

HOTEL ANALYSIS : Deciphering Patterns in City and Resort Hotels

by Grace Jidael



Hotels In Analysis



City Hotels

City hotels are pillars of hospitality in the middle of busy cities. These businesses' high occupancy rates, which are mostly caused by business travel and events, are what keep them busy all year round. Corporate clients and short-term visitors provide a variety of revenue streams. It is shaped by a diversified customer that includes tourists, business travelers, and participants of events. Cancellations, which are sometimes caused by changes in business, add another level of complication to the complex web of city hospitality.



Resort Hotels

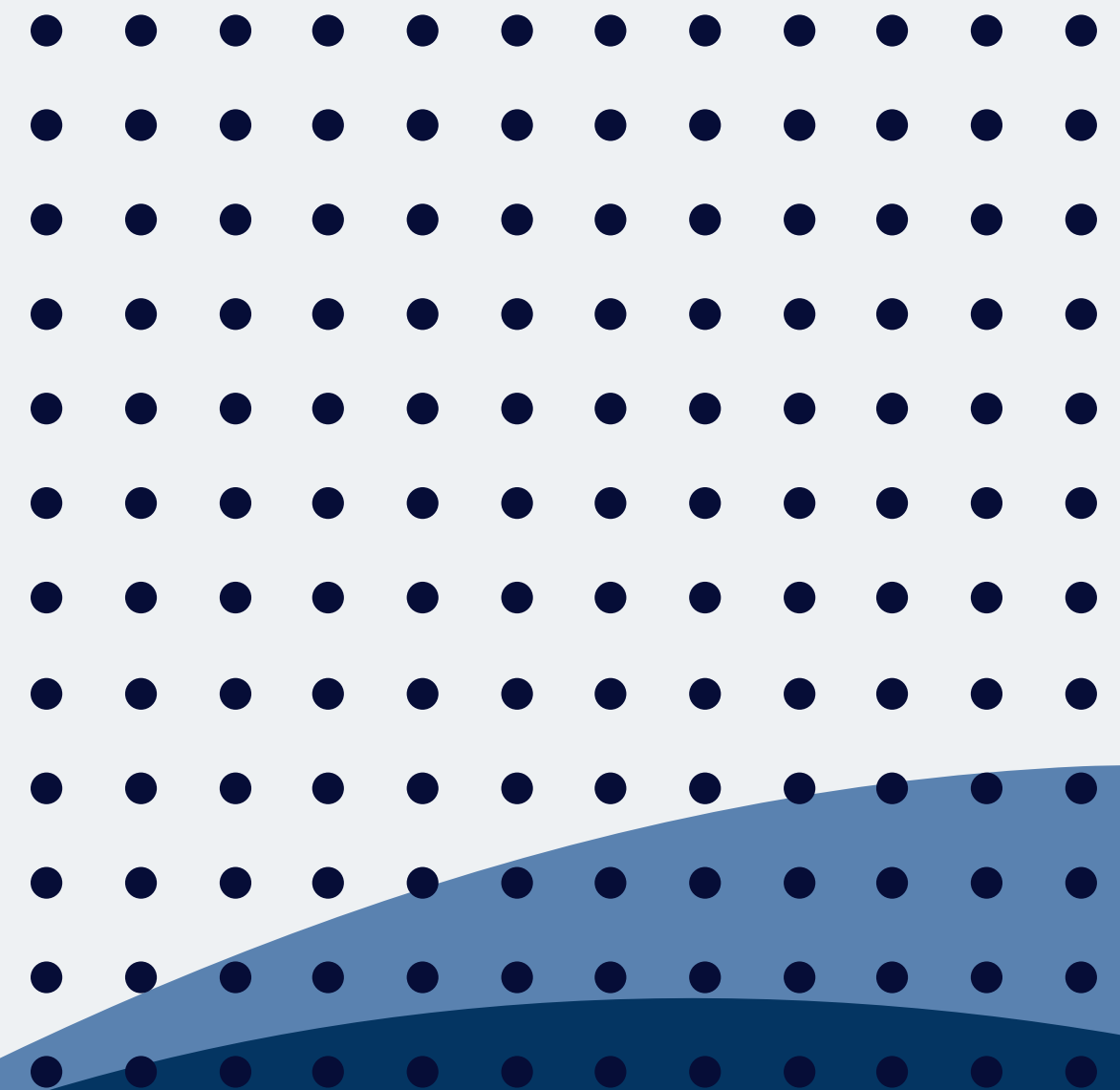
Resort hotels, on the other hand, have a distinct beat that reflects the rise and fall of the summer months. Spas, restaurants, and recreational activities are just a few of the amenities that generate revenue in addition to hotel reservations. Resort hotels attract individuals seeking leisure as well as families, providing a unique take on hospitality. Here, cancellations may follow any number of vacation-related circumstances, such as changes in the weather or individual schedules.

