

Hotel Bookings Analysis (Jan 2010-Dec 2019)

Total Revenue

\$14.2M

Total Bookings

66.541K

Profit Margin

\$12.6K

No of People

266K

Sum of Rooms

152K

No of Origin Countries

7

No of Destination Countries

20

Total Ratings

285.36K

Sum of Discounts

8.35K

Sum of GST

4.66K

Hotel Name

All

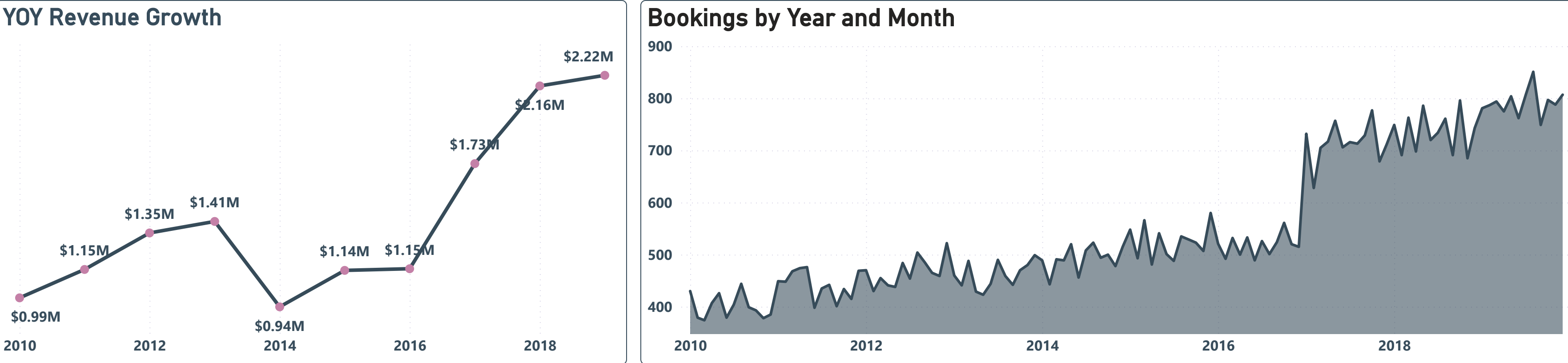
Location

All

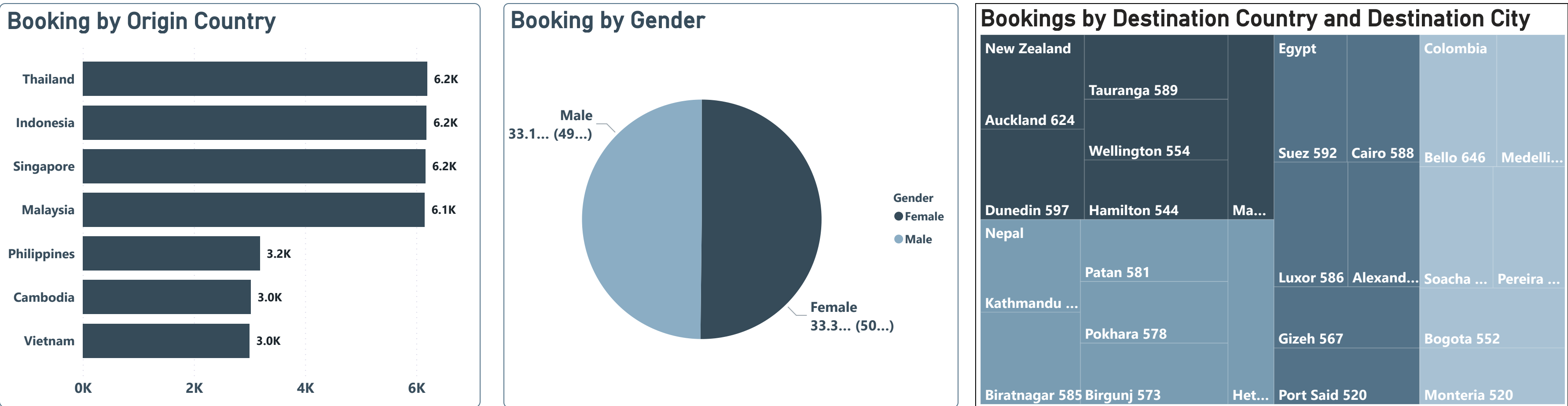
Booking Price[SGD]

