

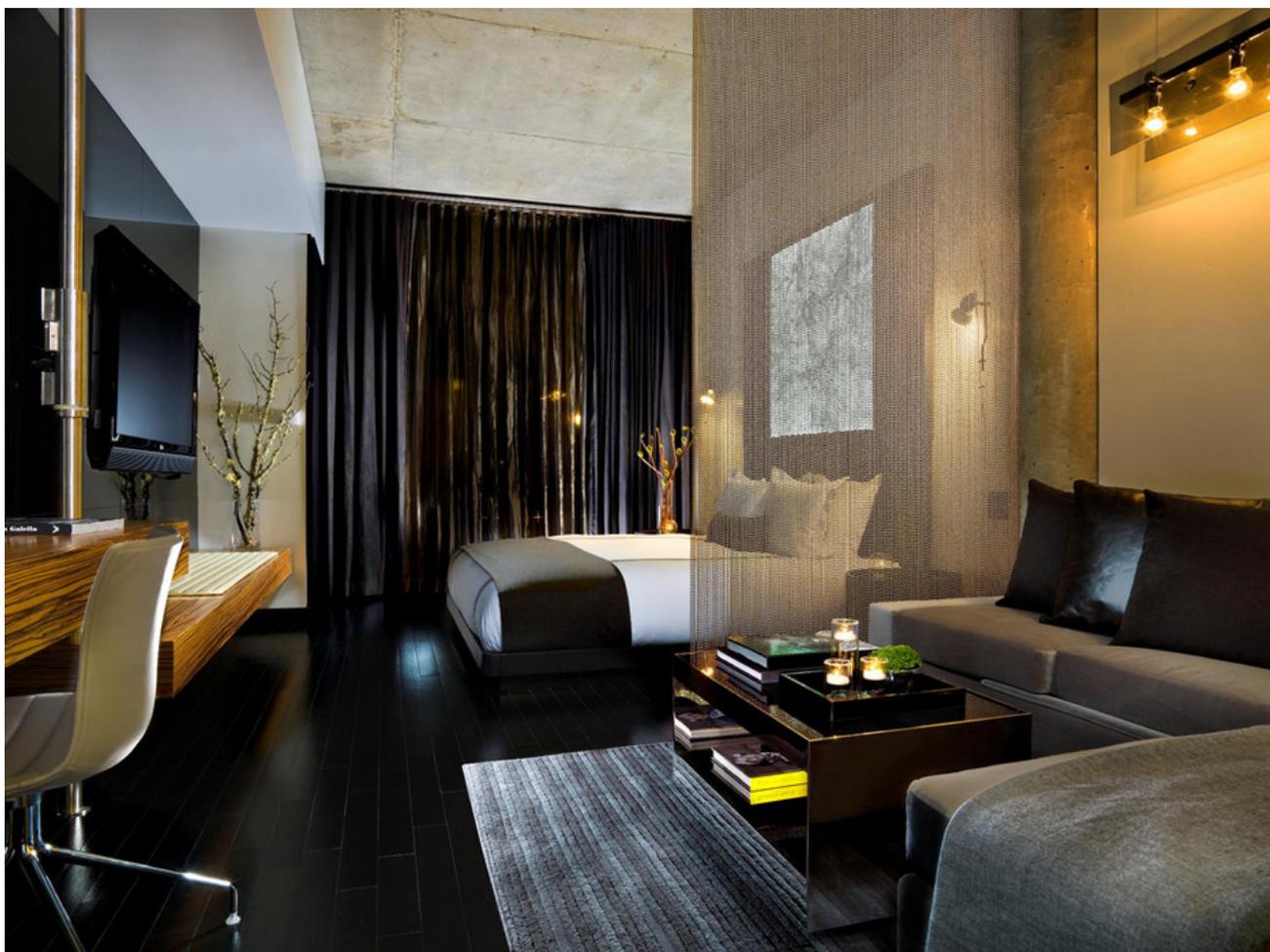
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Last-Minute Hotel Booking Just Got Less Last-Minute

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April 15, 2014



A cool new feature from HotelTonight will make the app a lot more useful.

Die-hard travelers and commitment-phobes are already fans of [HotelTonight](#), the mobile-only app that lets users book rooms for the same night in more than 300 destinations in 24 countries around the world. But what users couldn't do before today was plan even a few days ahead, looking on, say, a Wednesday for a weekend escape.

Now though, a "Look Ahead"; feature lets potential hotel bookers do just that, predicting rates and availability for the next seven days. HotelTonight says it uses both historical pricing data and information from its hotel partners to make these predictions, which take into account such variables as seasonality and conferences or other special events happening in a destination.

HotelTonight CEO Sam Shank says the new pricing forecasts will help users "plan to be spontaneous," and still-unannounced partnerships with hotels may help encourage bookings, too. One hypothetical? Hotels in Los Angeles with pools could, potentially, offer \$50 bar credits to help lure some guests that might not otherwise visit, Shank says.

Look Ahead is out on the iPhone version of HotelTonight today, with the feature to launch on iPad and Android devices soon.