



TOURIST ACCOMMODATION

DATA ANALYTICS TEAM

IT ACADEMY | SPRINT 3 | APRIL 2025

DATA

DATA SOURCE

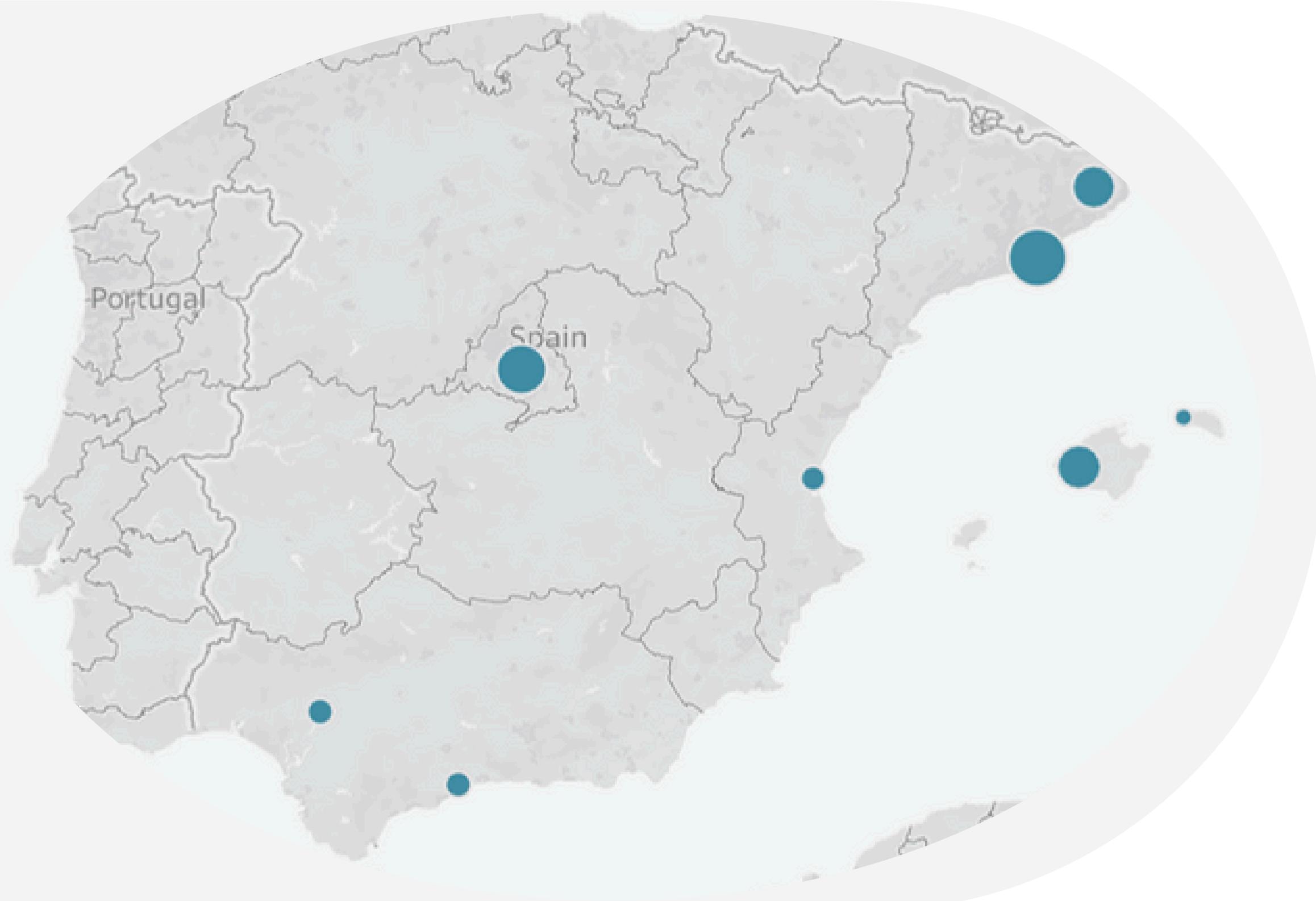
- Internal data on tourist accommodations

