

Seasonal Rate Calendar Template

Plan your peak, shoulder, regular and off-peak rates for the year, month by month. Fill in your known demand drivers and rates, then load the finished calendar into your PMS or channel manager.

Band	Typical variance from base rate
Peak	+30% to +50%
Shoulder	±10% to 20%
Regular / base	— (your anchor rate)
Off-peak	–20% to –50%

Starting ranges only — calibrate to your own occupancy history and market. Keep peak rates within a defensible multiple of your published rack rate.

Your Calendar

Month	Known demand drivers	Band	Rate
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Notes

Reminder: keep peak-season rates within a defensible multiple of your rack rate, apply every rate change across all channels the same day, and check whether a peak rate crosses a GST tariff slab (Rs. 1,000 / Rs. 7,500) before you finalise it.