

AR

HOTEL BOOKING INTELLIGENCE REPORT

Business Intelligence Portofolio



CONSIDERATION

72%

Booking demand decreased from 2016 → 2017

27%

Of cancellation rate

City Hotel

Dominates 61.1% of bookings hotel type

QUESTION

What factors influenced booking performance, cancellation behavior, and revenue generation between 2015–2017?

STRATEGY

Strategy**Seasonal Pricing Boost**

Increase ADR by applying targeted peak-season pricing and Q4 promotional discounts

Cancellation Control

Reduce loss by enforcing semi-flex, non-refundable options, and small OTA deposits

Hotel-Type Optimization

Maximize City Hotel ADR and upsell Resort Hotel long-stay packages for higher revenue.

IMPACT

7%

ADR improvement from seasonal pricing strategy

8%

Cancellation reduction from cancellation-control measures

12%

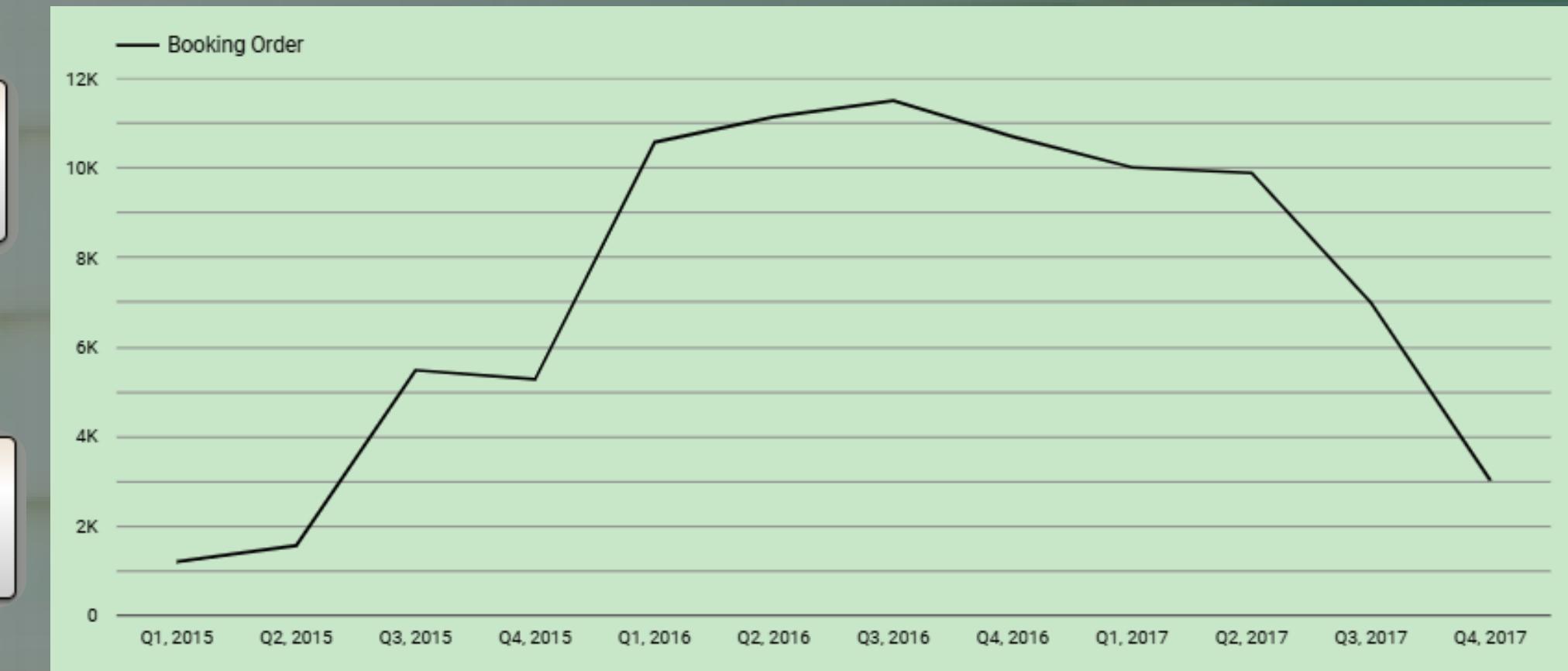
Revenue uplift from hotel-type optimization and upselling