NUMBER OF RECORDS

- 9650 listings
- from 2017-01-04 to 2021-02-27

MISSING DATA

- 2.5% of listings without price
- 27% of listings without review





Tourist Accommodation



ACCOMMODATIONS GROWTH

9,650
Current Inventory

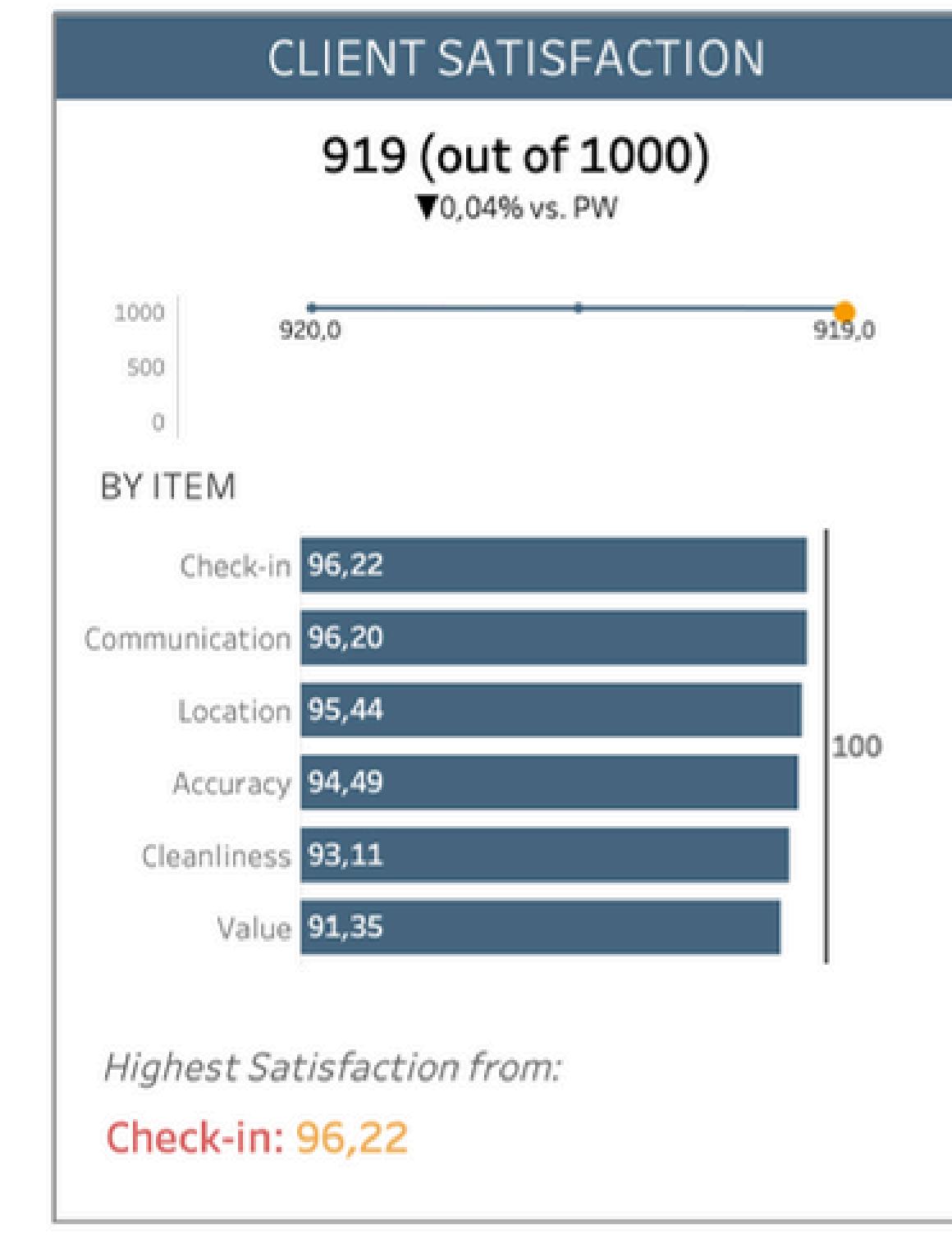
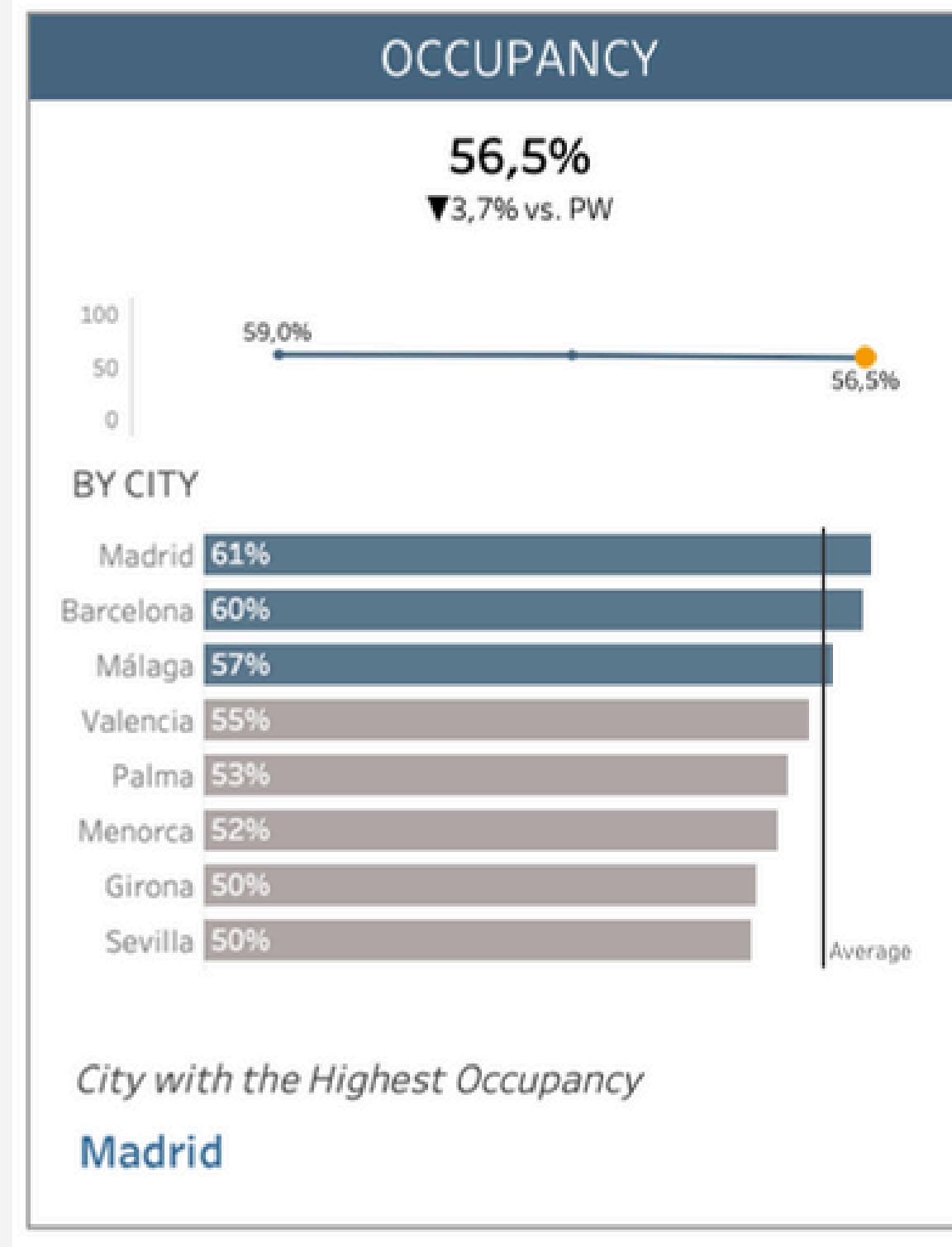
7,693
Previous Inventory