The **hotel industry** is a subdivision of the hospitality industry that specializes in providing customers with accommodation services.

The hotel and resort industry market size worldwide saw consistent growth up until the start of the coronavirus (COVID-19) pandemic in 2020 when it was impacted by travel disruptions across the globe. However, this figure saw growth in 2022 and was **forecast to reach 1.21 trillion U.S. dollars by 2023.**

Across the world, a **total of 1,842 hotels opened in 2022.** The number of hotels opened worldwide was forecast to increase in the coming years, reaching **as much as 2,707 in 2024.**

The Industry



Methodology

This report hereby entails a detailed analysis of Hotel Bookings data provided from year 2015 – 2017, providing insights to trends in the hotel industry over the course of these three years. It provides a thorough analysis of booking dynamics and patterns in order to add insightful viewpoints to the changing hospitality scene.

This dataset contains 119390 observations for a City Hotel and a Resort Hotel. Each observation represents a hotel booking between the 1st of July 2015 and 31st of August 2017, including booking that effectively arrived and booking that were canceled.



Key Metric Analysis

key performance indicators were calculated using SQL and Tableau. The metrics computed, filterable by year, top countries, and by hotel type include total revenue, average lead time, average wait time, and cancellation rate.



Visualizations/Dashboard

In Tableau, detailed views and a concise two-paged dashboard were generated, uncovering insights into client preferences, distribution channels, revenue patterns, and key performance indicators vital for stakeholder assessment



Conclusions

The conclusion highlights how the findings are consistent with well-established industry knowledge and provides a solid foundation for strategic decision-making within the framework of historical hotel data.

Key Performance Indicators

Revenue

42.7k

Lead Time

**104
days**

Cancellations

37%

Wait Time

**3
days**



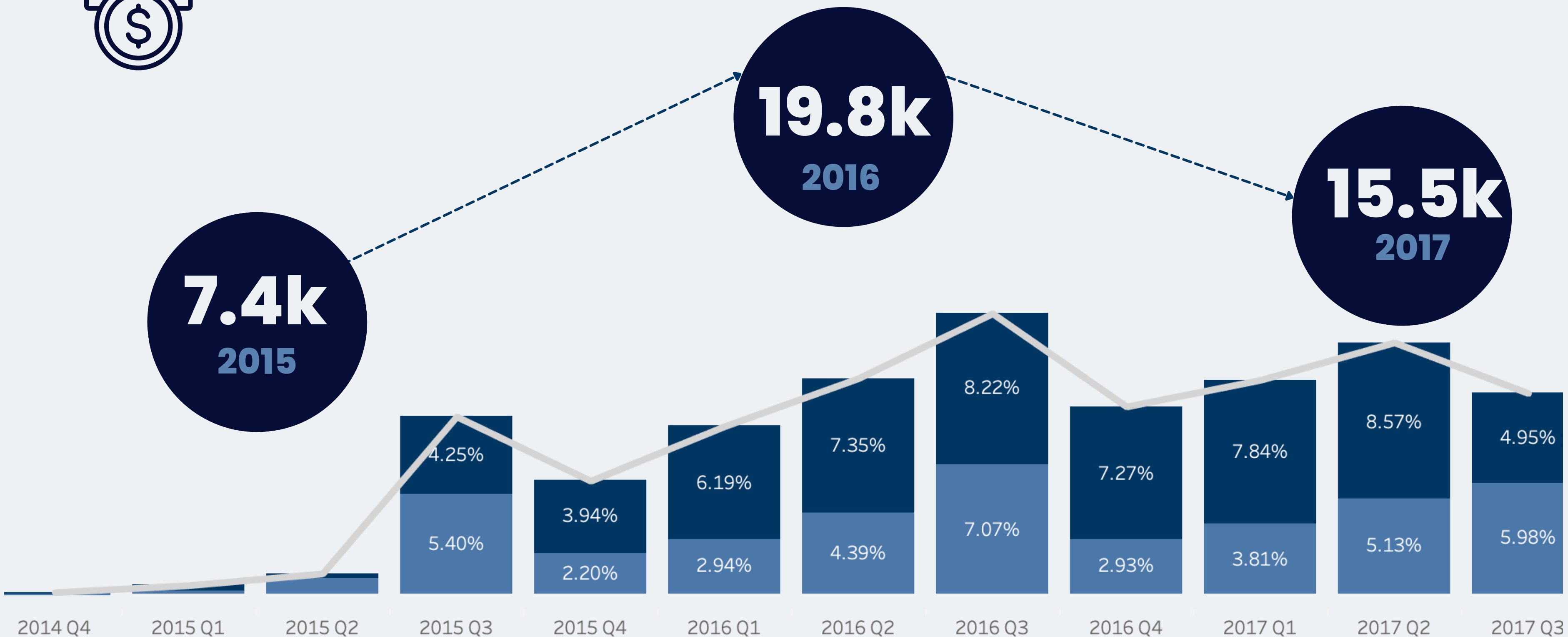
Lead Time: Time from booking till guest arrival
Wait Time: Days in waiting list before booking confirmation

