTION OF A PRICE ADVANTAGE BASED ON THE PRICE ADVANTAGE TABLE 128
s403
ACCORDING TO THE IDENTIFIED SEPARATION RANGE AND SEPARATION DIRECTION, CALCULATING A PRICE OBTAINED BY INCREASING/REDUCING, AT A PREDEFINED RATE, A SALES PRICE OF THE ACCOMMODATION PLAN, AS AN OFFERED PRICE OF THE ACCOMMODATION PLAN IN THE DESIGNATED ACCOMMODATIONS FACILITY
s404
NOTIFYING THE CALCULATED OFFERED PRICE OF THE ACCOMMODATION PLAN TO THE ACCOMMODATIONS FACILITY TERMINAL OF THE DESIGNATED ACCOMMODATIONS FACILITY
s405
END

FIG. 10

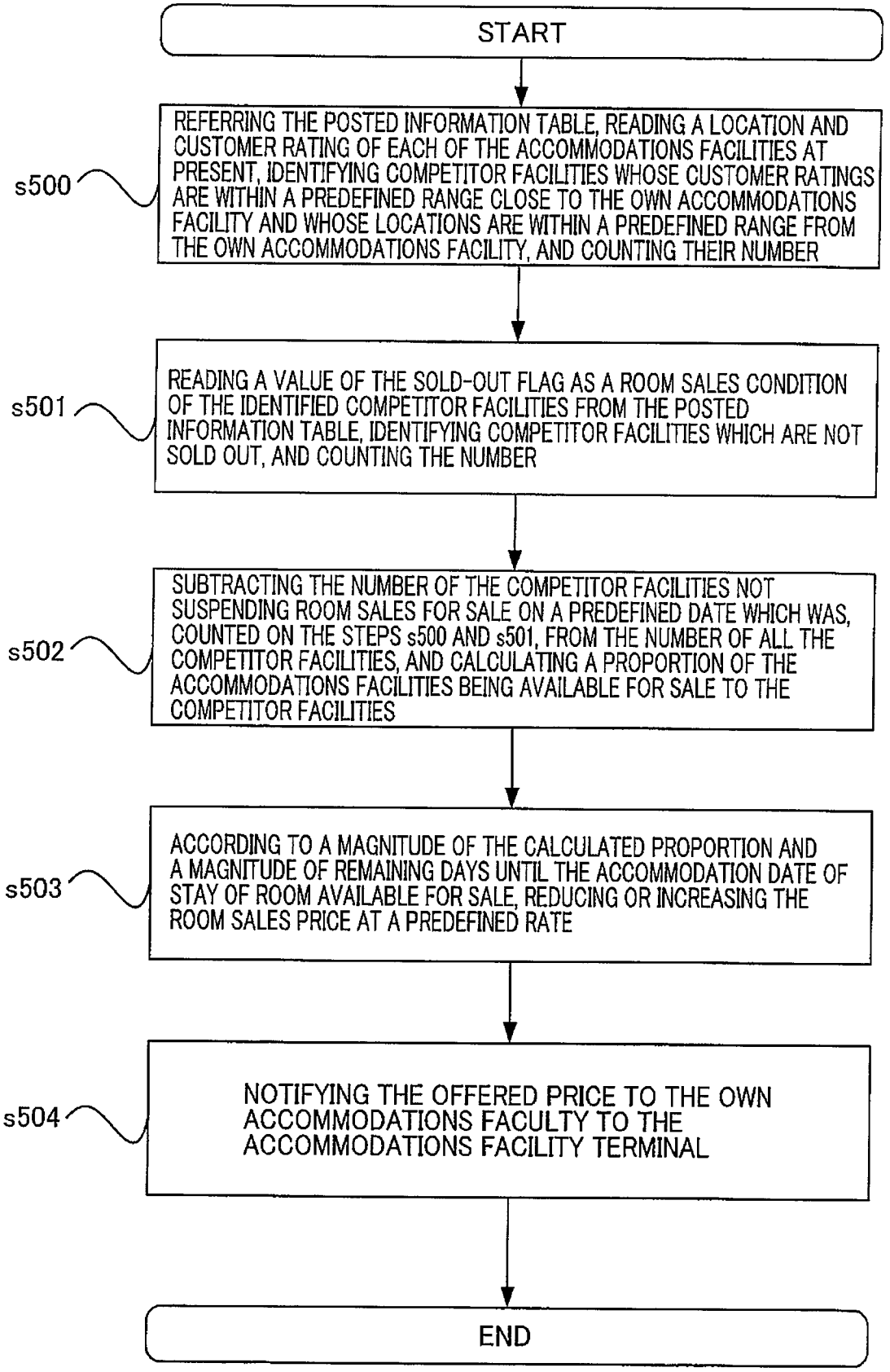

START
s500
REFERRING THE POSTED INFORMATION TABLE, READING A LOCATION AND CUSTOMER RATING OF EACH OF THE ACCOMMODATIONS FACILITIES AT PRESENT, IDENTIFYING COMPETITOR FACILITIES WHOSE CUSTOMER RATINGS ARE WITHIN A PREDEFINED RANGE CLOSE TO THE OWN ACCOMMODATIONS FACILITY AND WHOSE LOCATIONS ARE WITHIN A PREDEFINED RANGE FROM THE OWN ACCOMMODATIONS FACILITY, AND COUNTING THEIR NUMBER
s501
READING A VALUE OF THE SOLD-OUT FLAG AS A ROOM SALES CONDITION OF THE IDENTIFIED COMPETITOR FACILITIES FROM THE POSTED INFORMATION TABLE, IDENTIFYING COMPETITOR FACILITIES WHICH ARE NOT SOLD OUT, AND COUNTING THE NUMBER
s502
SUBTRACTING THE NUMBER OF THE COMPETITOR FACILITIES NOT SUSPENDING ROOM SALES FOR SALE ON A PREDEFINED DATE WHICH WAS, COUNTED ON THE STEPS s500 AND s501, FROM THE NUMBER OF ALL THE COMPETITOR FACILITIES, AND CALCULATING A PROPORTION OF THE ACCOMMODATIONS FACILITIES BEING AVAILABLE FOR SALE TO THE COMPETITOR FACILITIES