25.4%
Growth Rate

1957
New Properties



WEEKLY KPI's



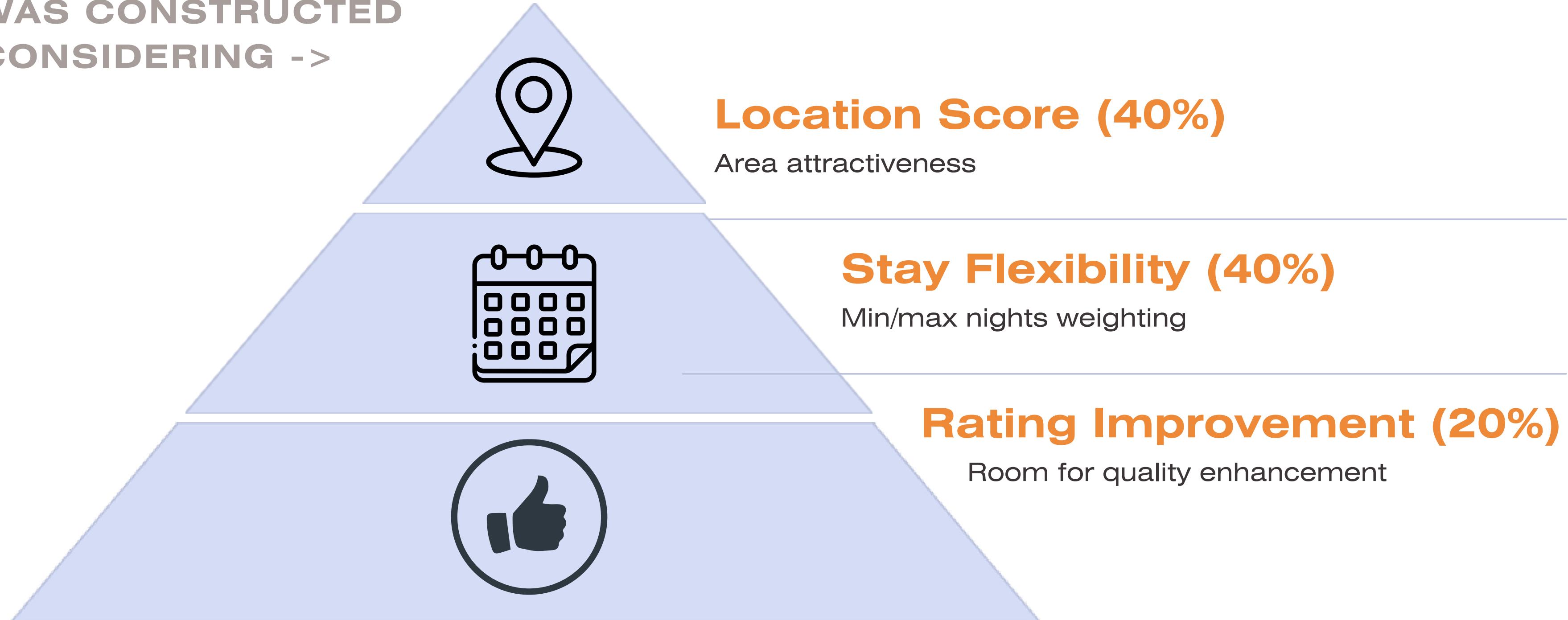
**MARKETING &
COMMERCIAL
STRATEGY**

**BUSINESS
QUESTIONS**

**WHICH CITIES AND
NEIGHBORHOODS
HAVE THE GREATEST
OPTIMIZATION
POTENTIAL ?**

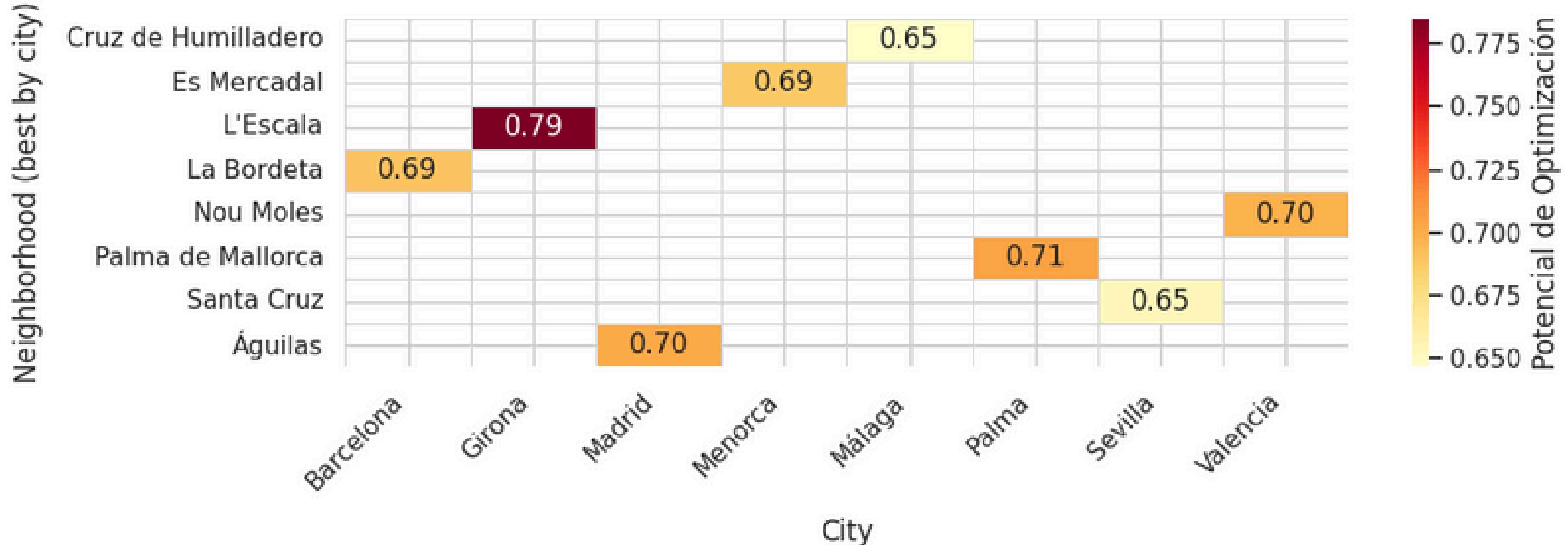
OUR POTENTIAL FORMULA

AN "OPTIMIZATION
POTENTIAL" METRIC
WAS CONSTRUCTED
CONSIDERING ->



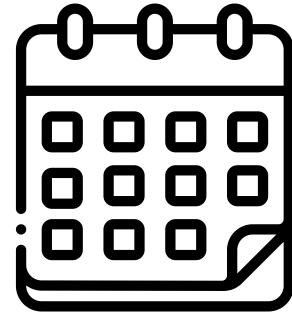
RESULTS

Best Neighborhood by City - Optimization Potential





STRATEGIC PLAN



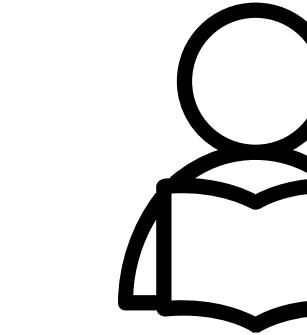
**Enhance Stay
Flexibility**



**Targeted
Marketing**



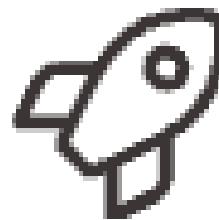
**Build Digital
Reputation**



**Host
Development**

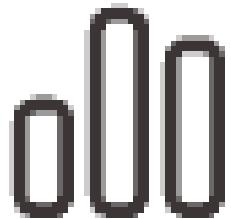


BUSINESS GROWTH OPPORTUNITIES



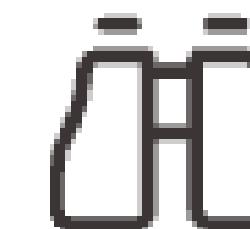
Pilot Project Potential

Good foundation in underutilized areas



Accelerated ROI

Quick quality improvements = faster returns



Low Competition Advantage

Higher visibility per intervention



"Improve Without Saturating"

