



# Hotel Booking Analysis: Cancellation Patterns

This analysis examines hotel booking cancellation patterns and their impact on revenue. We'll explore factors affecting cancellations and provide recommendations to reduce them.



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# Cancellation Overview

**37.1%**

## Cancellation Rate

Over one-third of all hotel bookings end in cancellation.

**62.9%**

## Completed Bookings

Majority of reservations are fulfilled as planned.



## Revenue Impact

Cancellations significantly affect hotel revenue streams.



# Hotel Type Comparison

## City Hotels

Higher booking volume overall.

Higher cancellation rates compared to resorts.

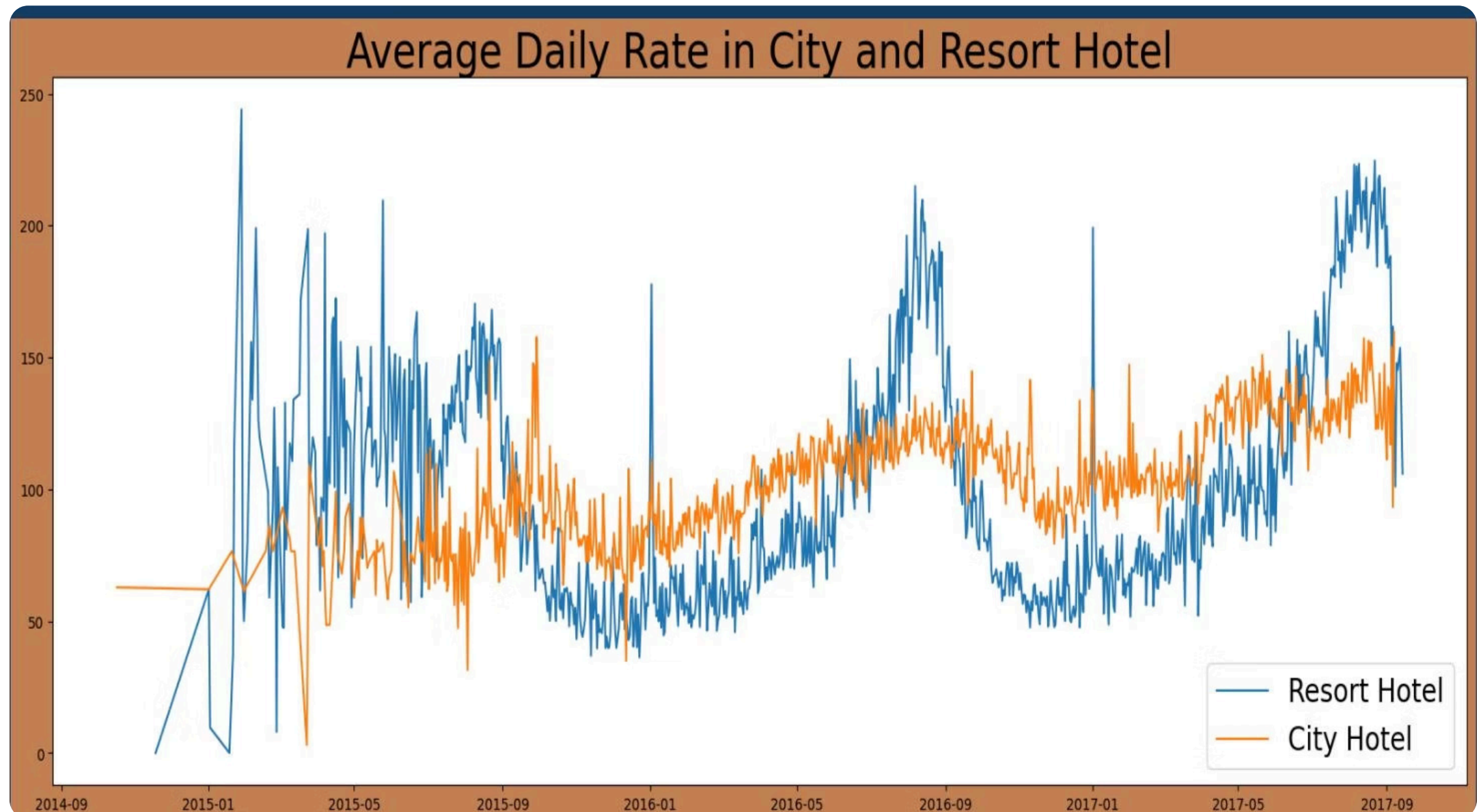
More stable pricing throughout the year.

