CLAIMS

What is claimed is:

1. A revenue management system comprising:

a communication device communicating with other devices through a network; and

an arithmetic device, configured to execute:

a process of retrieving a predetermined information including at least a room sales price and a customer rating, for a predetermined accommodations facility and another accommodations facility other than the predetermined accommodations facility, at predetermined time intervals, from at least any one of a web site of each of multiple net agents, a site controller having a contract with the predetermined accommodations facility, and an official web site which each accommodations facility itself operates;

a process of identifying, by each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating is within a predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculating, according to a extent of separation and a separation direction between the identified customer rating of the competitive facility and the customer rating of the predetermined accommodations facility, a price obtained by increasing or decreasing, at a predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site, as an offered price to the predetermined accommodations facility; and

a process of executing at least any one of a notification of the offered price to a terminal of the

predetermined accommodations facility and a setting instruction to the net agent or a predetermined server of an official web site of the predetermined accommodations facility to set the offered price to be a room sales price on the web site.

2. The revenue management system according to claim 1, wherein the arithmetic device is configured to:

on retrieving the information, retrieve information including an guest accommodations price, a customer rating, and a recommendation ranking regarding the predetermined accommodations facility and another accommodations facility, at predetermined time intervals, from at least any one of a web site of each of multiple net agents, a site controller having a contract with the predetermined accommodations facility, and an official web site which each accommodations facility itself operates; and

in calculating the offered price, based on the retrieved information, identify, by each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating or a recommendation ranking is within a predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculate an offered price by increasing or decreasing, at a predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site according to each extent of separation and each separation direction between the identified customer rating and the recommendation ranking of the competitive facility and the customer rating and the recommendation ranking of the predetermined accommodations facility.

3. The revenue management system according to claim 1 or 2, wherein the arithmetic device is further configured to:

execute a process of, based on the information retrieved after the notification of offered price or the setting instruction, checking the room sales price of the predetermined accommodations facility against the offered price, and when detecting that the room sales price has been set to the offered price, retrieving room sales figures of the predetermined accommodations facility for a predetermined period from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and calculating a probability that rooms of the predetermined accommodations facility could be sold at the offered price based on the retrieved room sales figures; and

in calculating the offered price, according to a magnitude of the extent of separation between the calculated probability and a predetermined standard, increase the predetermined rate for reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, and calculate a price obtained by increasing, at the increased predetermined rate, the room sales price of the predetermined accommodations facility or the competitive facility, as the offered price to the predetermined accommodations facility.

4. The revenue management system according to any one of claims 1-3, wherein the arithmetic device is further configured to:

execute a process of retrieving an instruction of a lower limit value of the room sales price from the terminal of the predetermined accommodations facility; and

in calculating the offered price, calculate a price obtained

by reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site at a predetermined rate within a range of not falling below the lower limit value as the offered price to the predetermined accommodations facility.

5. The revenue management system according to any one of claims 1-4, wherein the arithmetic device is configured to:

in calculating the offered price, based on the retrieved information and information of room sales included in the retrieved information, identify a date of suspended room sales in the most competitive facility whose customer rating is closest to that of the predetermined accommodations facility or in the most competitive facility being in the vicinity of the predetermined accommodations facility and being designated from the terminal, identify a semi-competitive facility whose rooms are available for sale on the identified date and whose customer rating is lower than that of the most competitive facility and the room sales price thereof by each of web sites of net agents or each of the official web sites, and, according to the extent of separation between the customer rating of the identified semi-competitive facility and the customer rating of the predetermined accommodations facility, calculate a price obtained by increasing, at a predetermined rate, the room sales price of the predetermined accommodations facility or the semi-competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

6. The revenue management system according to any one of claims 1-5, wherein the arithmetic device is configured to:

in calculating the offered price, based on the retrieved information, when detecting that the remaining number of rooms of the predetermined accommodations facility becomes lower than or

equal to a predetermined number, according to the extent of separation between the customer rating of the competitive facility whose customer rating is lower than that of the predetermined accommodations facility among the competitor facilities at the time of detection and the customer rating of the predetermined accommodations facility, calculate a price obtained by increasing, at a predetermined rate, the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

