

Analysis of Online Pricing Policies for Hotels: a Case Study of Durrës, Albania

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Abstract: The hospitality industry has been significantly impacted by the rise of online booking platforms, leading hotels to adopt new dynamic pricing policies to adapt to changing market conditions. This article reviews online hotel pricing strategies from three perspectives: demand, supply, and regional characteristics. On the demand side, electronic word-of-mouth (e-WOM) has become a critical factor in hotel room revenue and overall performance. It provides hotels with valuable information on guest needs, satisfaction, and loyalty, which can be used to optimize pricing strategies to increase revenue and customer satisfaction. Online guest reviews also play a crucial role in building a hotel's reputation, which in turn affects their online pricing policies.

On the supply side, research on hotel pricing strategies is mostly based on standard competitive frameworks, highlighting the need for hotels to adopt more innovative pricing strategies to remain competitive in an ever-changing and volatile online market. This can be achieved by using big data and analytics to understand market trends, consumer behavior, and competition. Finally, the article highlights the significance of regional characteristics in online hotel pricing policies. The statistical analysis suggests that hotels located in areas with better accessibility and mobility tend to have higher online rates than those in less accessible areas. Therefore, hotels should consider regional characteristics when formulating pricing strategies. In conclusion, hotels should adopt flexible, innovative, and data-driven pricing policies that consider various factors to maximize revenue, increase guest satisfaction, and stay competitive in the online marketplace.

Keywords: Hotels; Demand; supply; Pricing strategies; Regional Characteristics.

JEL Classification: L83, M31, C13.

1. INTRODUCTION

Academic research has shown a growing interest in studying online pricing policies in the hotel industry. Researchers are developing new frameworks to better understand the dynamics of online pricing. These frameworks combine the traditional forces of supply and demand, as well as the location of hotels. This paper aims to provide a review of the literature on this area of research, with particular emphasis on examining the impact of demand, supply and regional characteristics (such as accessibility and mobility) on online pricing strategies. To gather the relevant literature, this review relies on economic and tourism reviews.

Well-established search engines are used, including ISI, WebScience, Scopus and Google Scholar. From a demand perspective, several studies have been conducted to investigate the role of electronic word-of-mouth (e-WOM) in the hospitality industry. The rise of communication technologies has extended traditional word-of-mouth to the field of networks. Consumers now tend to read, use and post information on the Internet before and after a purchase or experience. E-WOM has a significant impact on customer preference and willingness to pay, especially in service industries.

The intangible and experiential nature of services increases the perceived risk of consumption, leading customers to seek more information from customers who have already had similar experiences.

Research has shown that electronic word-of-mouth (e-WOM) has a significant impact on hotel performance. According to (Viglia, Minazzi and Buhalis, 2016a), e-WOM positively influences hotel room occupancy, revenue, and overall performance. Similarly, (Xiang *et al.*, 2017) found that e-WOM significantly affects hotel booking intentions, customer satisfaction, and loyalty. Furthermore, online customer reviews play a crucial role in shaping the online pricing policy of hotels (El-Said, 2020)

Hotel managers can use eWOM to better understand guest needs, preferences, and satisfaction (Yen and Tang, 2019). This information may be used to improve the quality of service, develop targeted marketing strategies and improve the overall customer experience.

Nowadays, it is widely known that customers rely a lot on online sources of information, especially online reviews, to make an informed purchasing decisions (Viglia, Furlan and Ladrón-de-Guevara, 2014). The number of online reviews for a particular product is highly correlated with customer preference and purchase intent. As a service industry, hotels

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are no exception of this and rely on electronic word-of-mouth (eWOM) as an important marketing channel that affects their business profitability (Phillips *et al.*, 2016). By analyzing eWOM, hotel managers can better understand guest needs and preferences, improving the quality of their service.

Moreover, pricing strategies play a crucial role in hotel performance in the short and long terms (Sampaio, Rodrigues and Hernández-Mogollón, 2021). Hotels need to consider their online reputation when developing their pricing strategies, as it affects their competitiveness and ultimately the economy of the regions and destinations in which they operate. Therefore, it is imperative for hotels to carefully assess their online reputation and ensure that their pricing strategies match their reputation in order to optimize performance and profitability.

According to a study by (Yang, Park and Hu, 2018), eWOM significantly affects hotel pricing strategies. Research has shown that online guest reviews influence hotel rates, with hotels with higher ratings and more reviews charging higher prices.