Total Revenue
18.9M

Average Daily Rate
\$104.92

Total Booking
87,392

Average Lead Time
79.89



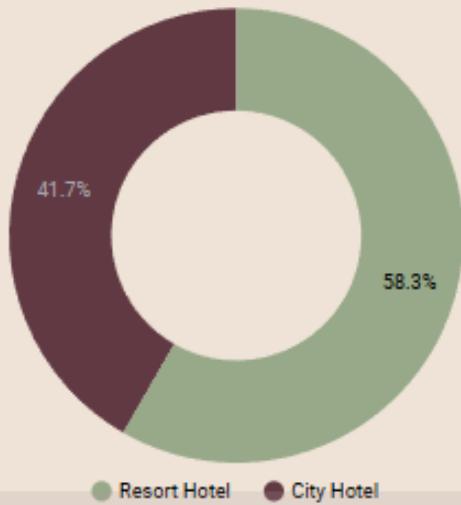
Revenue reached \$18.9M, supported by strong booking growth from 2015 to early 2016 before declining in late 2016.

Quarterly bookings from below 2K in 2015 to over 11K in 2016, then fell sharply in 2017, showing clear seasonal volatility.

Average Lead Time is 79.89 days, indicating that many guests plan well in advance despite large seasonal swings in actual booking volume.

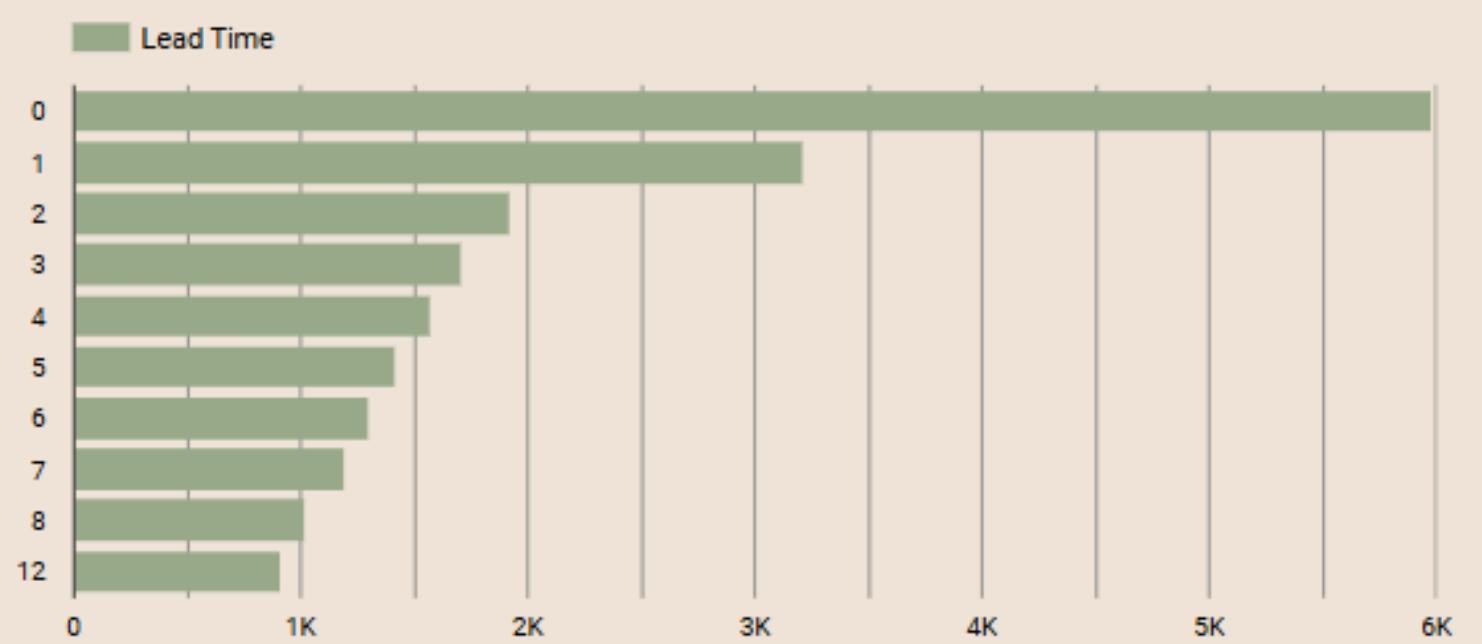
AR BOOKING BEHAVIOUR

Average Stays in Weeks



58.3% of stays occur in Resort Hotel, reflecting longer stay durations, while 41.7% occur in City Hotel which aligns with shorter trips.