7. The revenue management system according to claim 1, wherein the arithmetic device is configured to execute:

a process of retrieving, as room sales figures for a predetermined time period in the predetermined accommodations facility, sales figures of an accommodation plan including a predetermined service from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and based on the retrieved sales figures, calculating a probability that an accommodation plan including a predetermined service could be sold for a predetermined time period at a predetermined price to customers with predetermined attributes;

a process of receiving information on each of an accommodation plan scheduled to be available for sale and a target customer from the terminal, and based on the calculated probability regarding the accommodation plan which matches to an attribute indicated by each piece of information, identifying an accommodation plan having the probability greater than or equal to a predetermined standard and the sales price thereof;

a process of calculating, for a given location of the sales source accommodations facility in the identified accommodation plan which the retrieved sales figures indicate and a location of

a designated accommodations facility designated from a predetermined terminal, based on information of location-by-location price advantage preliminarily stored in a storage device, according to the extent of separation and the separation direction of the price advantage between the sales source accommodations facility and the designated accommodations facility, a price obtained by increasing or reducing, at a predetermined rate, the sales price of the accommodation plan as the offered price of the accommodation plan in the designated accommodations facility; and

a process of executing at least any one of a notification of the offered price to the terminal of the designated accommodations facility and a setting instruction of setting the offered price to be a sales price of the accommodation plan on the web site to the net agent or a predetermined server of the official web site of the designated accommodations facility.

8. The revenue management system according to claim 5, wherein the arithmetic device is configured to execute:

a process of, in calculating the offered price, based on the retrieved information and information on each of room sales included in the retrieved information and facility locations, calculating a proportion of the competitive facility whose rooms are not suspended to sell among the competitor facilities whose customer ratings are within a predetermined range close to that of a predetermined accommodations facility and which are located within a predetermined range from the predetermined accommodations facility or among the competitor facilities being designated from the terminal to the all of the competitor facilities;

a process of calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more reducing, at a predetermined rate,

the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, larger the proportion compared with a predetermined value and smaller the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility; and

a process of calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more increasing, at a predetermined rate, the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, smaller the proportion compared with a predetermined value and larger the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility.

9. A revenue management method implemented by an information processing device comprising a communication device communicating with other devices through a network, the revenue management method comprising:

retrieving a predetermined information including at least a room sales price and a customer rating, regarding a predetermined accommodations facility and another accommodations facility except the predetermined accommodations facility, at predetermined time intervals, from at least any one of a web site of each of multiple net agents, a site controller having a contract with the predetermined accommodations facility, and an official web site which each accommodations facility itself operates;

identifying, by each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating is within a

predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculating, according to a extent of separation and a separation direction between the identified customer rating of the competitive facility and the customer rating of the predetermined accommodations facility, a price obtained by increasing or decreasing, at a predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site, as an offered price to the predetermined accommodations facility; and

executing at least any one of a notification of the offered price to a terminal of the predetermined accommodations facility and a setting instruction to the net agent or a predetermined server of an official web site of the predetermined accommodations facility to set the offered price to be a room sales price on the web site.

10. The revenue management method according to claim 9, further comprising:

with the information processing device, on retrieving the information, retrieves information including an guest accommodations price, a customer rating, and a recommendation ranking regarding the predetermined accommodations facility and another accommodations facility, at predetermined time intervals, from at least any one of a web site of each of multiple net agents, a site controller having a contract with the predetermined accommodations facility, and an official web site which each accommodations facility itself operates; and

with the information processing device, in calculating the offered price, based on the retrieved information, identifies, by

each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating or a recommendation ranking is within a predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculates an offered price by increasing or decreasing, at a predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site according to each extent of separation and each separation direction between the identified customer rating and the recommendation ranking of the competitive facility and the customer rating and the recommendation ranking of the predetermined accommodations facility.

11. The revenue management method according to claim 9 or 10, further comprising:

with the information processing device, based on the information retrieved after the notification of offered price or the setting instruction, checking the room sales price of the predetermined accommodations facility against the offered price, and when detecting that the room sales price has been set to the offered price, retrieving room sales figures of the predetermined accommodations facility for a predetermined period from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and calculating a probability that rooms of the predetermined accommodations facility could be sold at the offered price based on the retrieved room sales figures; and,

with the information processing device, in calculating the

offered price, according to a magnitude of the extent of separation between the calculated probability and a predetermined standard, increasing the predetermined rate for reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, and calculating a price obtained by increasing, at the increased predetermined rate, the room sales price of the predetermined accommodations facility or the competitive facility, as the offered price to the predetermined accommodations facility.