Sustainable growth strategy

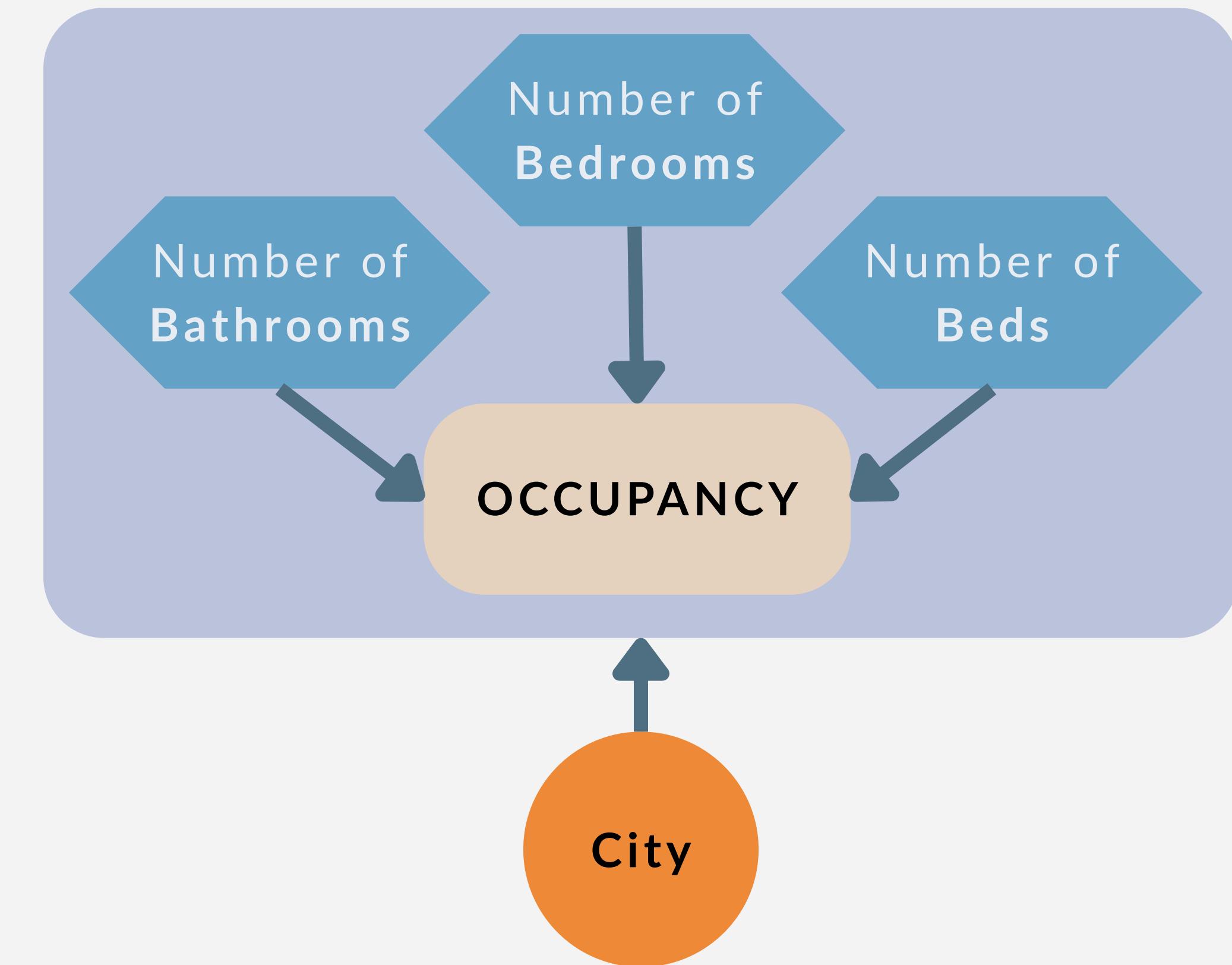
OPERATIONS AND INVENTORY MANAGEMENT

DATA SOURCE

- Internal data on tourist accommodations

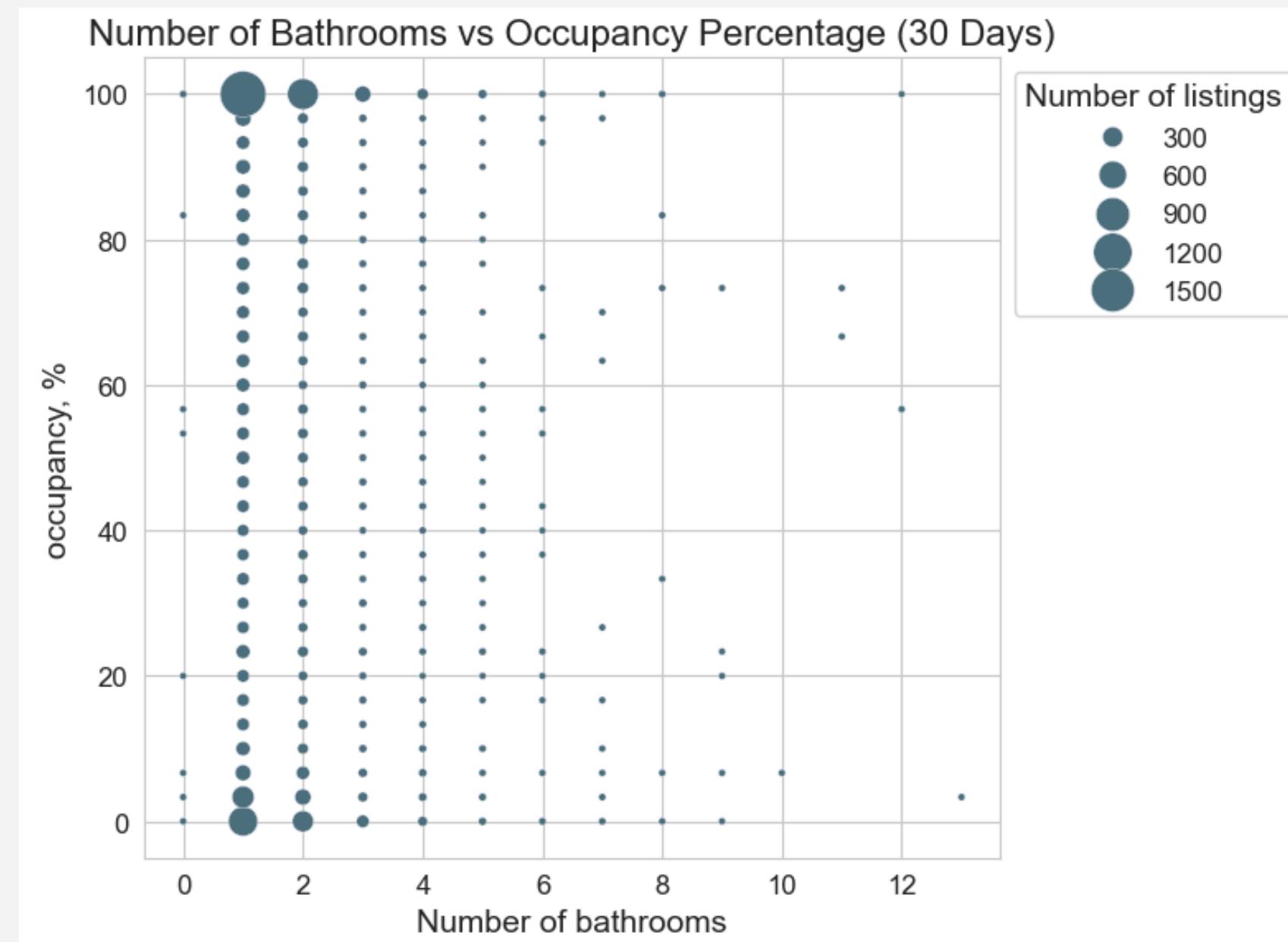
NUMBER OF RECORDS

- 9648 listings with unique ids



