

# Summary and Recommendations

## Objective:

The primary objective of this hotel booking analysis is to uncover key insights from historical booking data to inform strategic decision-making and enhance hotel performance.

## Key Findings:

### 1. Peak Booking Periods:

- **August** emerges as the peak month for hotel bookings, closely followed by **July** and **May**. These months see the highest volume of guests, indicating a strong demand during the summer season, especially for leisure travelers.
- This pattern suggests that marketing efforts, staffing, and inventory management should be ramped up during these periods to capture maximum revenue potential.

### 2. City Hotel Performance:

- **City hotels** not only attract the highest number of bookings but also command the highest **Average Daily Rate (ADR)**, meaning they generate more revenue per available room compared to resort hotels.
- City hotels also experience longer **waiting times**, signifying that they are busier and in higher demand. This could reflect the urban location appeal for business and leisure travellers alike.

### 3. Record Year in 2016:

- The year **2016** stands out with the highest number of total bookings at **42,313**. This spike could be attributed to market factors, successful marketing campaigns, or broader economic conditions. Investigating these factors could help replicate this success in future years.

### 4. Agent Contribution:

- **Agent No. 9** is the top-performing booking agent, responsible for the highest number of bookings. This demonstrates the strong influence certain agents can have on driving occupancy, and highlights the potential benefit of fostering stronger relationships with high-performing agents or agencies to boost bookings.

### 5. Guest Preferences:

- **Room Type A** is the most preferred by guests, indicating that hotels should ensure the availability of this room type to meet demand, particularly during peak seasons.
- The **Bed & Breakfast (BB)** option is the most popular meal plan, preferred by the majority of guests. This suggests that offering flexible and attractive breakfast options could further enhance guest satisfaction and potentially upsell more meal plans.
- The **optimal length of stay** for both city and resort hotels is under 7 days. For stays longer than this, the ADR decreases, meaning guests receive better value for extended stays. This trend could be leveraged by introducing special offers for longer stays to balance occupancy and maximize revenue.

### 6. Loyalty and Repeated Guests:

- The percentage of **repeated guests** is quite low at **3.86%**, indicating a significant opportunity to enhance loyalty programs and retention strategies.

By focusing on improving guest experiences, providing tailored loyalty benefits, and encouraging repeat visits, hotels could significantly increase customer retention.

**7. Revenue Drivers:**

- A strong positive correlation is observed between the **number of guests** and the **ADR**. As the number of guests increases, so does the revenue, meaning that higher occupancy directly drives profitability. This reinforces the importance of attracting more group bookings or families, where per-room revenue is maximized.
- Additionally, the relationship between **length of stay** and **ADR** shows that longer stays often result in lower daily rates, offering better deals for customers. Hotels could explore balancing ADR and length of stay by providing customized packages or promotional offers for extended stays.

**Recommendations:**

1. **Peak Season Optimization:** To capitalize on high-demand months like August, hotels should increase promotional activities, adjust pricing strategies to maximize revenue, and ensure optimal staffing levels to manage the influx of guests efficiently.
2. **City Hotel Focus:** Given their higher ADR and demand, city hotels should continue to be a primary focus for marketing and investment. Enhancing the guest experience in these locations could further boost revenue and customer satisfaction.
3. **Loyalty and Retention Initiatives:** With a low percentage of repeat guests, implementing or refining loyalty programs should be a top priority. Personalized offers, incentives for repeat stays, and exclusive deals for returning guests could increase guest loyalty and long-term profitability.
4. **Target Larger Groups:** Since larger bookings correlate with higher revenue, hotels should consider marketing toward families, group travellers, and corporate events. Offering group discounts, event packages, and customized services can attract this lucrative segment.
5. **Tailored Long-Stay Offers:** To counter the ADR decline for longer stays, introducing well-designed long-stay packages with added perks can help maintain revenue while attracting guests for extended periods.