

# ARE ALL ONLINE HOTEL PRICES CREATED DYNAMIC? AN EMPIRICAL ASSESSMENT

Seminar

**NAPLES**

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National Research Council  
Institute of Studies  
on Mediterranean Societies  
(CNR-ISSM)

CNR-ISSM

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Speaker:

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**Are all online hotel prices created dynamic?  
An empirical assessment**

Understanding how tourist firms set their online prices is important due to their growing reliance on Online Travel Agencies (OTA). Little is known, however, about whether differences exist in the online pricing approaches adopted by hotels using an OTA.

The author tests, using a big data approach, whether the diffuse narrative of a pervasive presence of dynamic pricing provides a realistic description of hotels' pricing behavior and thus challenges the view that dynamic pricing should be considered the prevailing norm for the industry.

The evidence suggests a heterogeneous attitude across hotels, with uniform pricing being more widespread in most hotels of our sample, namely, the 3-star or less, while dynamic pricing is more likely applied in higher quality hotels.