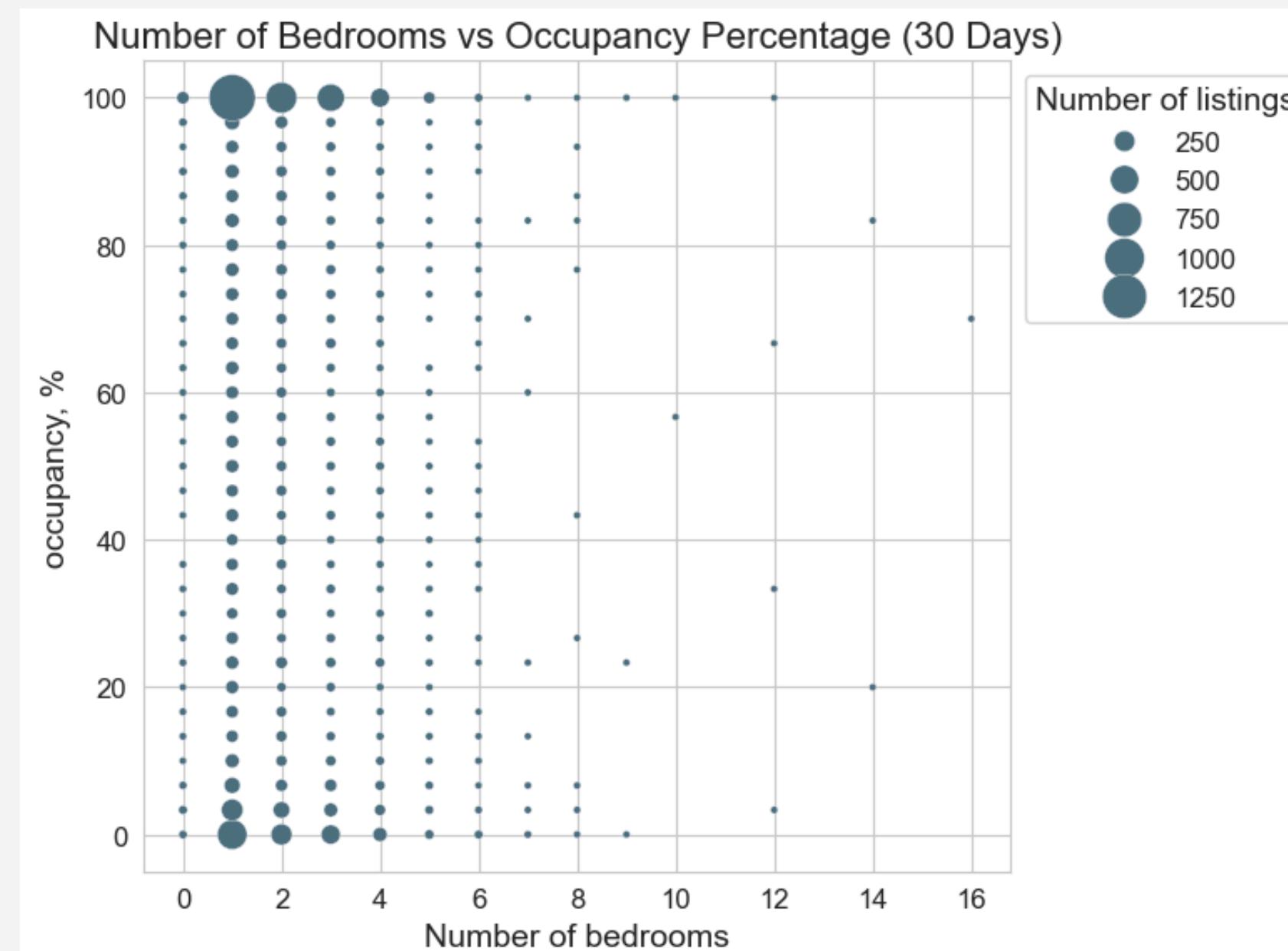
NO EVIDENT RELATIONSHIP

NUMBER OF BATHROOMS



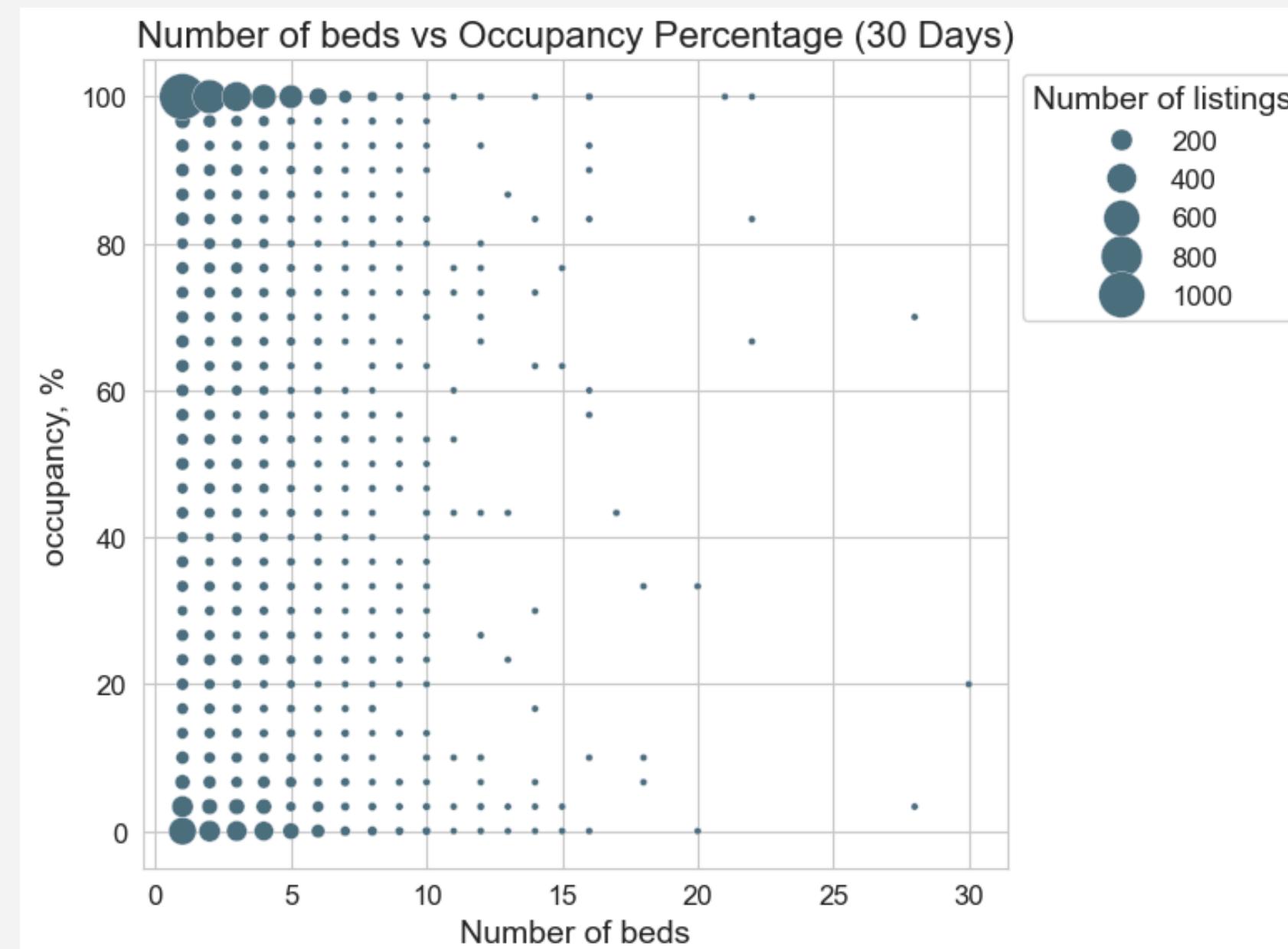
NO EVIDENT RELATIONSHIP

NUMBER OF BEDROOMS

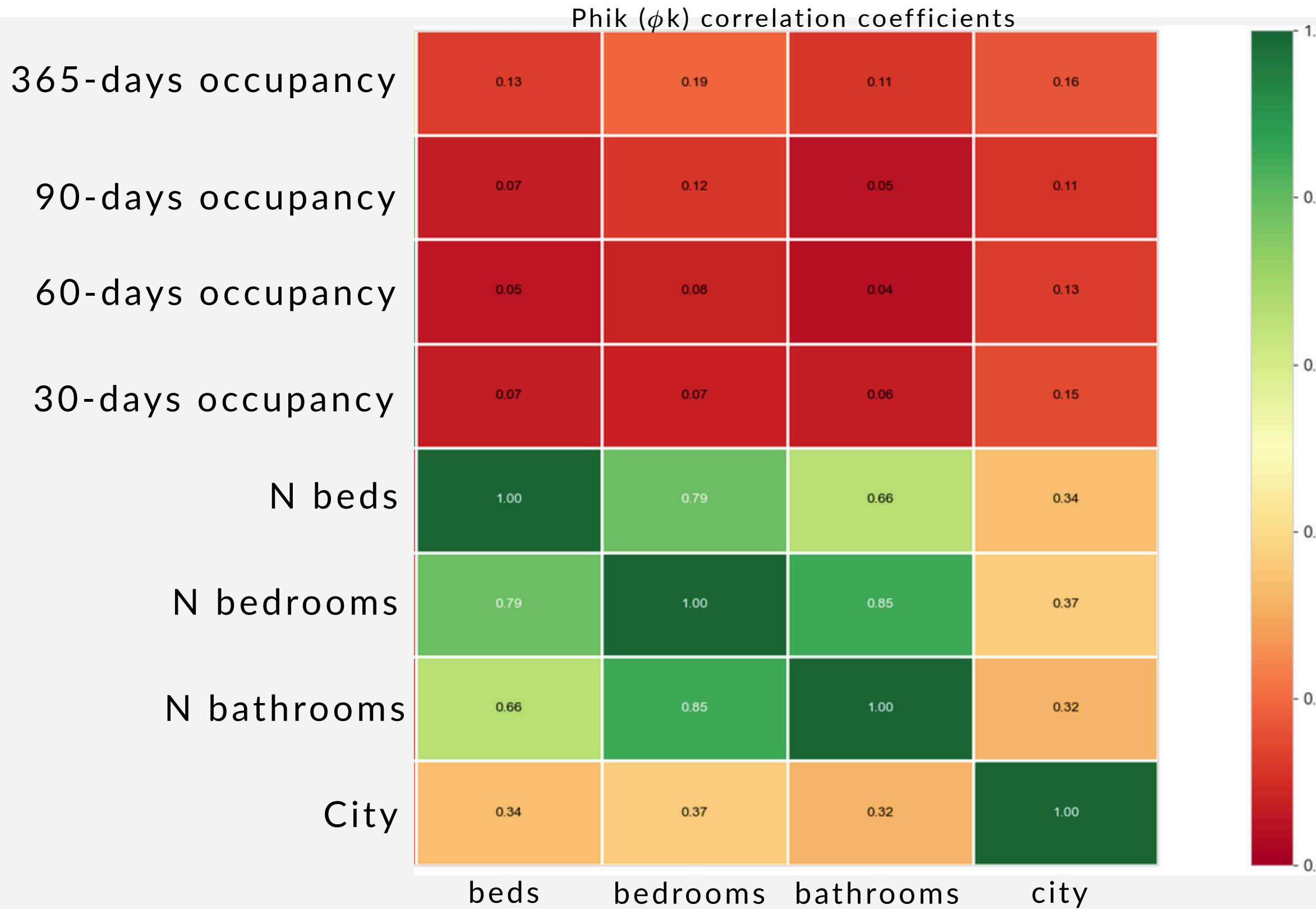


NO EVIDENT RELATIONSHIP