12. The revenue management method according to any one of claims 9-11, further comprising:

with the information processing device, retrieving an instruction of a lower limit value of the room sales price from the terminal of the predetermined accommodations facility; and,

with the information processing device, in calculating the offered price, calculating a price obtained by reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site at a predetermined rate within a range of not falling below the lower limit value as the offered price to the predetermined accommodations facility.

13. The revenue management method according to any one of claims 9-12, comprising:

with the information processing device, in calculating the offered price, based on the retrieved information and information of room sales included in the retrieved information, identifying a date of suspended room sales in the most competitive facility whose customer rating is closest to that of the predetermined accommodations facility or in the most competitive facility being in the vicinity of the predetermined accommodations facility and being designated from the terminal, identifying a semi-competitive

facility whose rooms are available for sale on the identified date and whose customer rating is lower than that of the most competitive facility and the room sales price thereof by each of web sites of net agents or each of the official web sites, and, according to the extent of separation between the customer rating of the identified semi-competitive facility and the customer rating of the predetermined accommodations facility, calculating a price obtained by increasing, at a predetermined rate, the room sales price of the predetermined accommodations facility or the semi-competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

14. The revenue management method according to any one of claims 9-13, comprising:

with the information processing device, in calculating the offered price, based on the retrieved information, when detecting that the remaining number of rooms of the predetermined accommodations facility becomes lower than or equal to a predetermined number, according to the extent of separation between the customer rating of the competitive facility whose customer rating is lower than that of the predetermined accommodations facility among the competitor facilities at the time of detection and the customer rating of the predetermined accommodations facility, calculating a price obtained by increasing, at a predetermined rate, the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

15. The revenue management method according to claim 9, comprising:

with the information processing device, retrieving, as room

sales figures for a predetermined time period in the predetermined accommodations facility, sales figures of an accommodation plan including a predetermined service from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and based on the retrieved sales figures, calculating a probability that an accommodation plan including a predetermined service could be sold for a predetermined time period at a predetermined price to customers with predetermined attributes;

with the information processing device, receiving information on each of an accommodation plan scheduled to be available for sale and a target customer from the terminal, and based on the calculated probability regarding the accommodation plan which matches to an attribute indicated by each piece of information, identifying an accommodation plan having the probability greater than or equal to a predetermined standard and the sales price thereof;

with the information processing device, calculating, for a given location of the sales source accommodations facility in the identified accommodation plan which the retrieved sales figures indicate and a location of a designated accommodations facility designated from a predetermined terminal, based on information of location-by-location price advantage preliminarily stored in a storage device, according to the extent of separation and the separation direction of the price advantage between the sales source accommodations facility and the designated accommodations facility, a price obtained by increasing or reducing, at a predetermined rate, the sales price of the accommodation plan as the offered price of the accommodation plan in the designated accommodations facility; and

with the information processing device, executing at least any one of a notification of the offered price to the terminal of the designated accommodations facility and a setting instruction

of setting the offered price to be a sales price of the accommodation plan on the web site to the net agent or a predetermined server of the official web site of the designated accommodations facility.

16. The revenue management method according to claim 9, comprising:

with the information processing device, in calculating the offered price, based on the retrieved information and information on each of room sales included in the retrieved information and facility locations, calculating a proportion of the competitive facility whose rooms are not suspended to sell among the competitor facilities whose customer ratings are within a predetermined range close to that of a predetermined accommodations facility and which are located within a predetermined range from the predetermined accommodations facility or among the competitor facilities being designated from the terminal to the all of the competitor facilities;

with the information processing device, calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more reducing, at a predetermined rate, the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, larger the proportion compared with a predetermined value and smaller the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility; and

with the information processing device, calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room

available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more increasing, at a predetermined rate, the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, smaller the proportion compared with a predetermined value and larger the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility.

