

**Abstract**

The purpose of this paper is to identify ways to increase economic performance accommodations by implementing effective strategies. In this price range strategies were analyzed weekly, prices vary according to season, prices and prices associated with loyalty. Each of these methods were analyzed in a case study in a unit of a unit of travel. The results obtained showed the need to consolidate and develop their own strategies for marketing of tourism services.

**Key words:** services price, economic efficiency, economic security