Lead Time Distribution



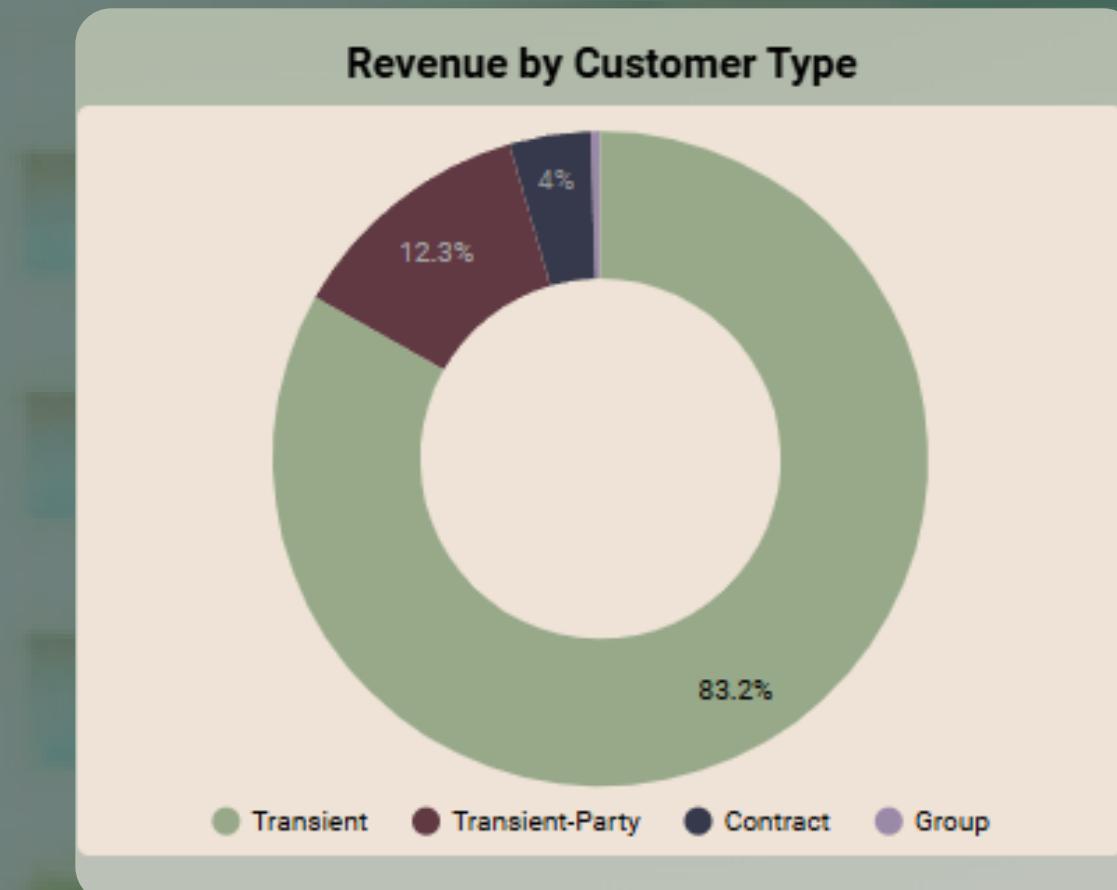
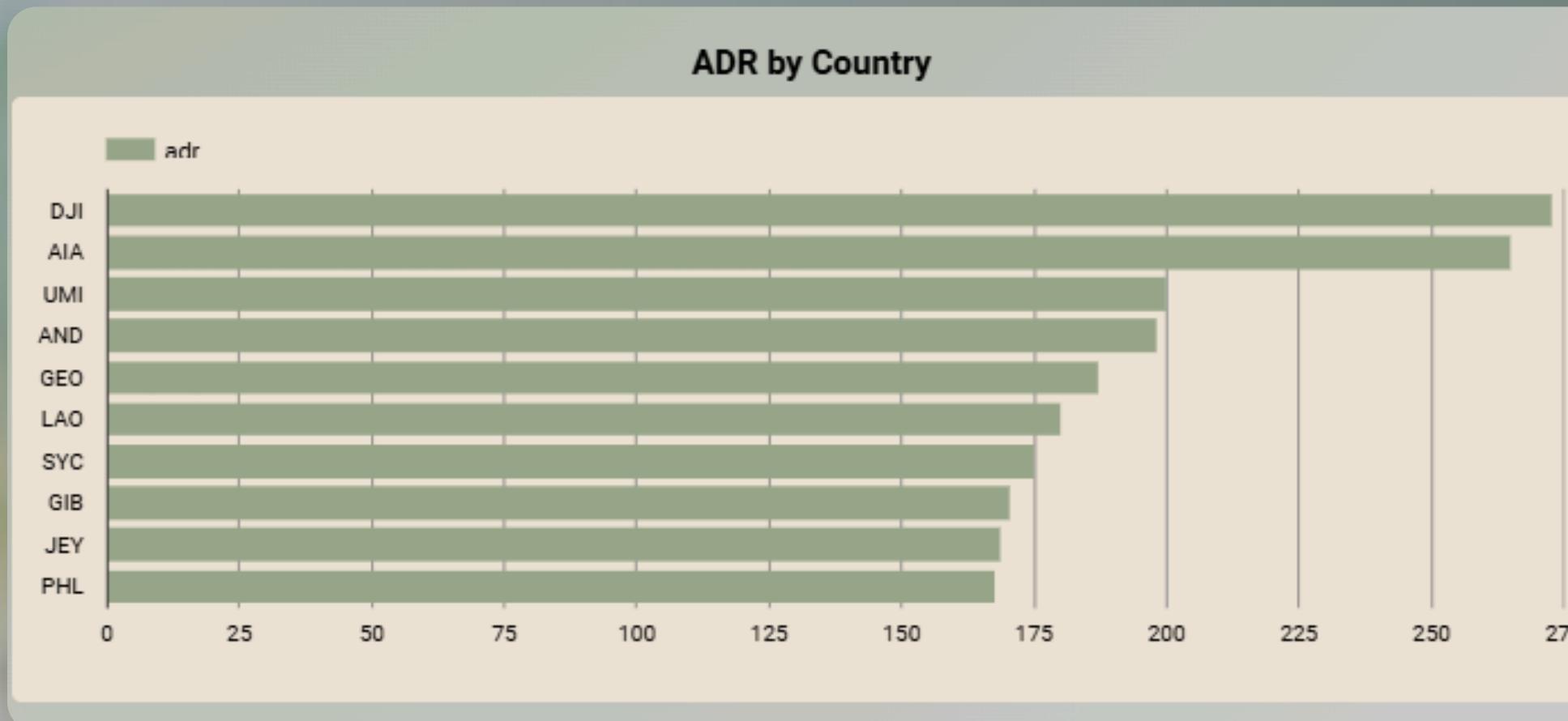
6K+ bookings occur with a lead time of 0-3 days, making last-minute bookings the largest contributor to overall demand.