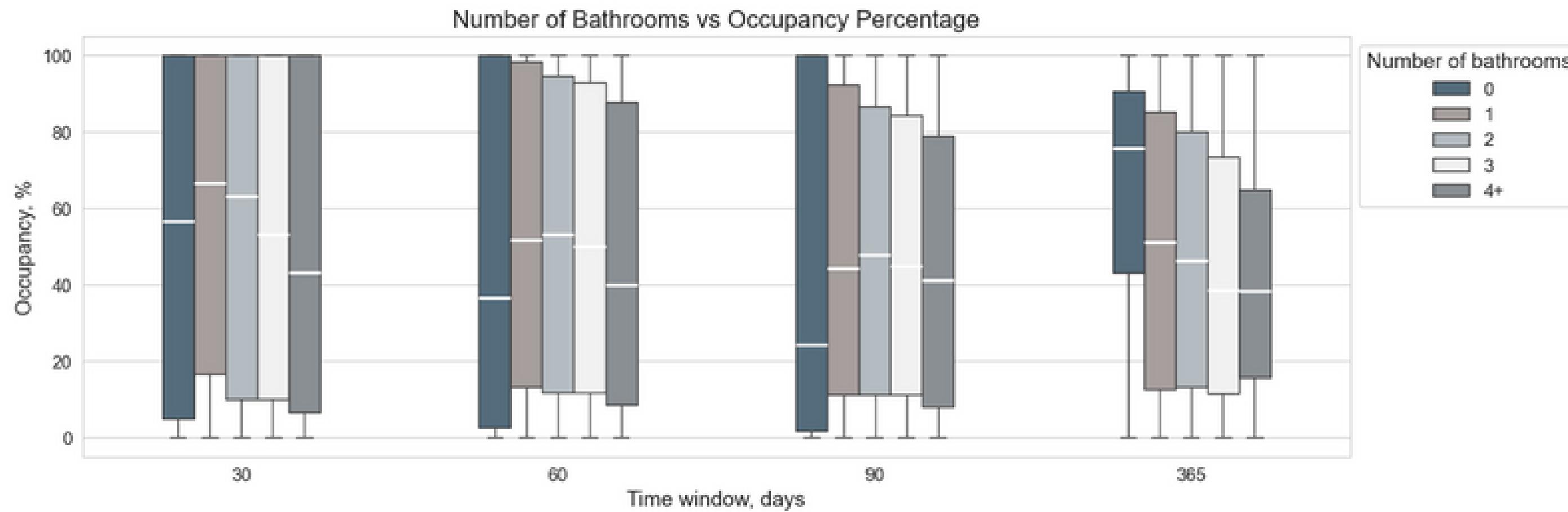
NUMBER OF BEDS



WEEK CORRELATION

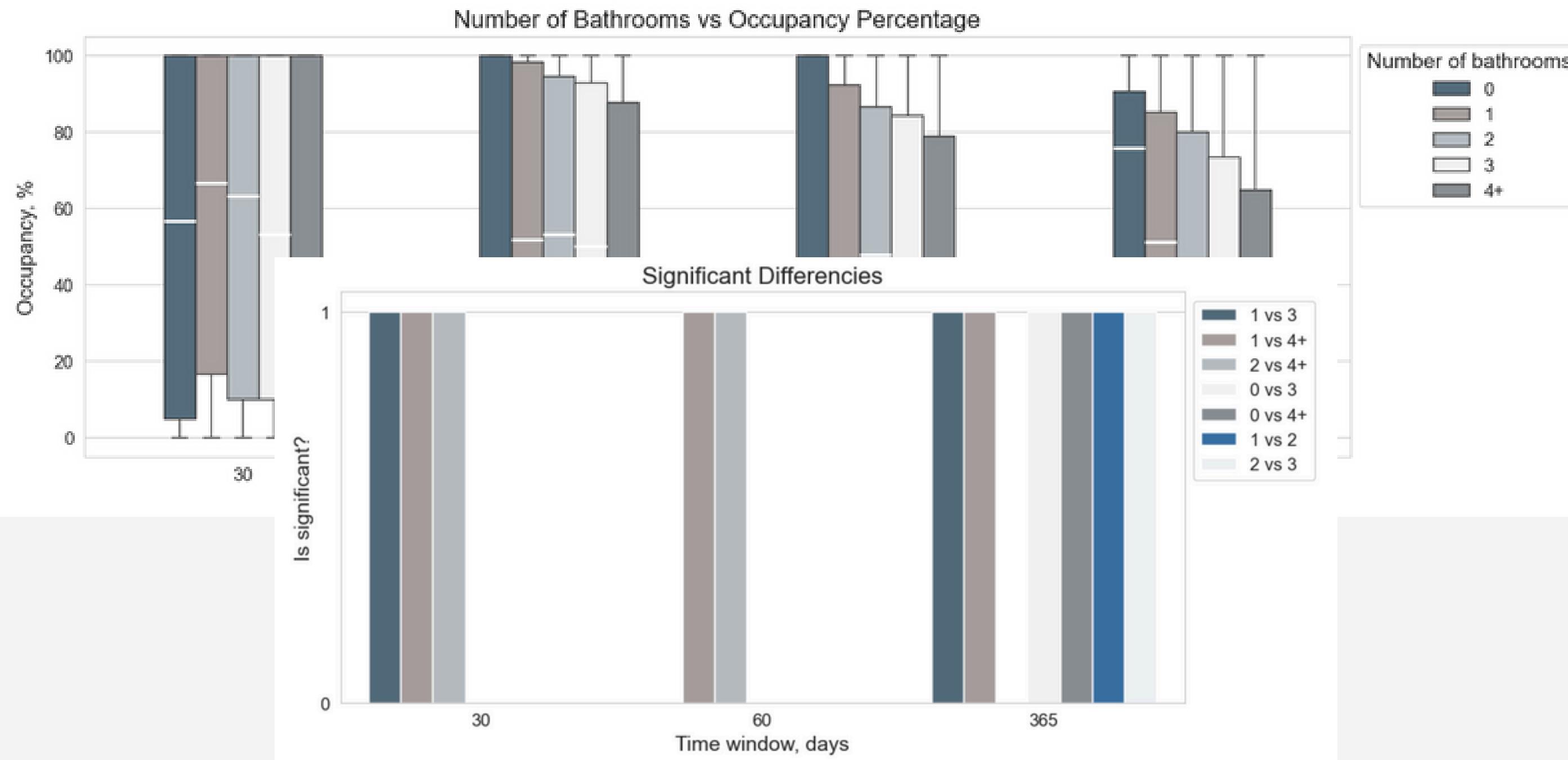


FEWER BATHROOMS -> HIGHER OCCUPANCY



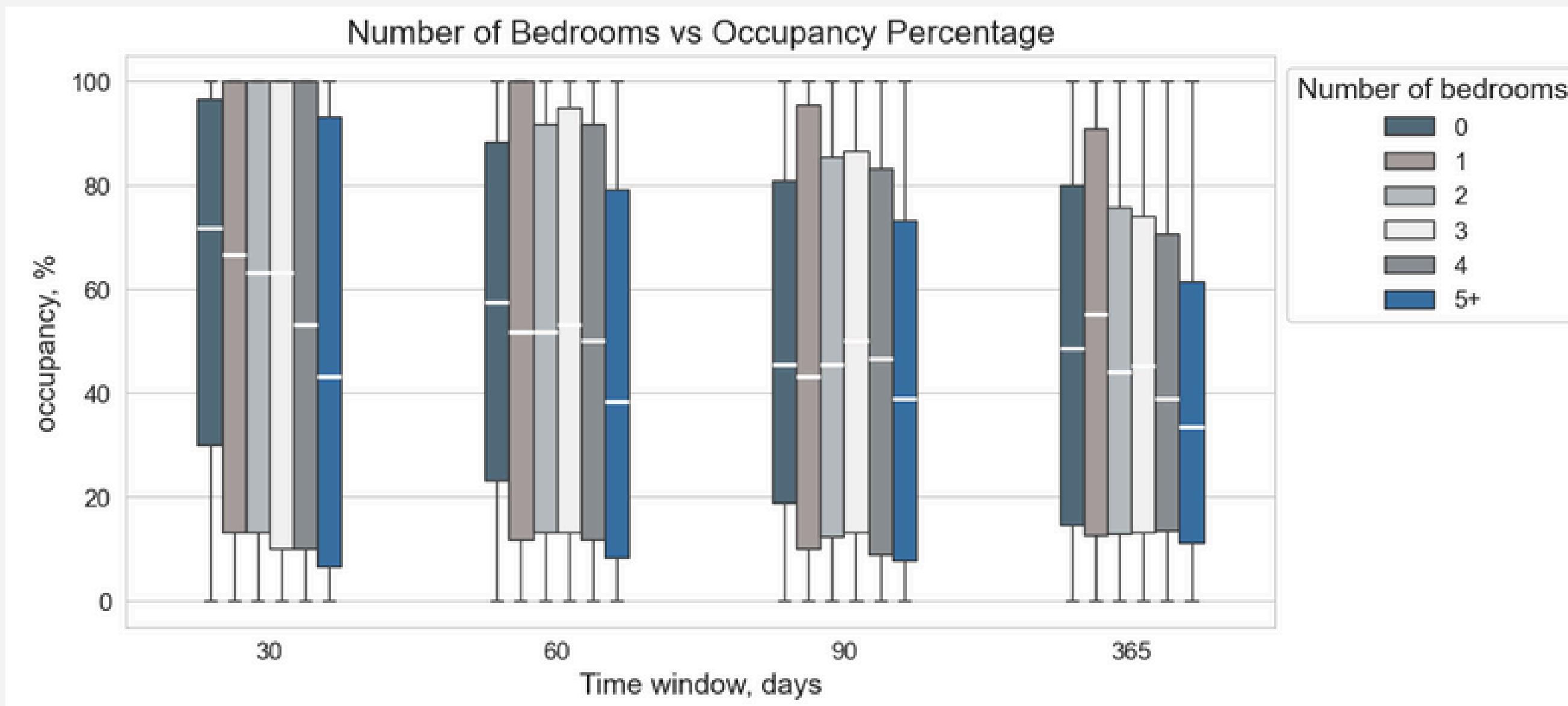
- Promote 1-2 bathroom properties
- Optimize pricing for large properties