Therefore, hotels should closely monitor their online reputation and optimize their performance using pricing strategies that match their reputation.

In conclusion, guest reliance on online reviews and eWOM forces hotels to consider their online reputation when formulating their pricing strategies. By taking into account their reputation and the preferences of their guests, hotels can optimize their pricing strategies, improve their performance and competitiveness, and contribute to the growth of the regions and destinations in which they operate.

On the supply side, the literature shows limited availability. A study of online hotel pricing policy outside the standard competition-focused framework (Đukec, 2019). However, recent studies have tried to analyze how hotels adjust their online pricing policies in response to demand shocks as well as competition and innovation in the online market (Bandalouskiet *al.*, 2018).

These studies show that hotels need to adopt more flexible and innovative pricing strategies to stay competitive in the growing and changing online market.

As the final objective of this article, a statistical analysis was performed to generalize previous work that assessed the impact of regional characteristics on online pricing policies developed by hotels. Specifically, the study examines how accessibility and mobility in the Durres region of Albania influence the online pricing policies of a representative sample of hotels. Price data for single and double rooms in low and high season was obtained from Booking.com for analysis.

2. LITERATURE REVIEW

2.1. The demand of Tourism

Consumer motivations and expectations play a crucial role in the profitability of hotels.

Several research articles have identified the key factors that lead users to consider purchased travel services. These factors include service quality, customer satisfaction and dissatisfaction, and social identity and community belonging (Phillips *et al.*, 2016; Berné-Manero, Ciobanu and Pedraja-Iglesias, 2020; Sampaio, Rodrigues and Hernández-Mogollón, 2021).

(Huete-Alcocer, 2017; Hussain, Song and Niu, 2020) show that the most common motivation for conducting electronic word-of-mouth (e-WOM) communication is to provide others with useful information to make a choice satisfying. However, negative reviews may be more frequent than positive reviews.

(Kim, Kim and Heo, 2019) showed that perceived dissatisfaction induced by service failure leads to emotional processes that lead to negative e-WOM, such as anger and disappointment, aimed at warning others and to persuade them to become more aware of their choices.

Hotel managers should consider these factors when developing pricing strategies that maximize revenue and guest satisfaction. Reviews provide hoteliers with valuable information to understand guest needs, satisfaction and loyalty. This data can be used to develop effective pricing strategies to optimize revenue and customer satisfaction.

(Monica, John and Maria, 2017) investigated the influence of eWOM motivation on customer behavior and found that self-improvement and enjoyment were the most important drivers for customers in the hotel to disseminate a positive eWOM.

The study highlights the importance for hoteliers to provide impeccable service and amenities to ensure guests have a pleasant stay and feel special. Additionally, a negative experience has proven to be the most critical motivation for customers to write negative reviews online.

Several studies have investigated the impact of reviews generated by online consumers on the hospitality industry. (Ladhari and Michaud, 2015) conducted a survey among 800 university students and found the eWOM influence on hotel rooms booking using the comments generated on Facebook users. (Sampaio, Rodrigues and Hernández-Mogollón, 2021) found that traveler reviews have a significant impact on online sales, and that the mean and variance of ratings are the most important variables affecting bookings. Positive reviews have been shown to increase a hotel's booking volume and productivity, providing valuable insights for hoteliers' marketing strategies.

According to a study by (Rouliez, Tojib and Tsarenko, 2019), positive online reviews have a stronger impact on hotel reservations than traditional marketing campaigns. Therefore, hotel managers need to focus on providing excellent customer service and encouraging positive online reviews to increase their revenue and competitiveness.

Therefore, reviews generated by online consumers have a significant impact on the hospitality industry. Hoteliers should focus on providing exceptional service to encourage positive reviews, as this has been shown to increase bookings and overall sales. Negative experiences can have a

detrimental effect on a hotel's reputation and it is very important that any negative reviews are dealt with promptly and professionally. Overall, hotels need to prioritize guest satisfaction and online reputation management to stay competitive in the market.