## Resort Hotels

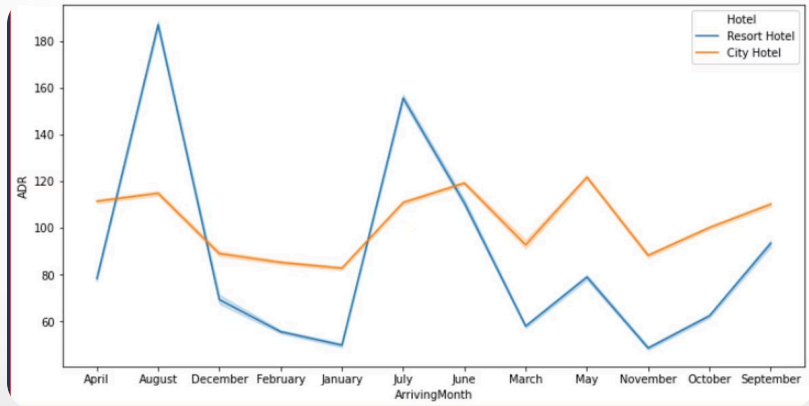
Lower booking volume overall.

Lower cancellation rates than city hotels.

Significantly higher prices on average.



# Seasonal Price Variations



1

## Resort Hotels

Peak prices during July, August, and September.

Lowest rates during winter months.

2

## City Hotels

Slightly higher rates during March, April, and May.

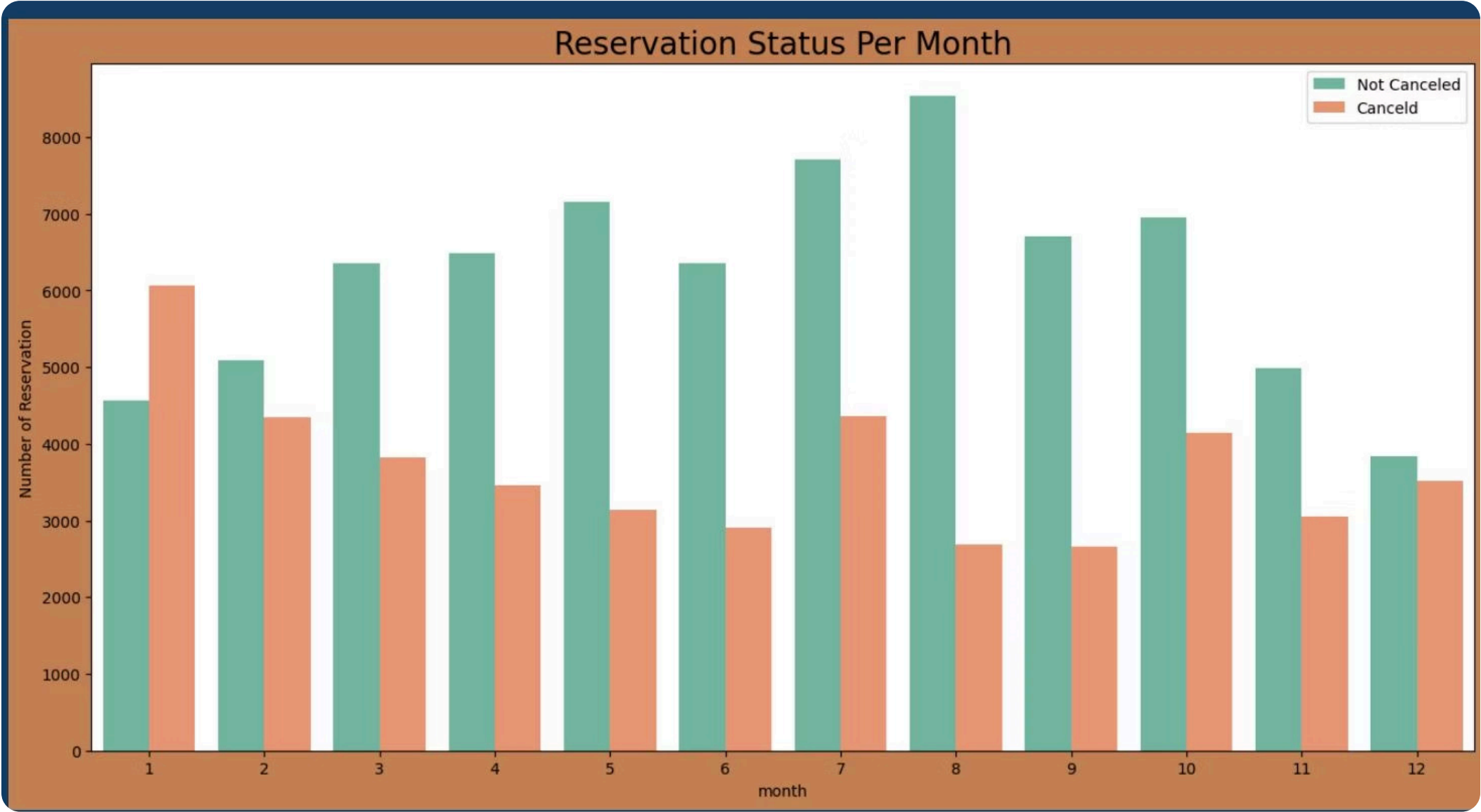
More consistent pricing year-round.

