

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%

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 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).

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