

# HOTEL ROOM FOR LESS THAN 1 DOLLAR? WHY NOT?



Businesses apply various marketing tools to attract customers. A hotel in Singapore offers its customers to pay whatever price they decide for their stay. The new hotel **Ibis Singapore on Bencoolen** has launched a special promotional campaign. It has become a pay-what-you-want facility. How does it work? A customer must register and then wait until the booking time comes. Then the first bidder may offer any price he or she likes to pay for the stay. Rooms in this

economy hotel start at SGD138 (USD 90) per room including free wifi. The guest who manages to be the first bidder may pay for example only SGD1 (USD 0,65). The campaign really has managed to lure customers. Thousands of people have registered on the webpage and rooms were sold out virtually in minutes over the first days of the campaign. Even though the customers may offer whatever price they like, the bids have gone as high as SGD100 (USD 65,5). The hotel has 538 rooms, wifi connection and an Asian style restaurant. There is also a well-supplied bar as well as other services you would expect in a good hotel of this kind. Last but not least the hotel is ideally located close to major office buildings as well as a major shopping and tourist attractions. Ibis Singapore on Bencoolen is, however, not the inventor of the pay-what-you-want idea. Some restaurants have introduced this strategy a while ago. There is, for example, Wiener Deewan where prices for drinks are fixed but the prices of meals are not. It is similar in the One World Café in Salt Lake City or in Melbourne's Lentil As Anything.

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