

DoYield × Auctores

Selling beyond full occupancy without losing out to cancellations

At a 4-star hotel with about 30 rooms in the 17th arrondissement of Paris, DoYield's revenue management team uses Auctores to anticipate cancellations and open extra rooms for sale.

SUMMER 2026 · STAYS DEPARTING 1 JUNE TO 31 AUGUST

177

stays sold when their room type was already showing as full

€116,869

in revenue including VAT from these stays

0

relocations due to overbooking during the period

The context

DoYield, a leading French name in hotel revenue management and marketing, works with more than 200 hotels. One of them is a 4-star hotel with about 30 rooms in the 17th arrondissement of Paris, whose revenue management DoYield's team runs day to day. Auctores has been connected to the hotel's PMS, apaleo, since early 2026.

The challenge

A confirmed reservation is not yet an occupied room. If the hotel stops selling once every room is booked, the reservations that cancel later leave rooms to resell at the last minute, often for less, or rooms that stay empty. In a hotel this size, every late cancellation counts, and filling the hotel on the day ties up the team.

“Auctores helps us adjust our overbooking decisions day to day by analysing our booking history and cancellation patterns. This lets us accept more reservations earlier, at higher rates, instead of reacting to last-minute cancellations. Since we started using the tool, we have generated additional revenue without having to deal with actual overbooking situations. Better control of occupancy in advance also means less work on the day to fill the remaining rooms.

Jade Brixy Responsable Revenue Manager, DoYield · Translated from French

HOW IT WORKS

Forecasting cancellations to sell at the right level

01

Predict

Auctores analyses the hotel's booking and cancellation history to estimate the cancellation risk of each reservation.

02

Calculate

From this it works out the occupancy the hotel can really expect, by date and room type, and the level of overbooking that fits the hotel's strategy.

03

Adjust

Every day, Auctores updates the extra availability directly in apaleo, within the limits set by DoYield, which stays in charge of the strategy.

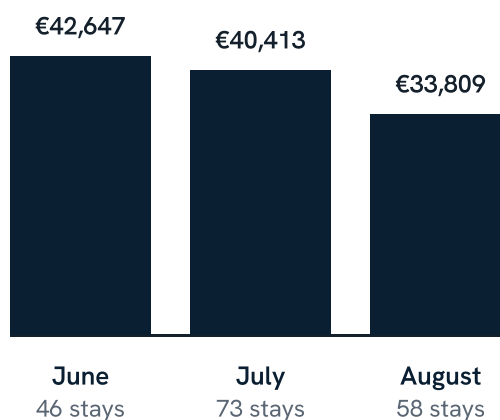
THE RESULTS

Summer 2026: 177 stays sold beyond full

For stays completed between 1 June and 31 August 2026, 177 reservations were taken when their room type was already full on at least one night. Without overbooking, they could not have been accepted in their room type. These stays account for 566 room nights and €116,869 in revenue including VAT.

These rooms were sold in advance, not resold at the last minute after a cancellation. As DoYield's team points out, that is what makes it possible to sell at better rates and lighten the workload on the day.

Revenue incl. VAT by departure month
Stays sold beyond full



Method

Stays departing between 1 June and 31 August 2026 with the status "checked out" in the PMS (checked on 19 September 2026). A reservation is counted when it was taken while its room type was already full on at least one night of the stay; the amount used is the total of the stay including VAT. Cancelled reservations are excluded. These results are specific to this hotel: every property is different.

And for your hotel?

Auctores estimates your property's potential from its cancellation history.

auctores.ai

Is your hotel supported by DoYield?
Talk to your revenue manager.