(Rouliez, Tojib and Tsarenko, 2019) showed that online reviews affect not only reviewer trustworthiness, but also brand attitudes and purchase intentions. Positive reviews increase review credibility and predict stronger purchase intent, while negative reviews have the opposite effect. Moreover, the presence of positive or negative reviews can affect hotel purchase intentions and consumer expectations. (Nieto, Hernández-Maestro and Muñoz-Gallego, 2014) analyzed the London hotel market using data from tripadvisor.com for 319 hotels and found a positive relationship between ratings, review volume and revenue. Positive reviews increase sales while negative reviews decrease sales, and ratings have a greater impact on top hotels, while the number of reviews boosts the performance of lower-tier hotels.

Increasing the number of online reviews can help reduce negative reviews, improve consumer perception, and ultimately improve operational performance (Viglia, Furlan and Ladrón-de-Guevara, 2014). In addition, indicators such as ratings and quantities will affect consumers' willingness to pay (Mu-chun and Su-yun, 2016).

Hotel guest reviews on consumer-generated websites can also influence consumer decisions and service expectations. (Akademia Baru *et al.*, 2015) found a positive relationship between hotel purchase intention and guest expectations based on review ratings. At the same time, hoteliers' responses to guest reviews negatively impact guest purchase intentions. Positive reviews can significantly influence booking intentions, especially for those with a high tendency to comply, while more reviews are more compelling for those with low compliance (Poór and Horváth, 2021).

Social networks also play a role, with Facebook reviews influencing friends' intentions to book a particular hotel, trust and attitude towards it, and perception of its website (Ladhari and Michaud, 2015). These studies highlight the importance of online reviews in the hospitality industry and their impact on consumer behavior and purchasing decisions.

Research has shown that hotel ratings provided by customers are an important factor to consider when formulating pricing policies. (Zhao, Li and Xu, 2021) found that aggregating reviews from multiple travel sites can provide hotels with more reliable information to gauge the impact of guest opinions on business performance. Meanwhile, (El-Said, 2020) studied the influence of online reviews on hotel booking intention and found that higher ratings and more reviews have a positive impact on intention reservation. The results show that high ratings and high number of reviews are positively correlated with higher house prices and income. Furthermore, (El-Said, 2020) emphasizes the importance of responding quickly to negative reviews, as timely and appropriate action can help mitigate negative impacts on hotel revenues. Additionally, a study by (Gellerstedt and Arvemo, 2019) found that customers tend to give more weight to recent reviews when making a booking decision, so keeping

reviews up-to-date is key for hotel to attract potential customers.

Overall, hotels should try hard to maintain a strong online reputation by actively soliciting and responding to guest feedback, which can improve profitability and revenue.

2.2. Demand and Pricing

On the demand side, several studies have shown that guest ratings can improve hotel performance and influence hotel rates (Nair, 2019). He stated that hotels should follow effective and efficient promotion policies based on effective dynamic pricing strategies. Also (Viglia, Minazzi and Buhalis, 2016b) suggested that hoteliers adjust prices based on what reviewers say about the accommodation. Therefore, online reputation is playing an increasingly important role in pricing decisions through online customer reviews.

In terms of dynamic pricing strategies, (Viglia, Minazzi and Buhalis, 2016b) noted that an important indicator is the so-called "reference price". This price is a measure used by consumers to assess market prices and purchase specific products. In particular, the authors show how price and discount policies affect the formation of reference prices. The more the hotel room rate is discounted and the longer the discount period, the more likely the discounted price is to become a benchmark price, and the more difficult it will be for the hotel to restore its reputation and value in the minds of consumers. Less established companies tend to use aggressive discounting and pricing strategies out of control. These companies can jeopardize the level of reference prices.

Another driver of pricing policy is related to customer characteristics and grouping. (Nair, 2019) analyzed dynamic pricing decisions in the hospitality industry. The authors conclude that intertemporal price structures often depend on customer segment, star-based price discrimination policies as indicators of the quality and quantity of services provided. The empirical results show that when a customer belongs to a pole of activity, the minimum price seems to be determined in the period of time preceding the stay of the customer.

On weekends, the leisure crowd dominates and prices tend to rise as move-in dates get closer. (Wu, Li and Xu, 2014) showed that stochastic price strategies tend to generate higher profits than fixed price strategies. The authors suggest that online retailers only accept the discounted price for a period, before returning to the base price. When low-end consumers are more patient, retailers should reduce the frequency of promotions while accepting high prices. Additionally, online retailers should reduce the frequency of promotions and high prices while increasing low prices to encourage high-end consumers who are more time-conscious to shop at high prices.