Revenue Change



167% growth was seen from 2015's \$7.4k revenue to 2016's \$19.8k revenue

However a 21% decline can be noticed in 2017's revenue output with City Hotels(●) more profitable than Resort Hotels(●)

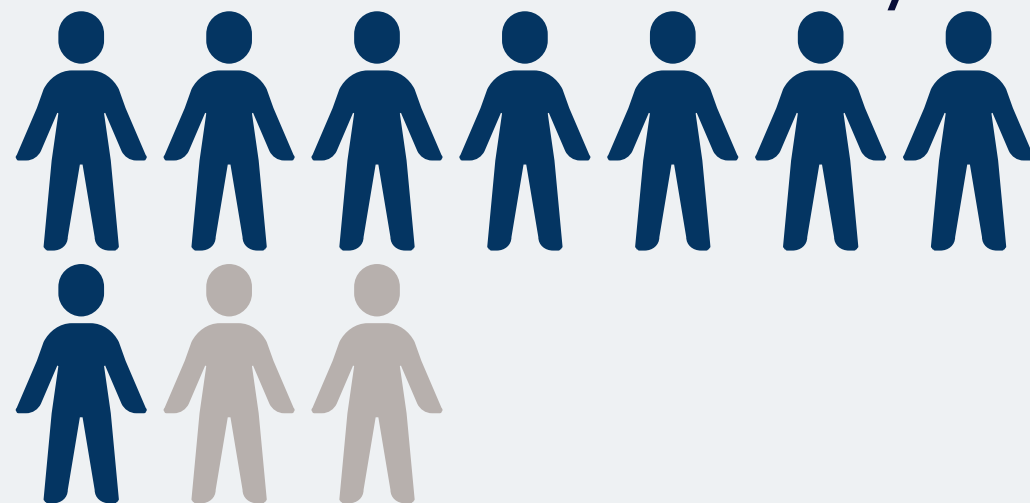


Clients' Analysis

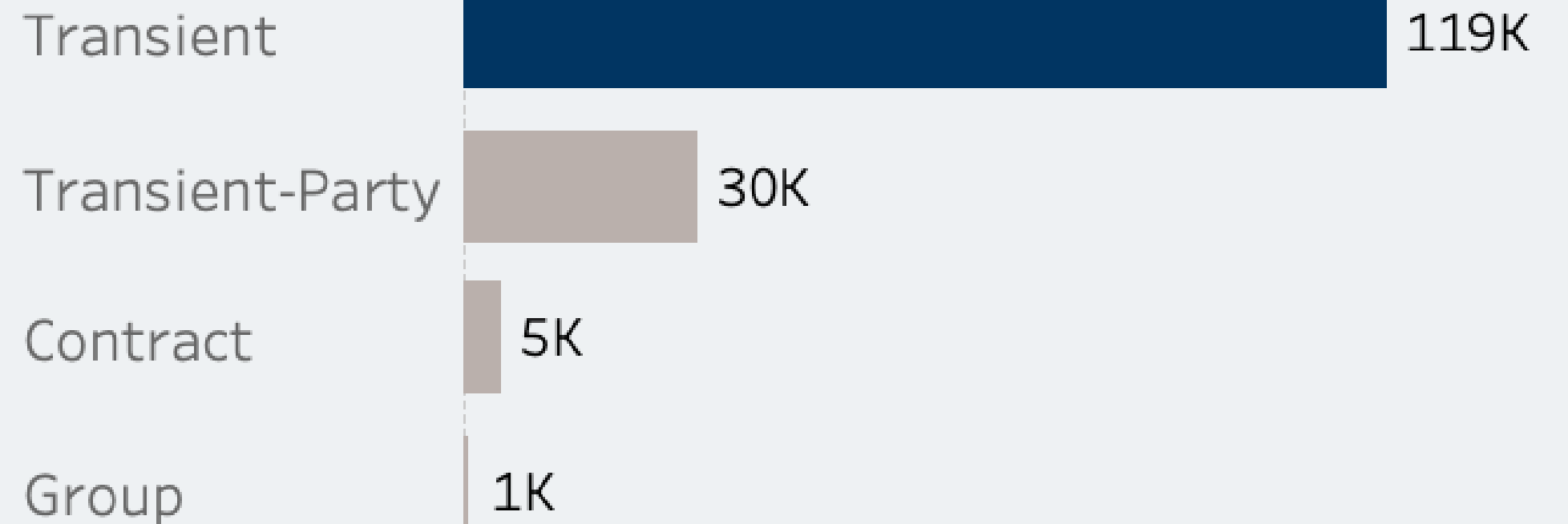