FEWER BATHROOMS -> HIGHER OCCUPANCY



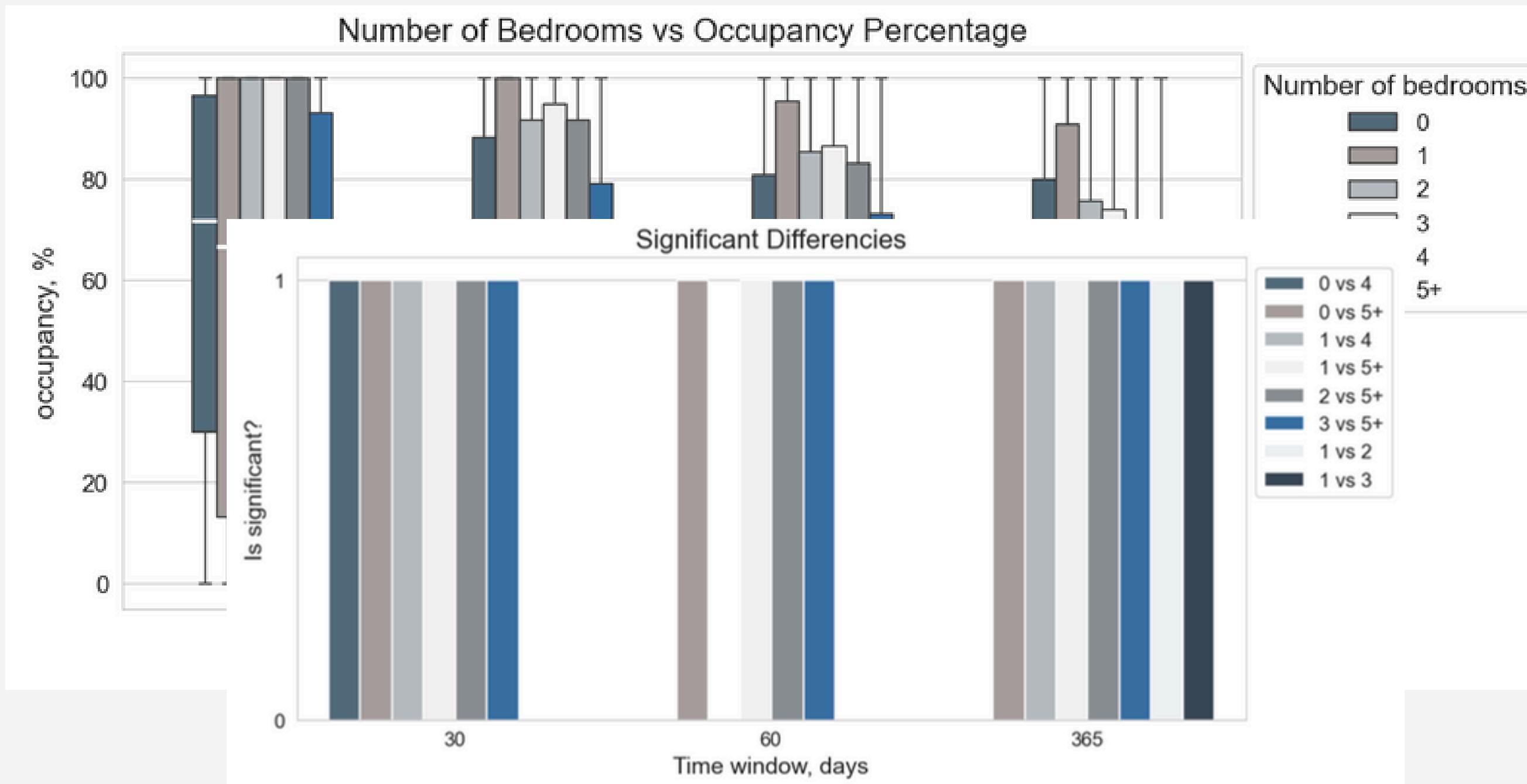
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MORE BEDROOMS -> LOWER OCCUPANCY



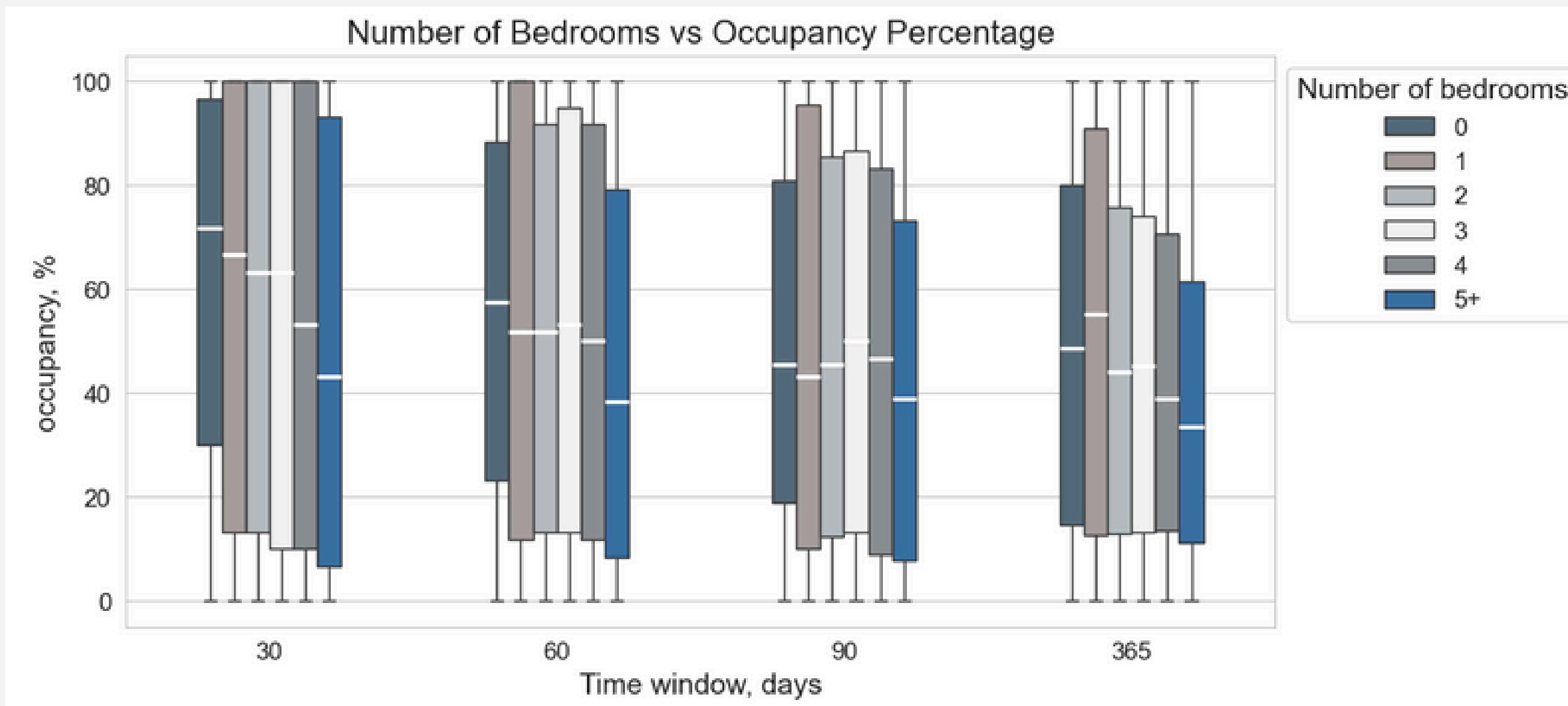
- Focus marketing on 1-2 bedroom properties
- Optimize pricing for large properties
- Avoid promoting 3+ bedroom properties during high season