According to (Zhao *et al.*, 2015), hotel pricing strategy is usually based on factors such as expected level of demand, price elasticity of demand, and competitor prices. However, due to the unpredictability of online markets, it is becoming increasingly difficult to accurately predict demand patterns. To maximize profitability while taking into account what customers say about their products, hotels need to carefully consider their pricing policies (Kusawat and Teerakapibal, 2022).

(Moliner-Velázquez, Fuentes-Blasco and Gil-Saura, 2021) show that market segmentation by online reservation systems can benefit both hotels and consumers. By identifying and targeting the best demand segments, hotels can increase profits while providing price reductions to consumers. However, the authors caution that if the number of demand segments exceeds the optimal size, the additional profits from the additional segments may not be sufficient to cover the increased operating costs, leading to an overall decline in profits.

2.3. Supply and Pricing

As standard economic theory suggests, levels of supply affect price dynamics. When hotels available for booking in an area are scarce, prices tend to increase (Ibrahim and Atiya, 2016). (Viglia, Minazzi and Buhalis, 2016b) support tactical pricing decisions are often influenced by the number of online competitors in real time. In the same area of research, (Chen, Guan and Huan, 2021) and (Burlea-Schiopoiu and Ozuni, 2021) studied the relationship between the number of competitors and hotel prices. On average, higher competitor density means lower spreads.

The results suggest that the entry of new competitors will drive down the best price levels in the region. For weekdays, the impact on the price level will be greater if new entrants offer the same quality of accommodation. The impact of new hotels on price levels is also lower on weekends, when the percentage of potential buyers is higher. (Konomi, 2017; Ciro, 2019) argue that the degree of local competition mitigates the impact of differentiation on pricing policy; but hotels characterized by better service (indicated by the number of stars) are more resistant to price cuts by new competitors. Moreover, (Bruno *et al.*, 2019) provide insight into the impact of online reviews on hotel pricing strategies, finding that higher ratings and more reviews lead to higher prices. They also show that hotels in competitive markets are more sensitive to online reviews in their pricing decisions than hotels in less competitive markets.

2.4. Regional Characteristics and Online Pricing Policies

Several studies have shown that the geographical characteristics of a hotel are also important factors in determining its pricing strategy. For example, (Yang, Park and Hu, 2018) found that market accessibility and quality signal factors such as online ratings, referral percentage, hotel type, and club affiliation chain affect hotel prices. In particular, poor market access often leads to lower prices, although this effect can be mitigated by a good reputation gained through high quality signal factors.

(Kandampully, Zhang and Bilgihan, 2015) pointed out that the determinants of customer satisfaction or dissatisfaction with a hotel are often specific to certain types of hotels. While factors such as location, staff performance, and room quality tend to increase satisfaction across all hotel types, dissatisfaction factors vary by property characteristics. For hotels with limited services, environmental issues are more of a factor than dissatisfaction. For hotels that offer luxury services, the unsatisfactory factor is often the poor quality of the restaurant.

As shown (Herrera-Corredor, 2020), location, accessibility and mobility within a region also tend to influence hotel pricing strategies. The authors found that distance to beaches and resorts can be negatively or positively correlated with price, depending on the nationality of tourists and the vacation package they choose. In addition, hotel prices depend on their category, type of accommodation and location, as shown by (Kalemaj, 2020).

(Latinopoulos, 2018), studied the impact of sea view and other structural and locational characteristics on house prices. According to one study, sea view properties tend to be more expensive than other room types, indicating aesthetic and rental values associated with coastal areas where tourism-related development is an important economic activity.

3. METHODS

To conduct this study, first a comprehensive literature review of existing research on online hotel pricing strategies was conducted, with particular emphasis on the impact of demand, supply and regional characteristics on pricing policies. The established search engines such as ISI, WebScience, Scopus and Google Scholar were used to collect relevant literature.

Next, a statistical analysis was performed to determine how accessibility and mobility in the Durrës region of Albania affect the online pricing policies of a representative sample of hotels. The low and high season price data for single and double rooms were obtained from Booking.com for analysis.

Accessibility: a Case Study of Albania

This empirical study examines the impact of geographical factors on online hotel pricing policies, using the Durres region of Albania as an example. The study used data from the Booking.com website for 2022, including a sample of 363 hotels and rental properties in four different regions (Curila/Durres, Golem, Qerret, Gjirri/Lalzit) to capture varying degrees of tourism specialization, hotel quality (as indicated by the number of stars), as well as the accessibility and mobility in the area. The sample size was determined based on an estimate of 1,573 beds in Durres in 2022, providing a 95% confidence level and a 5% confidence interval for the population. The main characteristics of the sample are presented in Table 1.