s503
ACCORDING TO A MAGNITUDE OF THE CALCULATED PROPORTION AND A MAGNITUDE OF REMAINING DAYS UNTIL THE ACCOMMODATION DATE OF STAY OF ROOM AVAILABLE FOR SALE, REDUCING OR INCREASING THE ROOM SALES PRICE AT A PREDEFINED RATE
s504
NOTIFYING THE OFFERED PRICE TO THE OWN ACCOMMODATIONS FACULTY TO THE ACCOMMODATIONS FACILITY TERMINAL
END

FIG. 11

PROPORTION OF FACILITIES AVAILABLE FOR SALE: 0%	PROPORTION OF FACILITIES AVAILABLE FOR SALE: 1～30%	PROPORTION OF FACILITIES AVAILABLE FOR SALE: 31～49%	PROPORTION OF FACILITIES AVAILABLE FOR SALE: 50%～
PROPORTION OF PRICE INCREASE/DECREASE: +40%	CASE OF REMAINING DAYS MORE THAN OR EQUAL TO 15 DAYS PROPORTION OF PRICE INCREASE/DECREASE: +10%	CASE OF REMAINING DAYS MORE THAN OR EQUAL TO 15 DAYS PROPORTION OF PRICE INCREASE/DECREASE: 0%	CASE OF REMAINING DAYS MORE THAN OR EQUAL TO 15 DAYS PROPORTION OF PRICE INCREASE/DECREASE: 0%
	CASE OF REMAINING DAYS OF 4～14 DAYS PROPORTION OF PRICE INCREASE/DECREASE: +20%	CASE OF REMAINING DAYS OF 4～14 DAYS PROPORTION OF PRICE INCREASE/DECREASE: −10%	CASE OF REMAINING DAYS OF 4～14 DAYS PROPORTION OF PRICE INCREASE/DECREASE: −15%
	CASE OF REMAINING DAYS WITHIN 3 DAYS PROPORTION OF PRICE INCREASE/DECREASE: +40%	CASE OF REMAINING DAYS WITHIN 3 DAYS PROPORTION OF PRICE INCREASE/DECREASE: −40%	CASE OF REMAINING DAYS WITHIN 3 DAYS PROPORTION OF PRICE INCREASE/DECREASE: −40%

FIG. 12