Claims

1. A revenue management system comprising:

a communication device communicating with other devices through a network; and

an arithmetic device, configured to execute:

a process of retrieving a predetermined information including at least a room sales price and a customer rating, for a predetermined accommodations facility and another accommodations facility other than the predetermined accommodations facility, at predetermined time intervals, from at least any one of a web site of each of multiple net agents, a site controller having a contract with the predetermined accommodations facility, and an official web site which each accommodations facility itself operates;

a process of identifying, by each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating is within a predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculating, according to a extent of separation and a separation direction between the identified customer rating of the competitive facility and the customer rating of the predetermined accommodations facility, a price obtained by increasing or decreasing, at a predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site, as an offered price to the predetermined accommodations facility; and

a process of executing at least any one of a notification of the offered price to a terminal of the predetermined accommodations facility and a setting instruction to the net agent or a predetermined server of the official web site of the predetermined accommodations facility to set the offered price to be a room sales price on the web site.

2. The revenue management system according to claim 1, wherein the arithmetic device is configured to:

on retrieving the information, retrieve information including an guest accommodations price, the customer rating, and a recommendation ranking regarding the predetermined accommodations

facility and another accommodations facility, at predetermined time intervals, from at least any one of the web site of each of multiple net agents, the site controller having a contract with the predetermined accommodations facility, and the official web site which each accommodations facility itself operates; and

in calculating the offered price, based on the retrieved information, identify, by each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating or the recommendation ranking is within the predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculate an offered price by increasing or decreasing, at the predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site according to each extent of separation and each separation direction between the identified customer rating and the recommendation ranking of the competitive facility and the customer rating and the recommendation ranking of the predetermined accommodations facility.

3. The revenue management system according to claim 1 or 2, wherein the arithmetic device is further configured to:

execute a process of, based on information retrieved after the notification of offered price or the setting instruction, checking the room sales price of the predetermined accommodations facility against the offered price, and when detecting that the room sales price has been set to the offered price, retrieving room sales figures of the predetermined accommodations facility for a predetermined period from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and calculating a probability that rooms of the predetermined accommodations facility could be sold at the offered price based on the retrieved room sales figures; and

in calculating the offered price, according to a magnitude of the extent of separation between the calculated probability and a predetermined standard, increase the predetermined rate for reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, and calculate a price obtained by increasing,

at the increased predetermined rate, the room sales price of the predetermined accommodations facility or the competitive facility, as the offered price to the predetermined accommodations facility.

4. The revenue management system according to any one of claims 1-3, wherein the arithmetic device is further configured to:

execute a process of retrieving an instruction of a lower limit value of the room sales price from the terminal of the predetermined accommodations facility; and

in calculating the offered price, calculate a price obtained by reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site at the predetermined rate within a range of not falling below the lower limit value as the offered price to the predetermined accommodations facility.

5. The revenue management system according to any one of claims 1-4, wherein the arithmetic device is configured to:

in calculating the offered price, based on the retrieved information and information of room sales included in the retrieved information, identify a date of suspended room sales in the most competitive facility whose customer rating is closest to that of the predetermined accommodations facility or in the most competitive facility being in the vicinity of the predetermined accommodations facility and being designated from the terminal, identify a semi-competitive facility whose rooms are available for sale on the identified date and whose customer rating is lower than that of the most competitive facility and the room sales price thereof by each of web sites of net agents or each of the official web sites, and, according to the extent of separation between the customer rating of the identified semi-competitive facility and the customer rating of the predetermined accommodations facility, calculate a price obtained by increasing, at the predetermined rate, the room sales price of the predetermined accommodations facility or the semi-competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

6. The revenue management system according to any one of claims 1-5, wherein the arithmetic device is configured to:

in calculating the offered price, based on the retrieved information, when detecting that the remaining number of rooms of the predetermined accommodations facility becomes lower than or equal to a predetermined number, according to the extent of separation between the customer rating of the competitive facility whose customer rating is lower than that of the predetermined accommodations facility among the competitor facilities at the time of detection and the customer rating of the predetermined accommodations facility, calculate a price obtained by increasing, at the predetermined rate, the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