Market Segment Breakdown



Online Travel Agencies account for the largest segment in bookings, significantly outperforming Offline TA/TO, Direct, Corporate, and Groups.

AR FINANCIAL PERFORMANCE



6K+ bookings occur with a lead time of 0–2 days, making last-minute bookings the largest contributor to overall demand.

Transient customers contribute 83.2% of total revenue, far exceeding Transient-Party (12.3%), Contract (4%), and Group segments.

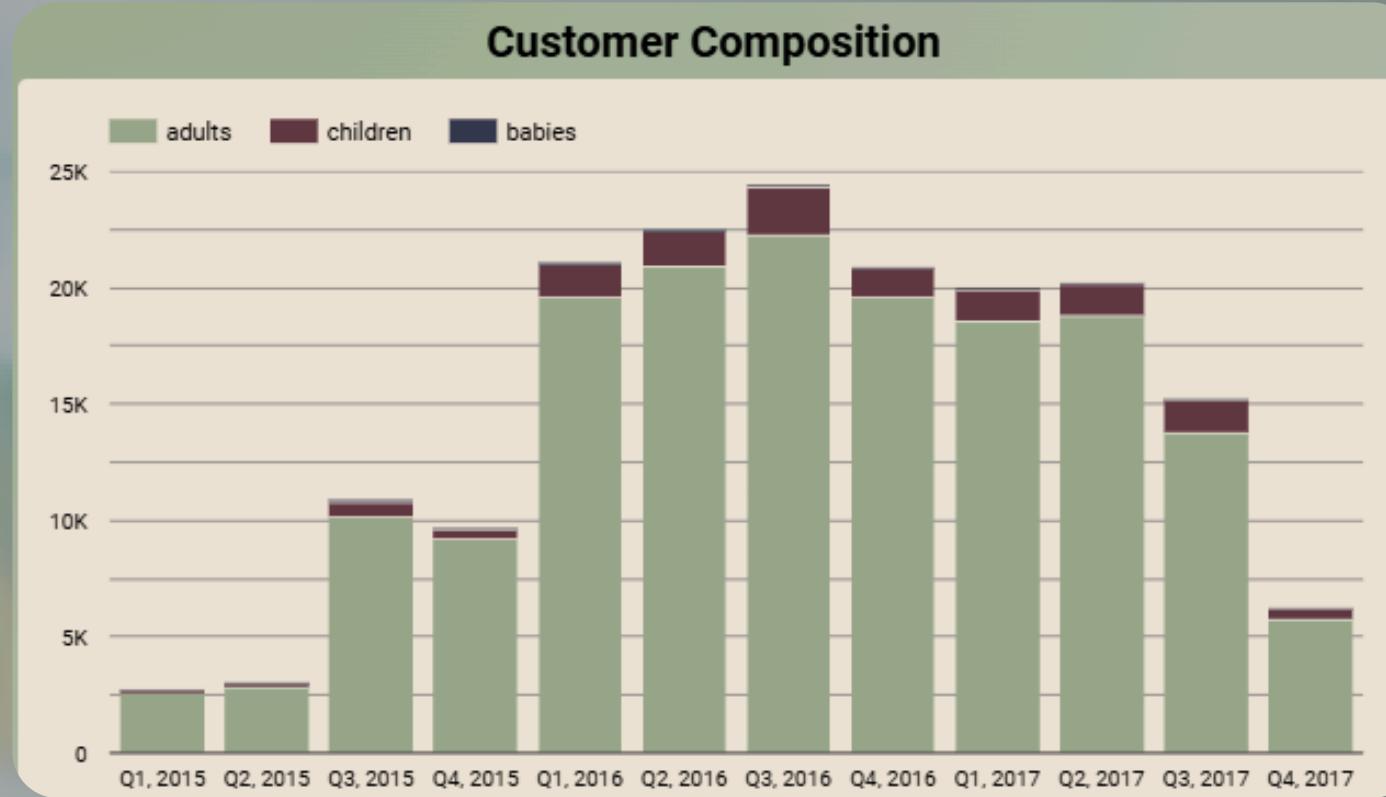
Revenue Resort Hotel

\$9.3M

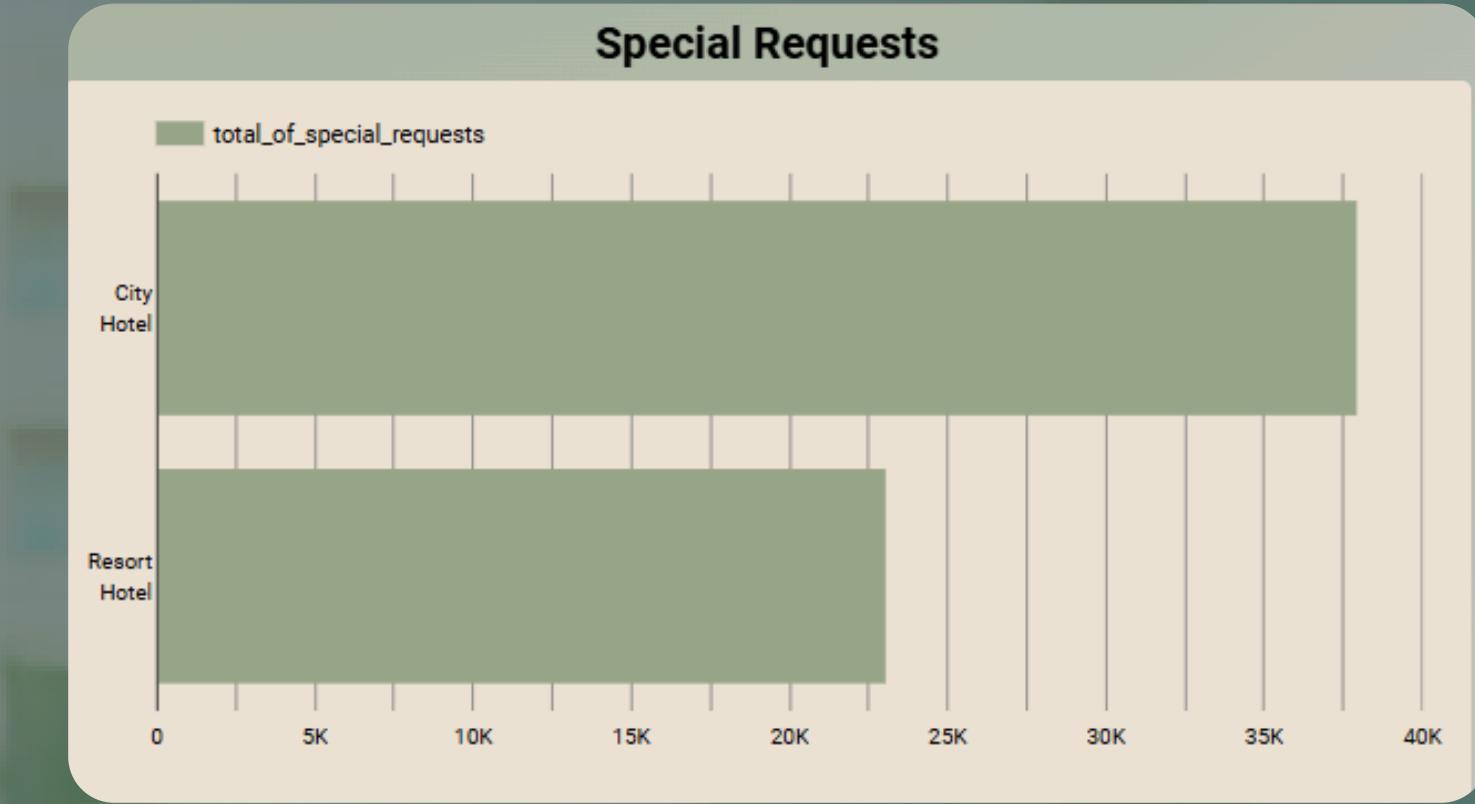
Revenue City Hotel

\$9.5M

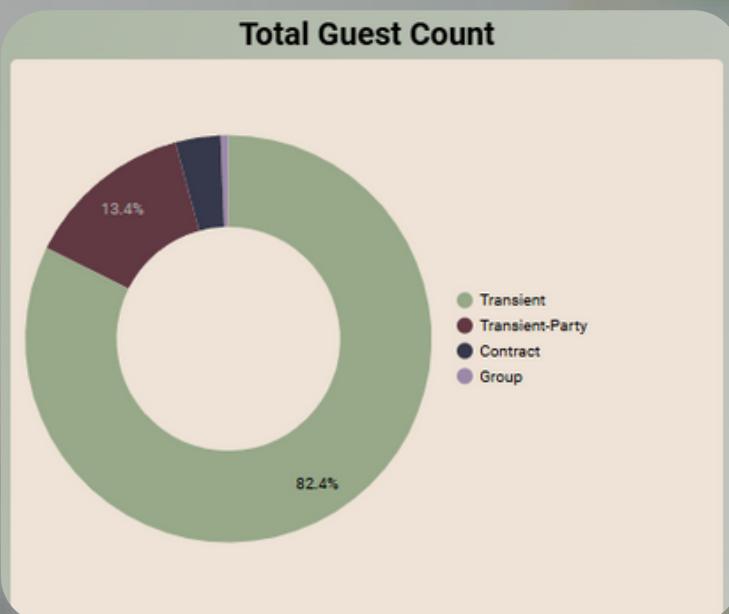
City Hotel generated \$9.5M and Resort Hotel \$9.3M, showing a nearly equal revenue contribution despite different guest behavior patterns.



Adult guests consistently exceed 20,000 per quarter during peak seasons, making them the primary customer group compared to children and babies.



City Hotel receives nearly 40,000 special requests, almost double the volume handled by Resort Hotel (<25,000 requests).



Transient customers account for 82.4% of all guests, far outweighing Transient-Party (13.4%), Contract, and Group segments.

SEASONAL REVENUE OPTIMIZATION

PEAK-SEASON RATE ADJUSTMENT

Increase room rates progressively during high-demand quarters (Q2–Q3) using occupancy thresholds such as

+5% when occupancy exceeds 75%

Additional +3% when occupancy exceeds 85%

→ Raises ADR without negatively impacting demand.