3

## Weekend Effect

Resort prices rise significantly during weekends and holidays.

# Monthly Booking Patterns



# Price Impact on Cancellations



## Higher Prices

Lead to increased cancellation rates.



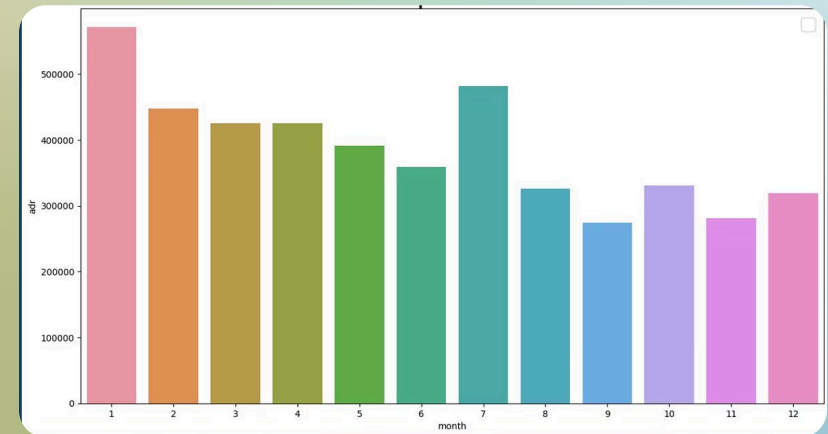
## Price Sensitivity

Primary factor influencing booking decisions.