7. The revenue management system according to claim 1, wherein the arithmetic device is configured to execute:

a process of retrieving, as room sales figures for a predetermined time period in the predetermined accommodations facility, sales figures of an accommodation plan including a predetermined service from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and based on the retrieved sales figures, calculating a probability that the accommodation plan including the predetermined service could be sold for the predetermined time period at a predetermined price to customers with predetermined attributes;

a process of receiving information on each of the accommodation plan scheduled to be available for sale and a target customer from the terminal, and based on the calculated probability regarding the accommodation plan which matches to an attribute indicated by each piece of information, identifying the accommodation plan having the probability greater than or equal to a predetermined standard and the sales price thereof;

a process of calculating, for a given location of the sales source accommodations facility in the identified accommodation plan which the retrieved sales figures indicate and a location of a designated accommodations facility designated from a predetermined terminal, based on information of location-by-location price advantage preliminarily stored in a storage device, according to the extent of separation and the separation direction of the price advantage between the sales source accommodations facility and the designated accommodations facility, a price obtained by increasing

or reducing, at the predetermined rate, the sales price of the accommodation plan as the offered price of the accommodation plan in the designated accommodations facility; and

a process of executing at least any one of a notification of the offered price to the terminal of the designated accommodations facility and a setting instruction of setting the offered price to be a sales price of the accommodation plan on the web site to the net agent or a predetermined server of the official web site of the designated accommodations facility.

8. The revenue management system according to claim 5, wherein the arithmetic device is configured to execute:

a process of, in calculating the offered price, based on the retrieved information and information on each of room sales included in the retrieved information and facility locations, calculating a proportion of the competitive facility whose rooms are not suspended to sell among the competitor facilities whose customer ratings are within a predetermined range close to that of a predetermined accommodations facility and which are located within a predetermined range from the predetermined accommodations facility or among the competitor facilities being designated from the terminal to the all of the competitor facilities;

a process of calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more reducing, at the predetermined rate, the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, larger the proportion compared with a predetermined value and smaller the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility; and

a process of calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more increasing, at the predetermined rate, the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, smaller the proportion compared with a predetermined value and larger the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility.

9. A revenue management method implemented by an information processing device comprising a communication device communicating with other devices through a network, the revenue management method comprising:

retrieving a predetermined information including at least a room sales price and a customer rating, regarding a predetermined accommodations facility and another accommodations facility except the predetermined accommodations facility, at predetermined time intervals, from at least any one of a web site of each of multiple net agents, a site controller having a contract with the predetermined accommodations facility, and an official web site which each accommodations facility itself operates;

identifying, by each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating is within a predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculating, according to a extent of separation and a separation direction between the identified customer rating of the competitive facility and the customer rating of the predetermined accommodations facility, a price obtained by increasing or decreasing, at a predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site, as an offered price to the predetermined accommodations facility; and

executing at least any one of a notification of the offered price to a terminal of the predetermined accommodations facility and a setting instruction to the net agent or a predetermined server of an official web site of the predetermined accommodations facility to set the offered price to be a room sales price on the web site.

10. The revenue management method according to claim 9, further comprising:

with the information processing device, on retrieving the information, retrieves information including an guest accommodations price, the customer rating, and a recommendation ranking regarding the predetermined accommodations facility and another accommodations facility, at

predetermined time intervals, from at least any one of the web site of each of multiple net agents, the site controller having a contract with the predetermined accommodations facility, and the official web site which each accommodations facility itself operates; and

with the information processing device, in calculating the offered price, based on the retrieved information, identifies, by each of web sites of net agents or each of the official web sites, another accommodations facility being a competitive facility whose customer rating or the recommendation ranking is within the predetermined range close to that of the predetermined accommodations facility, or another accommodations facility being a competitive facility in the vicinity of the predetermined accommodations facility and being designated by a predetermined terminal, and a room sales price thereof, and calculates an offered price by increasing or decreasing, at the predetermined rate, a room sales price of the predetermined accommodations facility or the competitive accommodations facility on the web site of the net agent or the official web site according to each extent of separation and each separation direction between the identified customer rating and the recommendation ranking of the competitive facility and the customer rating and the recommendation ranking of the predetermined accommodations facility.

11. The revenue management method according to claim 9 or 10, further comprising:

with the information processing device, based on information retrieved after the notification of offered price or the setting instruction, checking the room sales price of the predetermined accommodations facility against the offered price, and when detecting that the room sales price has been set to the offered price, retrieving room sales figures of the predetermined accommodations facility for a predetermined period from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and calculating a probability that rooms of the predetermined accommodations facility could be sold at the offered price based on the retrieved room sales figures; and,

with the information processing device, in calculating the offered price, according to a magnitude of the extent of separation between the calculated probability and a predetermined standard, increasing the predetermined rate for reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, and calculating a price obtained by increasing, at the increased predetermined rate, the room

sales price of the predetermined accommodations facility or the competitive facility, as the offered price to the predetermined accommodations facility.