This strategy focuses on maximizing revenue by adjusting pricing and promotions based on clear seasonal demand patterns. The goal is to increase ADR during high-demand quarters while sustaining booking volume during weak periods.

PREMIUM ROOM UPSELLING

Encourage guests to upgrade to higher-tier rooms by offering

Upgrade for only \$10–\$20 per night

Early check-in or late check-out add-ons

Enhanced room views or premium room categories

→ Boosts ADR by increasing per-night spend.

VALUE-ADDED BUNDLING

Introduce bundled packages that increase overall revenue per stay, such as:

Room + spa or dining credit

Room + airport transfer

→ Increases ADR through additional paid services.

CANCELLATION CONTROL FRAMEWORK

DYNAMIC DEPOSIT RULES FOR OTA BOOKINGS

Adjust deposit requirements based on season, guest segment, and booking risk profile for better commitment

Higher deposits during peak season

Lower deposits for low-risk guests

Auto-collect deposit for OTA reservations immediately

→ Increases financial commitment and reduces impulsive cancellations.

This strategy focuses on reducing the cancellation rate (27%) that directly impacts realized revenue. By tightening booking policies and improving guest commitment, the hotel can secure more predictable occupancy and stabilize financial performance.

PREDICTIVE CANCELLATION SCORING

Build a data-driven scoring model to identify reservations with high cancellation probability and apply tailored interventions.

Trigger early confirmation requests for high-risk bookings

Assign a cancellation probability score to every booking

Apply stricter policies only for bookings with high-risk profiles

→ Reduces cancellations through targeted, intelligent controls instead of blanket rules.

AUTOMATED PRE-STAY ENGAGEMENT

Use scheduled messaging to improve guest commitment, reduce no shows, and encourage timely updates.

Personalized reminders 1 - 3 days before arrival

Include stay summary, check-in details, and confirmation link

Encourage early modifications if plans change

→ Improves realized occupancy and lowers last-minute churn.

DIRECT BOOKING & CUSTOMER VALUE ENHANCEMENT

This strategy aims to reduce dependency on Online Travel Agencies (OTA) and increase revenue quality by strengthening direct booking channels and enhancing customer lifetime value through personalized engagement.

EXCLUSIVE DIRECT-BOOKING BENEFITS

Introduce strong direct-booking incentives to shift volume from OTA to high-margin channels.

Free breakfast or late checkout for direct bookings

“Best Rate Guarantee” pricing

Loyalty points for repeat transient guests

→ Increases direct booking conversion and improves profit margin.

CUSTOMER PERSONALIZATION ENGINE

Use customer behavior data (stay duration, special requests, segment type) to deliver personalized offers.

Personalized email triggers for long-stay guests

Tailored family packages for high adult and children quarters

Upsell offers based on previous special requests

→ Enhances guest experience and increases additional spending.

HIGH-VALUE MARKET TARGETING

Target countries with the highest ADR (DJI, AIA, UMI, AND), using segmented promotional campaigns.

Geo-targeted digital ads with premium packages

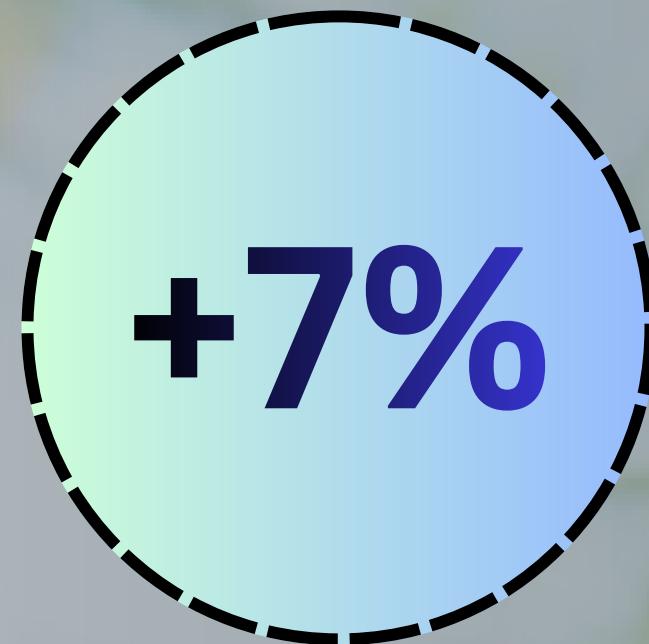
High-value room bundles for international guests

