

Price & Feature Performance

Price vs Cheapest

Target: -5 to +10 SAR (Near Parity)

294

Price vs Top-3

Target: 0.92–1.08 (0.98 = Parity)

1.67

Win Rate (Cheapest)

Target: 35–65% (MVP ~55%)

10.3%

Feature Parity

Target: 80%+ (MVP 82%)

75%

Win Rate (High Features)

Target: 40–70% (MVP ~52%)

45%

Competitor Comparison Matrix

Competitor	Avg Price (SAR)	Min Price (SAR)	Feature Count	Free Cancel %	Loyalty Penetration %	Market Share Estimate %
Agoda	963.19	342.00	20	78.0%	55.0%	25.6%
Almosafer	1,034.16	367.20	15	80.0%	65.0%	21.6%
Booking.com	1,095.00	388.80	20	85.0%	70.0%	24.4%
Expedia	1,034.16	367.20	20	65.0%	40.0%	13.3%
Hotels.com	1,044.30	370.80	15	55.0%	35.0%	16.2%
Tajawal	1,024.02	363.60	15	50.0%	25.0%	21.5%
Wego	1,034.16	367.20	15	60.0%	30.0%	28.6%
Total	1,032.71	342.00	20			

Key Insight: Price-Feature Interaction

When our price is close to the cheapest option (within ±5 SAR), high-feature stays win 45% of bookings vs 10% for low-feature stays, about 35%-points higher and roughly 4.4x the win rate.

- Close top-3 feature gaps: Mada, Installments, Enhanced Cancellation.
- Keep price index vs top-3 in the 0.97–1.00 “smart parity” band (COMPBENCH).
- Track win rate from price vs features each month (WPRICE vs WFEAT).

Profile

Our bookings

15K

Commission Revenue (SAR)

5.22M

Avg Nightly Rate (SAR)

636

Avg Booking Amount (SAR)

1.73K

Cancellation Rate (%)

7.14

Search → Booking (%)

12.00

Competitor Name

Booking.com

Missing Features vs Booking.com

Feature	Type	Priority	Offered by
Family Packages	Other	7	All
Airport Shuttle	Other	6	All
Mobile-Only Deals	Pricing	6	All
Free WiFi	Other	4	Booking.com,Agoda,Expedia
Instant Booking	Booking Flexibility	4	Booking.com,Agoda,Expedia