12. The revenue management method according to any one of claims 9-11, further comprising:

with the information processing device, retrieving an instruction of a lower limit value of the room sales price from the terminal of the predetermined accommodations facility; and,

with the information processing device, in calculating the offered price, calculating a price obtained by reducing the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site at the predetermined rate within a range of not falling below the lower limit value as the offered price to the predetermined accommodations facility.

13. The revenue management method according to any one of claims 9-12, comprising:

with the information processing device, in calculating the offered price, based on the retrieved information and information of room sales included in the retrieved information, identifying a date of suspended room sales in the most competitive facility whose customer rating is closest to that of the predetermined accommodations facility or in the most competitive facility being in the vicinity of the predetermined accommodations facility and being designated from the terminal, identifying a semi-competitive facility whose rooms are available for sale on the identified date and whose customer rating is lower than that of the most competitive facility and the room sales price thereof by each of web sites of net agents or each of the official web sites, and, according to the extent of separation between the customer rating of the identified semi-competitive facility and the customer rating of the predetermined accommodations facility, calculating a price obtained by increasing, at the predetermined rate, the room sales price of the predetermined accommodations facility or the semi-competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

14. The revenue management method according to any one of claims 9-13, comprising:

with the information processing device, in calculating the offered price, based on the retrieved information, when detecting that the remaining number of rooms of the predetermined

accommodations facility becomes lower than or equal to a predetermined number, according to the extent of separation between the customer rating of the competitive facility whose customer rating is lower than that of the predetermined accommodations facility among the competitor facilities at the time of detection and the customer rating of the predetermined accommodations facility, calculating a price obtained by increasing, at the predetermined rate, the room sales price of the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site as the offered price to the predetermined accommodations facility.

15. The revenue management method according to claim 9, comprising:

with the information processing device, retrieving, as room sales figures for a predetermined time period in the predetermined accommodations facility, sales figures of an accommodation plan including a predetermined service from at least any one of the net agent, the site controller, and the official web site of the predetermined accommodations facility, and based on the retrieved sales figures, calculating a probability that the accommodation plan including the predetermined service could be sold for the predetermined time period at a predetermined price to customers with predetermined attributes;

with the information processing device, receiving information on each of the accommodation plan scheduled to be available for sale and a target customer from the terminal, and based on the calculated probability regarding the accommodation plan which matches to an attribute indicated by each piece of information, identifying the accommodation plan having the probability greater than or equal to a predetermined standard and the sales price thereof;

with the information processing device, calculating, for a given location of the sales source accommodations facility in the identified accommodation plan which the retrieved sales figures indicate and a location of a designated accommodations facility designated from a predetermined terminal, based on information of location-by-location price advantage preliminarily stored in a storage device, according to the extent of separation and the separation direction of the price advantage between the sales source accommodations facility and the designated accommodations facility, a price obtained by increasing or reducing, at the predetermined rate, the sales price of the accommodation plan as the offered price of the accommodation plan in the designated accommodations facility; and

with the information processing device, executing at least any one of a notification of the offered price to the terminal of the designated accommodations facility and a setting instruction of setting the offered price to be a sales price of the accommodation plan on the web site to the net agent or a predetermined server of the official web site of the designated accommodations facility.

16. The revenue management method according to claim 9, comprising:

with the information processing device, in calculating the offered price, based on the retrieved information and information on each of room sales included in the retrieved information and facility locations, calculating a proportion of the competitive facility whose rooms are not suspended to sell among the competitor facilities whose customer ratings are within a predetermined range close to that of a predetermined accommodations facility and which are located within a predetermined range from the predetermined accommodations facility or among the competitor facilities being designated from the terminal to the all of the competitor facilities;

with the information processing device, calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more reducing, at the predetermined rate, the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, larger the proportion compared with a predetermined value and smaller the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility; and

with the information processing device, calculating, according to a magnitude of the calculated proportion and a magnitude of remaining days until an date of stay of room available for sale in the predetermined accommodations facility on the web site of a predetermined net agent, a price obtained by more increasing, at the predetermined rate, the room sales price in the predetermined accommodations facility or the competitive facility on the web site of the net agent or the official web site, smaller the proportion compared with a predetermined value and larger the remaining days compared with a predetermined value, as the offered price to the predetermined accommodations facility.