Optimized pricing for long-haul travelers

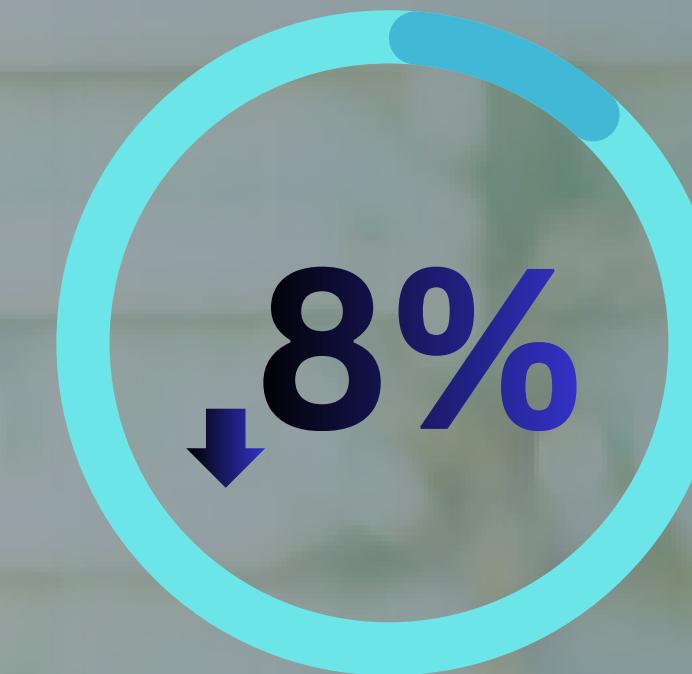
→ Captures premium demand and boosts ADR uplift.

IMPACT

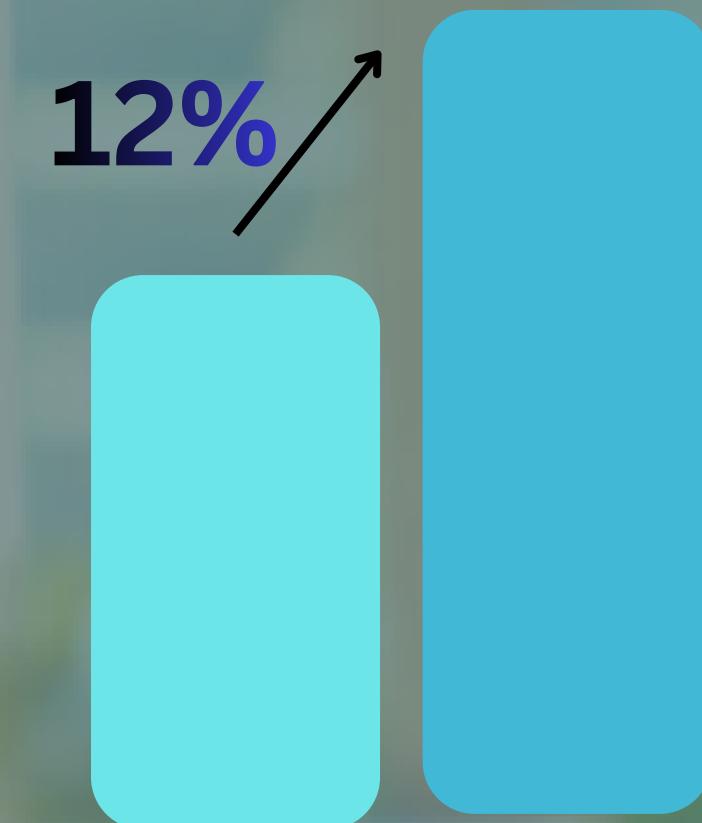
This section outlines the projected improvements resulting from the three recommended strategies. These impacts represent the measurable outcomes in revenue, pricing strength, and operational stability once the initiatives are implemented.



Direct-booking incentives and targeted high-value market campaigns are estimated to increase ADR by 7% across both City and Resort hotels.



Predictive cancellation scoring and dynamic deposit rules are projected to reduce cancellations by 8%, improving realized revenue stability.



Seasonal pricing, bundled offerings, and premium upselling are expected to increase total revenue by 12%, especially during peak demand quarters.

THANK YOU