This revenue growth is mostly attributed to Transient Guest that is, guest whose bookings are not part of any group or contract(i.e Short-term visitors)

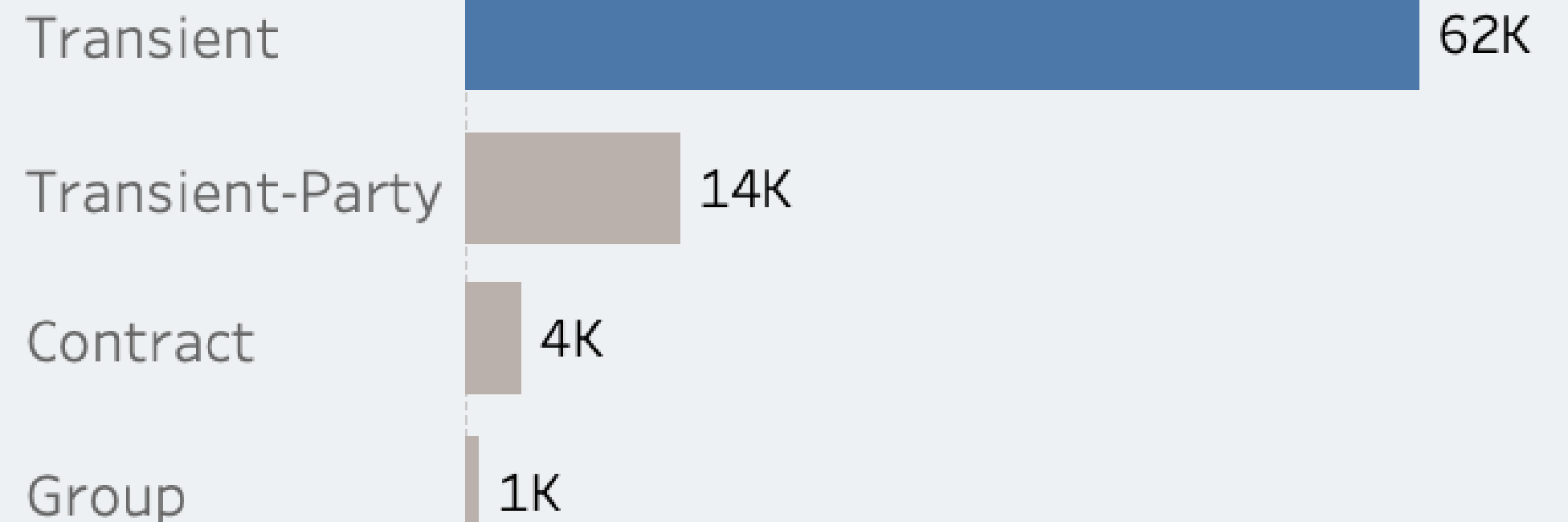
8 of 10 Guests are always Transient



City Hotels ●



Resort Hotels ●



Clients' Analysis



With meal packages mostly Bed & Breakfast(BB), Half Board or without any defined meal package(SC)

