



Francisco Hotel

Francisco Chua

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Business Objectives:

- To achieve room occupancy rate to more than 60% on average in the next 6 months
- To reduce losses by less than 30% for the year 2020
- To decide whether to reduce manpower in the next 6 months



Data Sources:

- 1. Department of Statistics Singapore**
- 2. Singapore Tourism Board**
- 3. Singapore Business Review**



Francisco Hotel

Data Preparation

Perform data cleansing and transformation (ETL)

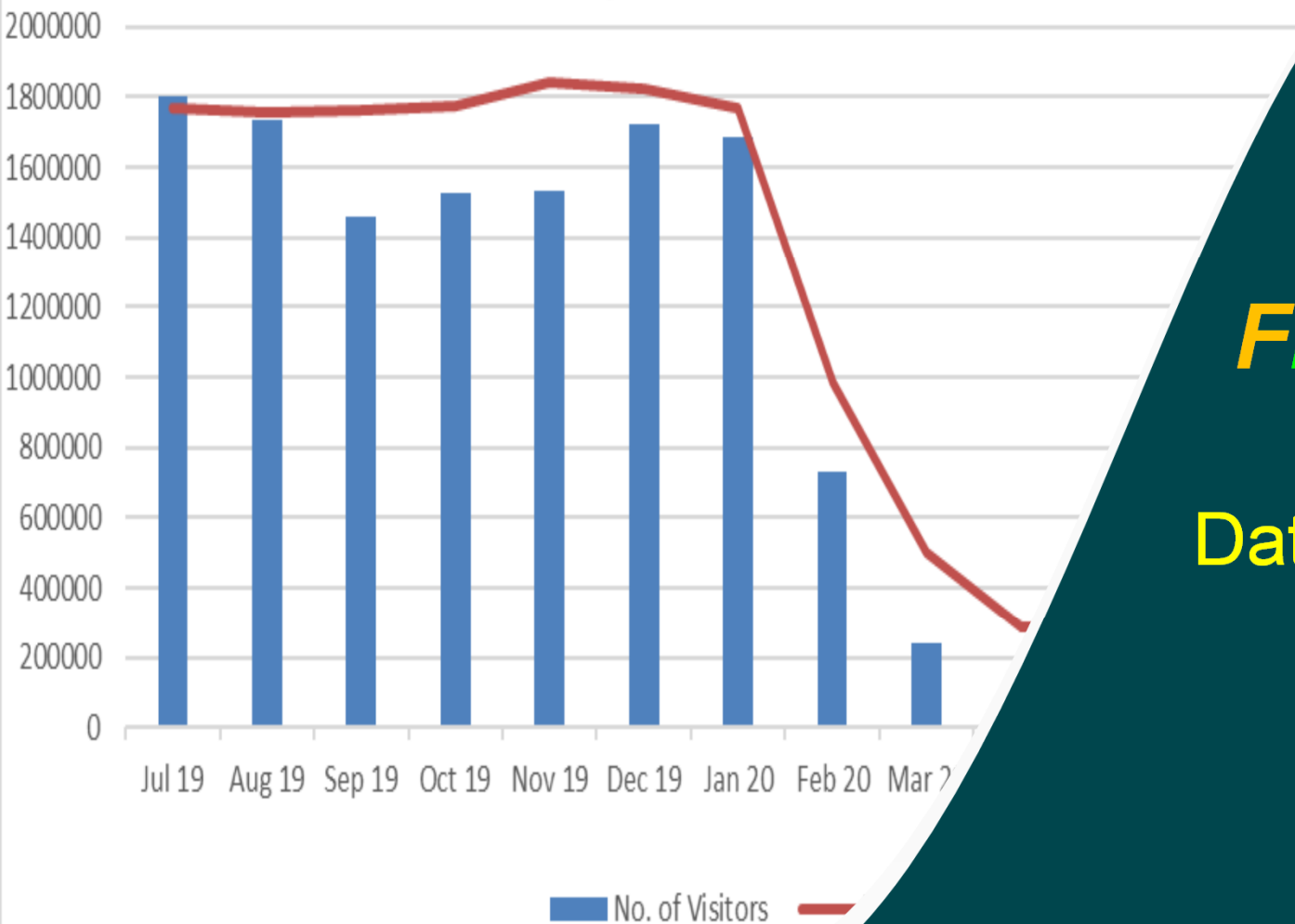


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Data Analysis

Explore and analyse data
to derive useful insights

Monthly Visitor Arrivals Trend



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Data Visualization



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Business Decisions

Singapore Business Review

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Singapore hotels' average occupancy down to 51%

Hotel rooms remain half-filled resulting in a 40% decline in revenue.

Singapore hotels' average occupancy plunged by 32.1 percentage points (ppt) MoM to 51% in February from 83.1% in January, according to data from the Singapore Tourism Board (STB). On a YoY basis, occupancy rate also dived by 37.5% from 88.5% in 2019.

The decline was due to border restrictions to curb the COVID-19 pandemic.

Room revenues also fell to 40% in February as hotels remain half-filled. The average room rate saw a 2.3% YoY drop at \$230 as its revenue per room (RevPaR) dropped by 41% YoY down to \$117.

Large hotels suffered the most by falling 39.5 ppt YoY to 51.4% in occupancy rates. Likewise, RevPaR crashed to \$125 with a 42.7% YoY drop. Medium-sized hotels were moderately hit in comparison, dropping by 35.4 ppt in occupancy rate to 52.1%, whilst its RevPaR also fell 36.3% to \$114.

Meanwhile, small hotels are said to be least affected but its occupancy rate still dipped by 26.6 ppt YoY to 46.2%. RevPaR for these hotels also slipped by 30% YoY to \$71.

Business Decisions:

- Promote staycation for local residents
- Tie-up with local attractions on promotional packages (add-on excursions)
- Implement membership and reward members with redemption of points which was accumulated based on the spending in the hotel
- Package hotel stay with room upgrade, complimentary meals, complimentary local attractions tickets etc.



Review: Next meetings

- To review on the status monthly
- To review action plans 3 months later

Thank
You!