35578

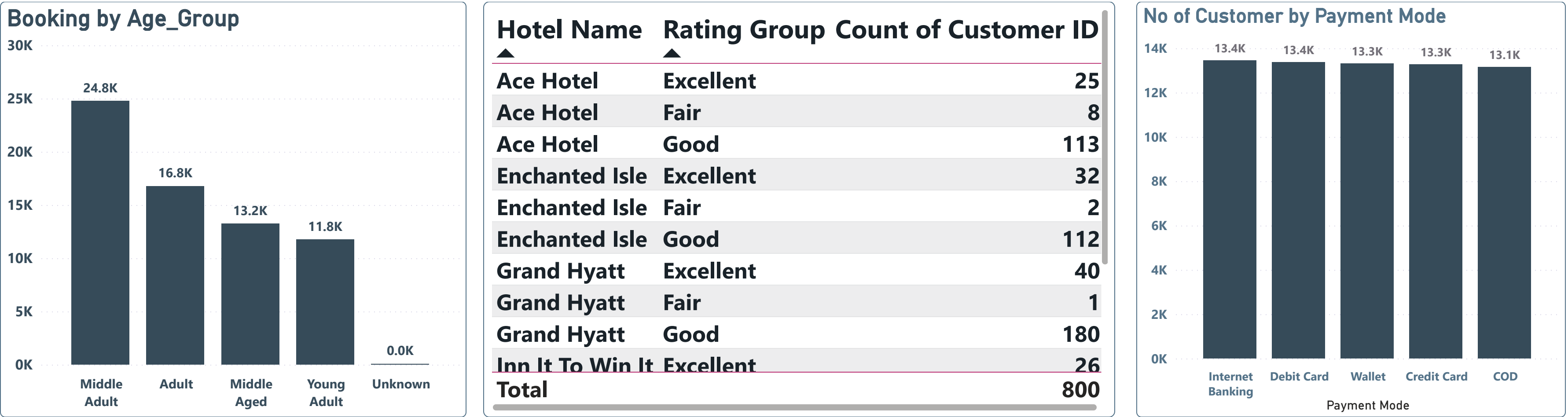
In 2010, the hotel generated a total revenue of less than \$1M, but it continued to increase progressively until it got to 2013 and it dropped drastically to less than what they generated in 2010. The hotel started striving again after 2014, It increased exponentially to \$2.2M in 2019 which is the peak. The bookings also started with 430 customers in January 2010, It continued to fluctuate until 2016 December where it increased exponentially 732 bookings. It kept increasing until August 2019 and it started reducing, maybe because of the onset of covid-19.



The highest booking came from people of Thailand, Indonesia, Singapore and Malaysian origin. They were mostly headed to New Zealand, Nepal, Egypt and Colombia. The booking came mostly from females which is about 33,4% slightly higher than the males while is about 33.15%.



The highest booking came from the Middle Adult age group (36-50years) with approximately 25,000 bookings, followed by the Adult age group (26-35) with approximately 17,000 bookings. People in Young Adult category (18-25) had the least bookings. Grand Hyatt hotel got the highest rating, a total of 220 customers rated them good. Enchanted Isle hotel received the second highest rating. Further analysis also shows that 13,446 customers paid through internet banking, 13,363 paid with debit card, 13,317 paid through wallet, 13,267 paid with credit card whilst 131,148 paid through COD.



RECOMMENDATIONS

- 1) Expand target markets, since the majority of bookings came from Thailand, Indonesia, Singapore, and Malaysia, it would be beneficial to explore new potential markets. Conduct market research to identify other countries with a growing number of travelers who may be interested in visiting the hotel's destinations
- 2) Identify previous guests who have rated the hotel highly and develop personalized offers to encourage them to return. This could include loyalty programs and exclusive perks for returning guests, such as discounted rates, room upgrades, or complimentary services.
- 3) Develop diversified marketing strategies, leveraging both online and offline channels. Implement targeted promotions during peak booking seasons and collaborate with travel agencies to attract a broader audience.
- 4) Prioritize safety and communicate enhanced hygiene measures. Provide flexible cancellation policies and special promotions to encourage bookings despite uncertainties. Leverage digital platforms for transparent communication about safety measures.