As can be seen, more than half of the hotels included in the study are located in Durres, the largest province in the region (51.5%).

Table 1. Sample Characteristics.

Region	Number	Percentage
Durres	187	51.52%
Golem	129	35.54%
Mali I Robit	35	9.64%
Qerret	12	3.31%
Stars		
1 Star	1	0.28%

2 Star	0	0.00%
3 Star	121	33.33%
4 Star	58	15.98%
5 Star	8	2.20%
Unrated	175	48.21%
Location		
Beach	301	82.92%
off coast	62	17.08%

The objective of this study is to investigate whether there are notable dissimilarities in hotel pricing policy concerning their location, particularly their accessibility to the destination and mobility within the region. The study was conducted in a region with a high tourism rate, specifically in the Durres province of Albania. A total of 363 hotels and rental properties were included in the sample, selected from four distinct provinces, namely Currila/Durres, Golem, Qerret, and Gjiri I Lalzit. The sample was chosen to represent different levels of tourism specialization, hotel quality (based on star rating), and accessibility and mobility within the region.

The majority of the sample was composed of unrated (43.2%) and 3-star hotels (33.3%), which aligns with the typical types of hotels found in the region. It is worth noting that the majority of hotels were situated along the coast, constituting 82.9% of the sample.

To investigate the research question, hotel prices were collected for both low and high seasons, as well as for single and double rooms. An independent sample test was performed on both the variance and mean of the data, and bootstrapping with 1,000 replicas was conducted to address any potential issues arising from the small sample size. The results of the study were statistically robust, and the full findings can be provided upon request.

An initial independent sample test is conducted to examine for statistical variations in terms of accessibility (refer to Table 2). In this instance, the grouping variable is the Durres region, which features a major national and international airport and port within the area, compared to "the other regions" that are less accessible.

The results indicate that the assumption of equal variances and equal means cannot be accepted for all cases at a 5% level of significance, suggesting that there are significant differences in pricing strategies between hotels with high and

Table 2. Independent Sample Test – Accessibility to the Region.

		<i>Levene's Test H₀: Equality of Variances</i>		<i>t-test H₀: Equality of Means</i>		
		<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig.(2-tailed)</i>
Low_season_single (means; high accessibility: 50 euros; low accessibility: 20)	Equal variances assumed	11,662	0	4,769	303	0
	Equal variances not assumed			6,235	225,209	0
High_season_single (means; high accessibility: 60 euros; low accessibility: 50)	Equal variances assumed	4,583	0	4,583	303	0
	Equal variances not assumed			6,253	198,888	0
Low_season_double (means; high accessibility: 70 euros; low accessibility: 30)	Equal variances assumed	16,655	0	4,872	303	0
	Equal variances not assumed			6,143	226,615	0
High_season_double (means; high accessibility: 150 euros; low accessibility: 70)	Equal variances assumed	17,464	0	4,765	303	0
	Equal variances not assumed			7,069	197,561	0

Table 3. Independence Sample Test – Mobility within the Region.

	<i>Levene's Test H₀: Equality of Variances</i>			<i>t-test H₀: Equality of Means</i>		
	<i>F</i>	<i>Sig.</i>	<i>t</i>	<i>df</i>	<i>Sig.(2-tailed)</i>	
single_low season (means; coastal: 42 euros; non-coastal: 25)	Equal variances assumed	7,439	0.007	2,673	303	0.008
	Equal variances not assumed			5,174	182,327	0
single_high_season (means; coastal: 50 euros; non-coastal: 22)	Equal variances assumed	6,322	0.021	2,758	303	0.006
	Equal variances not assumed			6,017	273,335	0
Double_low season (means; coastal: 60 euros; non-coastal: 35)	Equal variances assumed	7,987	0.039	2,253	303	0.025
	Equal variances not assumed			4,347	180,192	0
Double_high season (means; coastal: 120 euros; non-coastal: 60)	Equal variances assumed	6,890	0.069	2,748	303	0.006
	Equal variances not assumed			6,204	294,549	0

low accessibility. Specifically, during the low season, hotels with high accessibility charge on average 94% more for a single room and 57% more for a double room than hotels with low accessibility. During the high season, the price difference for a single room increases to an average of 178%, and for a double room, the difference is 159%.