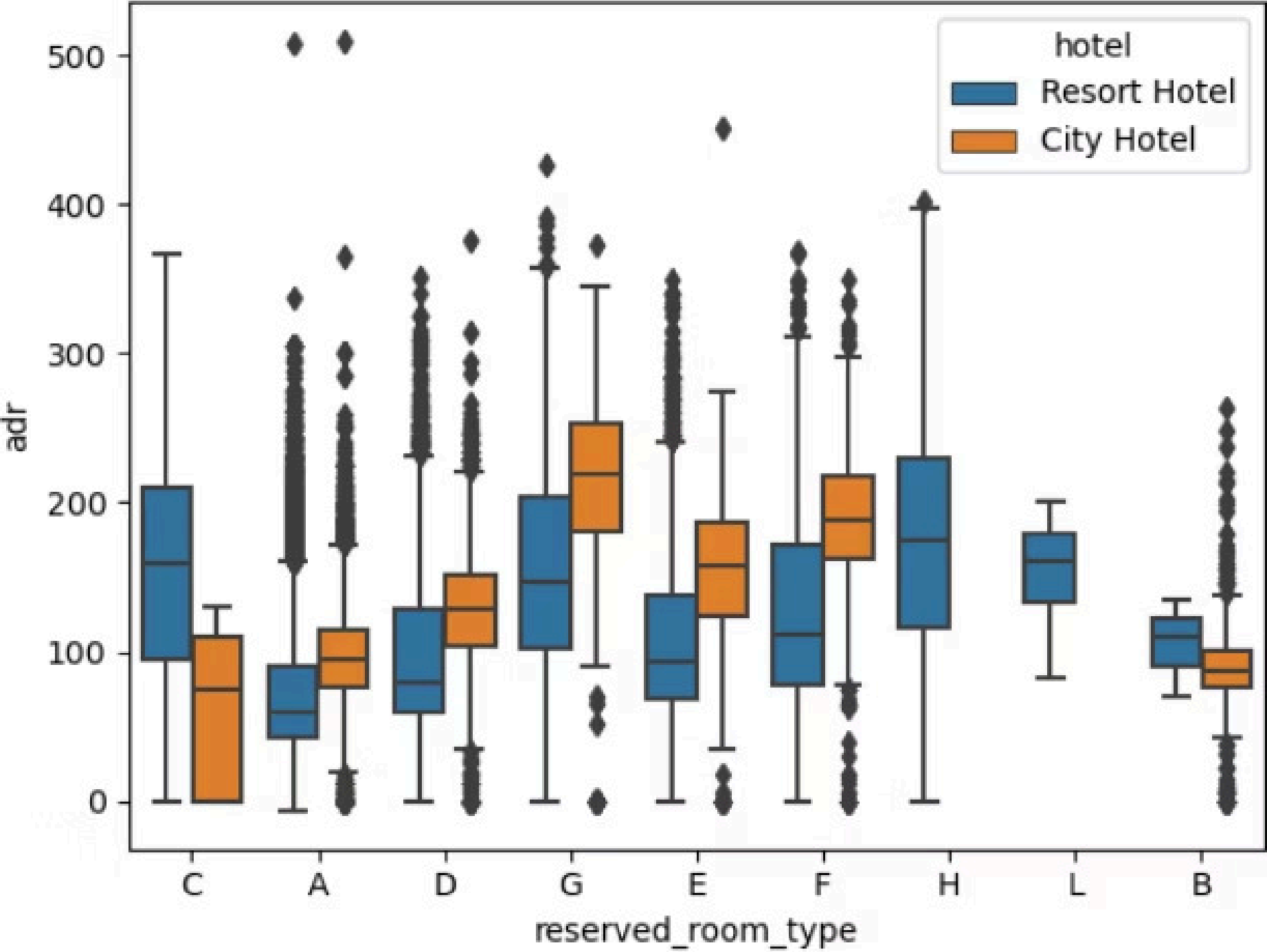


## Lower Prices

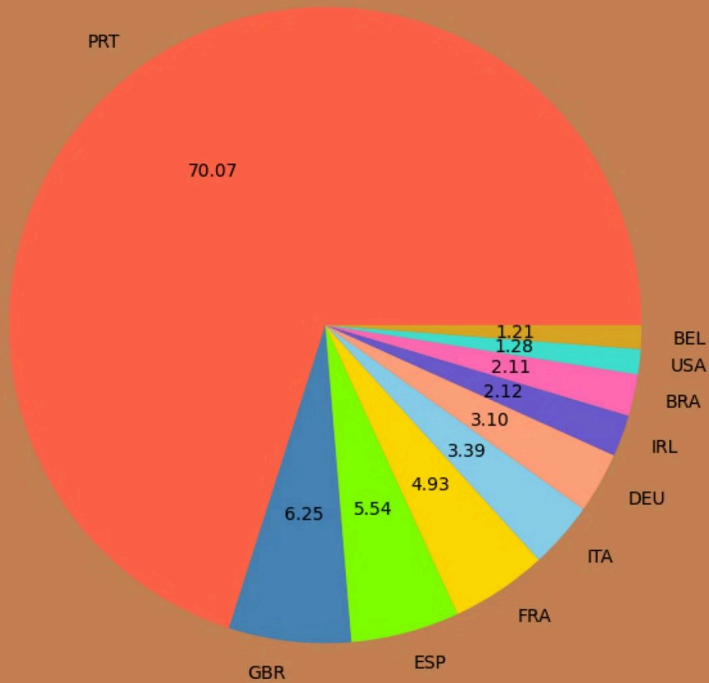
Result in fewer cancellations.



# Factors Affecting Pricing



Top 10 countries with reservation canceled



# Cancellation vs. Daily Rate

## Higher ADR = More Cancellations

Canceled bookings consistently show higher average daily rates.

## Price Sensitivity

Customers are highly responsive to price increases.

## Deposit Policies

No-deposit policies may contribute to higher cancellation rates.



# Recommendations



## Refine Pricing Strategies

Offer location-specific rates and customer discounts to reduce cancellations.



## Review Deposit Policies

Consider adjusting no-deposit policies that may contribute to cancellations.



## January Marketing Campaigns

Launch special offers during January to combat high cancellation rates.



## Focus on Resort Model

Learn from resort hotels' lower cancellation ratios.