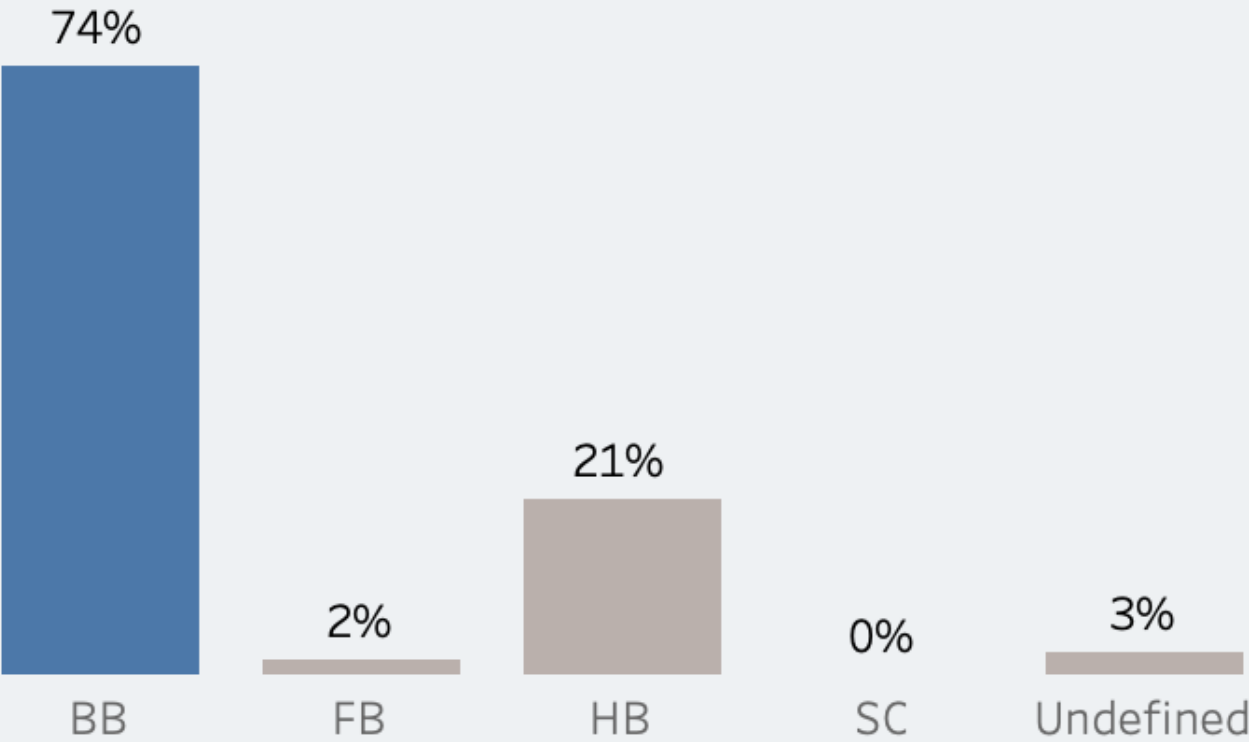
Over 76% almost always stick with B&B



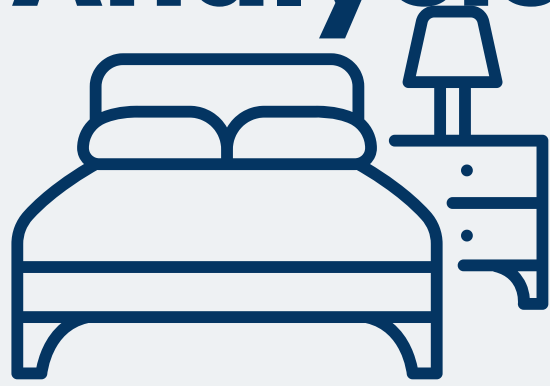
City Hotels ●



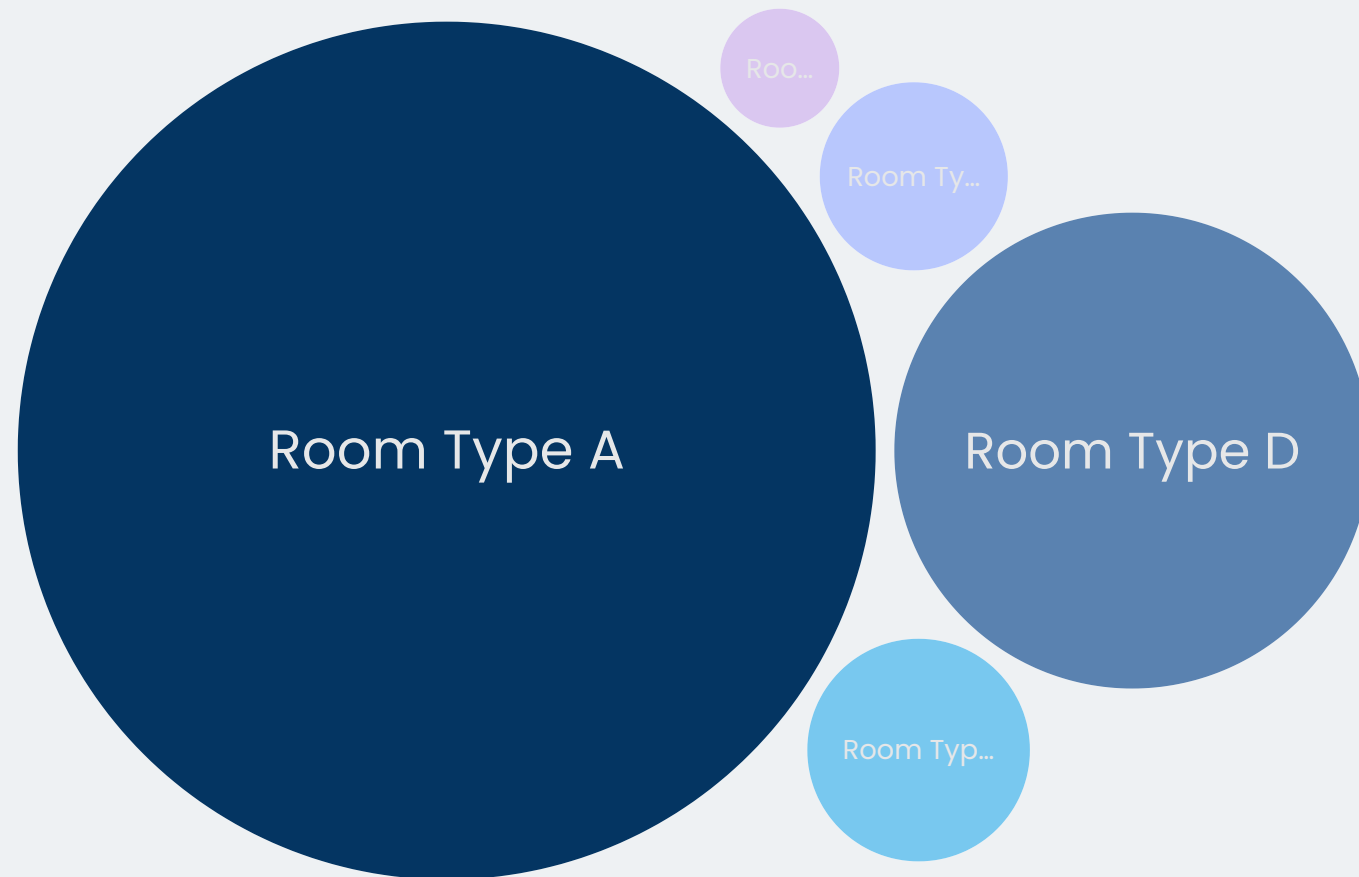
Resort Hotels ●



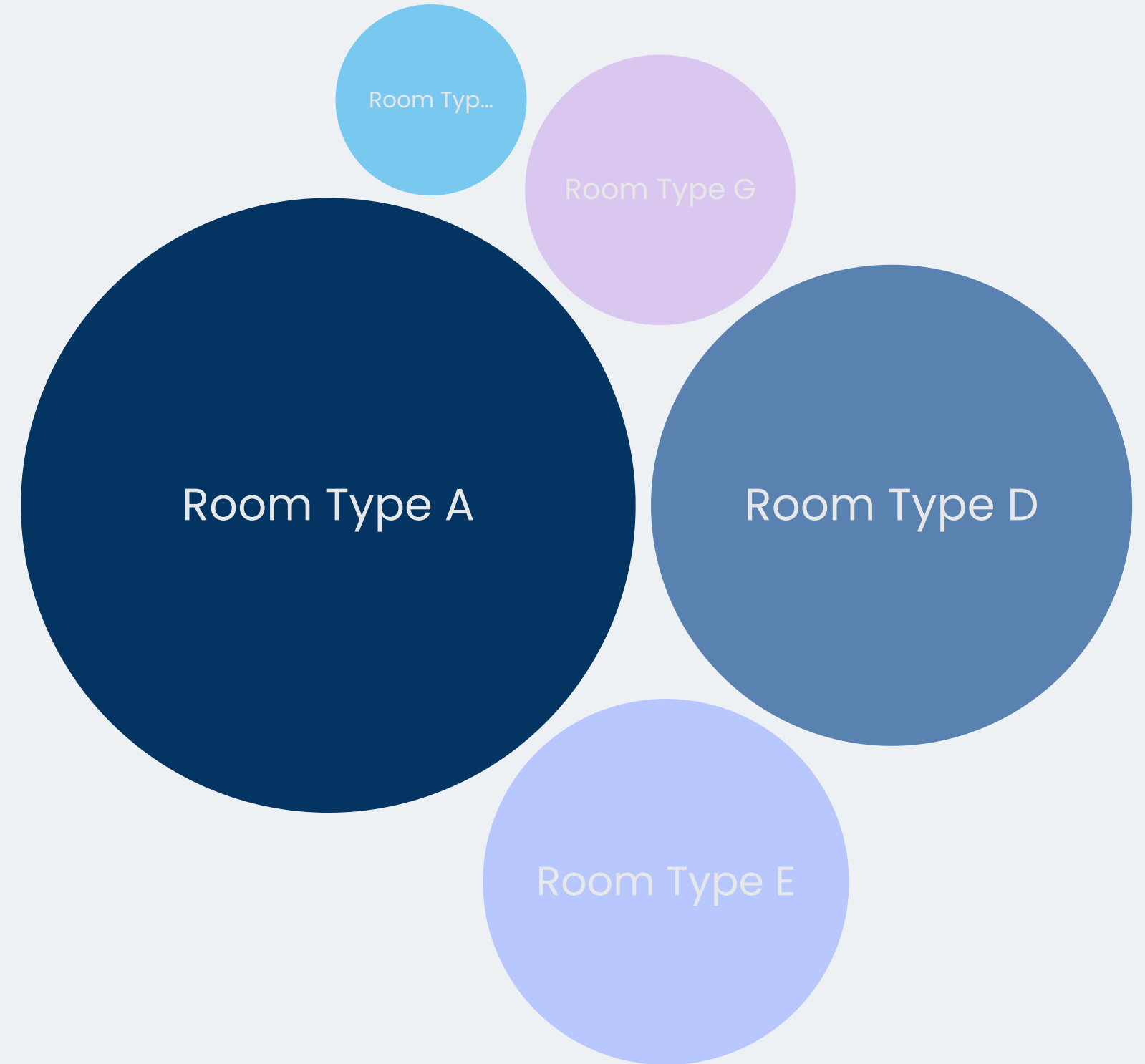
Clients' Analysis



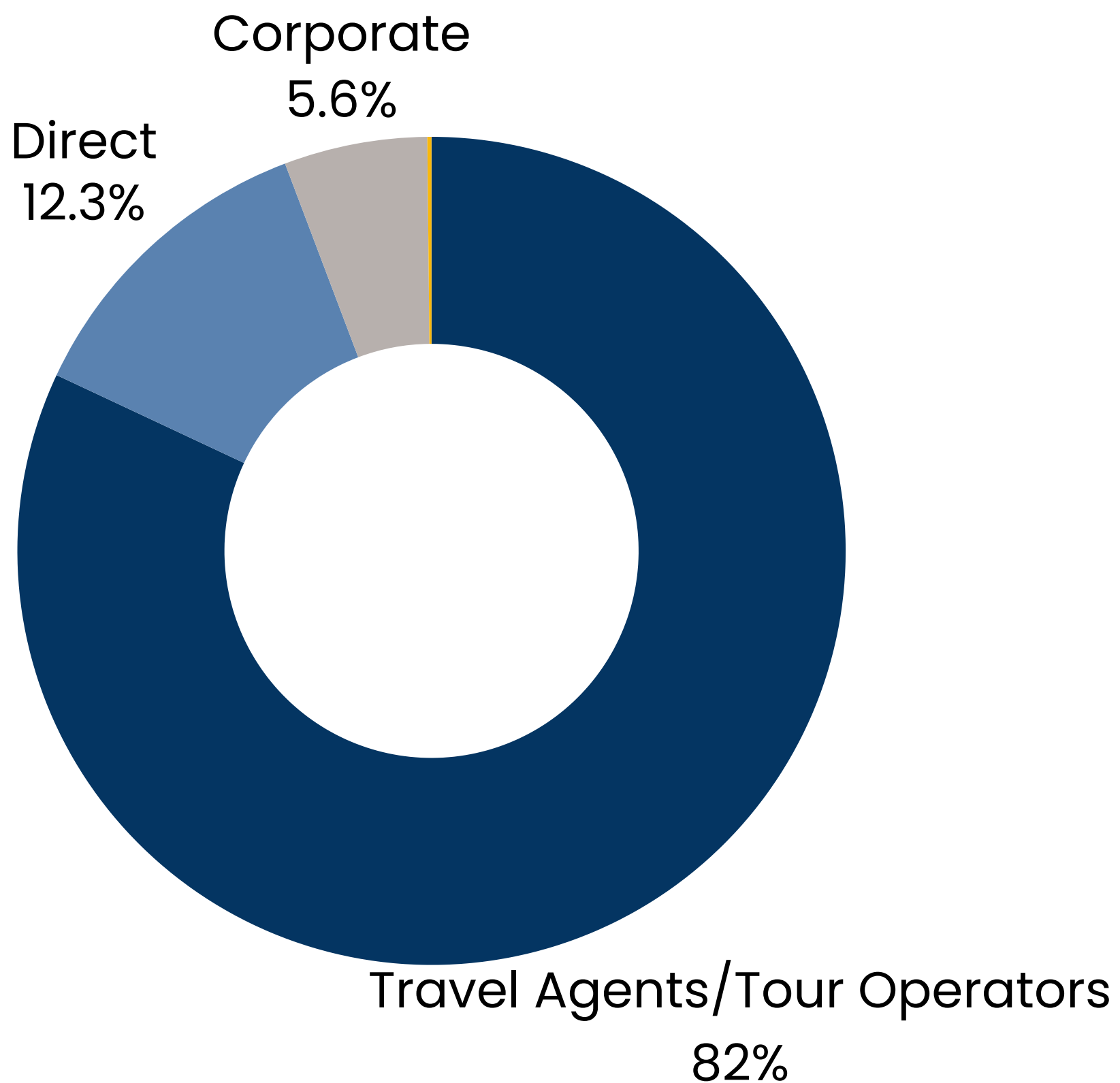
City Hotels



Resort Hotels



...And a more flexible choice of room, especially in Resort Hotels

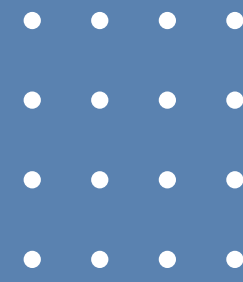


Distribution Channel



As much as individuals still place bookings directly, **travel agents** and **tour operators** are seen to be the most drivers of hotel booking. Reasons not far from the convenience of these third party channels.

Conclusions



- The Hotel Industry is on a constant rise in count and revenue
- Short-term guests are most commonly seen in this industry, this is due to the popularity of tour travels, business travels, and travel for events all of which are transient
- For same travel reasons, City hotels are the most popular choice but doesn't boast of proportional revenue increase, this is due to the higher cost of resort hotels
- Online bookings through travel agents and tour operators are still to remain a convenient means for hotel bookings



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**Data Scientist and
Instructor**

THANK YOU!



Click to see full dashboard @
Tableau Dashboard