Another independent sample test was conducted to examine pricing differences between hotels located on the coast and those that are not, with mobility being the grouping variable (Table 3).

Similarly, the results show significant differences in the pricing policies of hotels located in coastal and non-coastal areas. In all cases, the 5% significance level rejects the null hypothesis that the variances and means are equal, indicating that there are significant differences between the two groups. Specifically, the average price difference between coastal and non-coastal hotel rooms in low season is 68% and in high season 127%. The price difference between double rooms is 71% in low season and 100% in high season. These results highlight the importance of geographical characteristics, such as proximity to the coast, in shaping the pricing strategies adopted by hotels in the Durres region of Albania.

4. RESULTS

The statistical analysis revealed that the online room rates of hotels in the Durres region of Albania with good transport and mobility are significantly higher than those in less accessible areas. Specifically, hotels located within 1 km of a major transport hub have an average online price of 120 euro for a single room and 150 euro for a double room in high season, while hotels located further 5 km from a major transport hub have an average online price of 80 euro for a single room in high season. The average online price for a double room is 100 euro.

Overall, the research underscores the importance of adopting flexible, innovative, and data-driven pricing policies that consider various factors affecting the hospitality industry, including demand, supply, and characteristics. regional.

By doing so, hotels can maximize revenue, improve guest satisfaction, and stay competitive in the online marketplace.

5. DISCUSSION

Based on the literature review, was found that electronic word-of-mouth (e-WOM) has a significant impact on hotel performance, including room occupancy, revenue and overall performance. Online guest reviews also play a vital role in shaping a hotel's reputation and ultimately its online pricing policies.

In addition, was found that pricing strategies play a critical role in hotel performance in the short and long term and that hotels should consider their online reputation when developing pricing strategies. To stay competitive in an ever-changing and evolving online market, hotels need to adopt more flexible and innovative pricing strategies.

Regarding regional characteristics, the statistical analysis reveals that accessibility and mobility in the Durres region of Albania significantly influence hotel online pricing policies.

Hotels in more accessible and mobile areas tend to have higher online rates than hotels in less accessible areas. This suggests that hotels should consider regional characteristics when formulating pricing strategies.

6. CONCLUSION

This article offers a comprehensive review of the literature on online hotel pricing policies, examining three main perspectives: demand, supply and regional characteristics.

From a demand perspective, recent research has shown the growing impact of online reviews on hotel revenue and profitability. Hotels are increasingly relying on electronic word-of-mouth (e-WOM) as guest reviews play a critical role in pricing decisions. Therefore, hotels need to adjust their prices based on customer perceptions and ratings in order to maintain their online reputation (Viglia, Minazzi and Buhalis, 2016b).

On the supply side, as noted in (van der Rest, Roper and Wang, 2018), research on hotel pricing strategies is still limited and relies heavily on traditional competition frameworks.

A review of the literature suggests that innovative pricing systems will require a substantial investment in human resources equipped with the necessary digital skills to keep pace with the rapidly changing online market. Revenue management systems are often considered expensive and therefore only available to high-end hotels, but can be a viable option for lower to mid-range hotels if implemented by knowledgeable staff or via OTA platforms. Additionally, OTA platforms are becoming increasingly important as important players in marketing channels and pricing decisions. Customers can book vacations and review their experiences through the OTA platform.

As a final step in this study, a statistical analysis was performed to examine the extent to which geographic characteristics, such as accessibility and mobility, play an important role in hotel pricing strategies.

The region of Durres, Albania was used as a case study and data from a representative sample of hotels was obtained from Booking.com. These data reveal a heterogeneity of location as well as the quality and characteristics of the hotels. The results show that accessibility and mobility have a significant impact on the observed significant price differences, both in terms of room type (single vs double) and seasonality (low vs high price). These empirical findings build on previous research, particularly (Yang, Park and Hu, 2018) on waterfront rents and accessibility.

Overall, the literature review improves our understanding of online hotel pricing policies. Future research could further investigate various factors that may influence pricing policies in the online hospitality industry, such as technological

advancements, competition, seasonality, taxation and regulation, as well as the impact of events and geographic features (e.g. natural resources).

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