MORE BEDROOMS -> LOWER OCCUPANCY



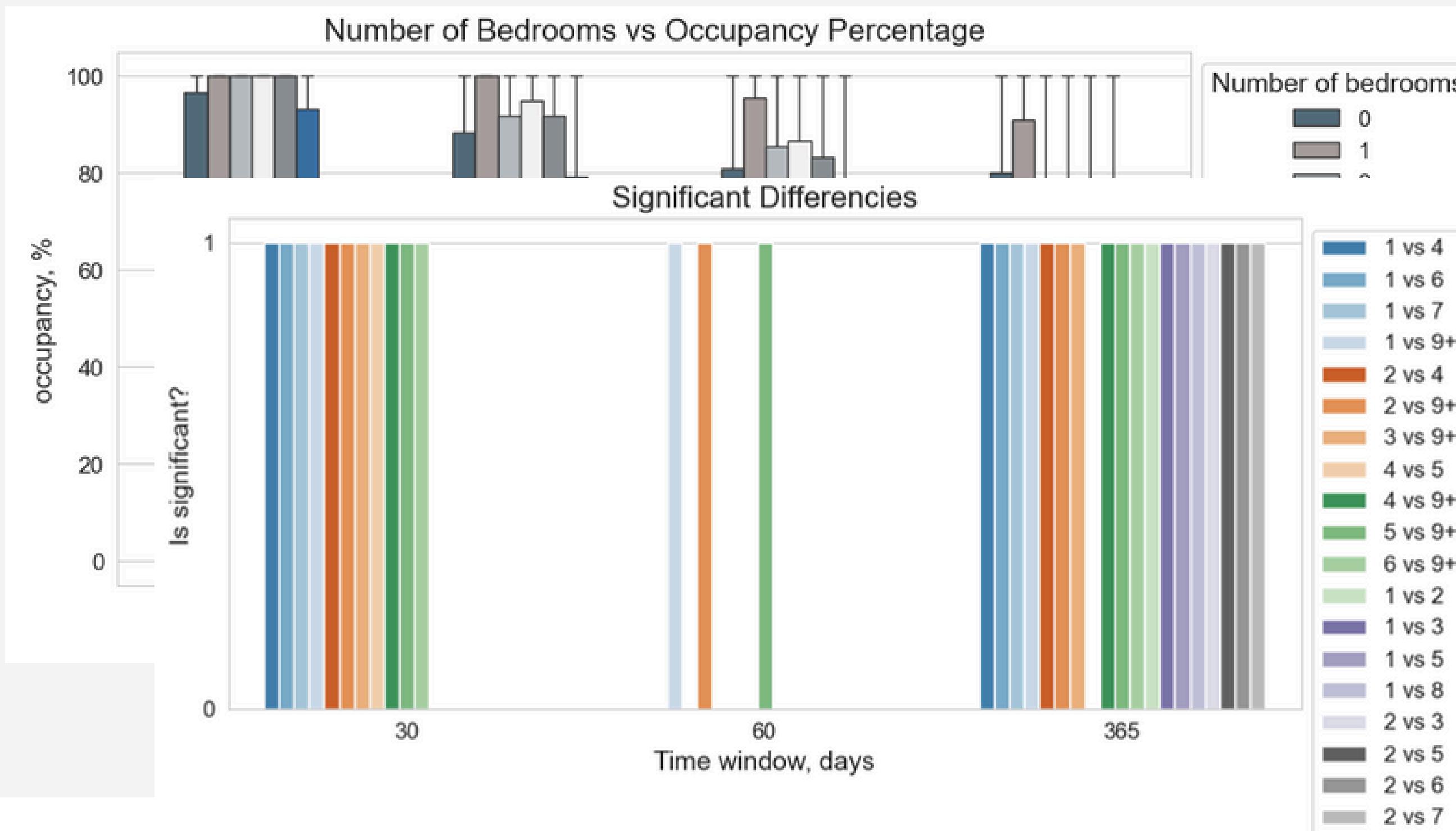
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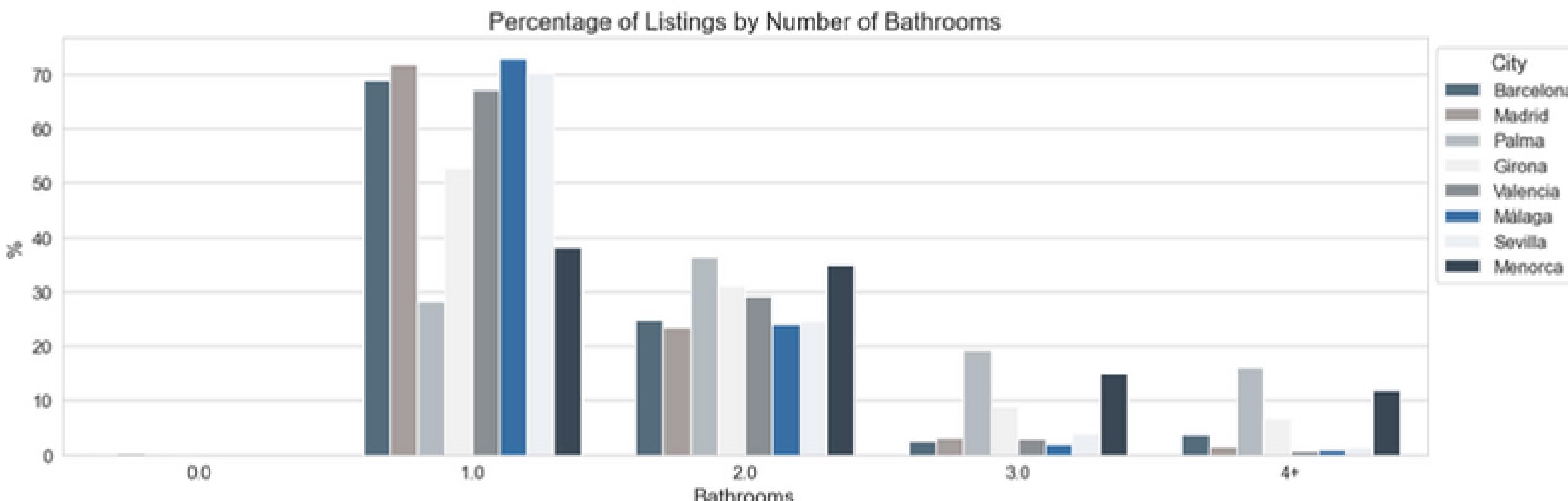
- Highlight 1-3 bed properties
- Avoid promote large properties for long-term stays

MORE BEDS -> LOWER OCCUPANCY



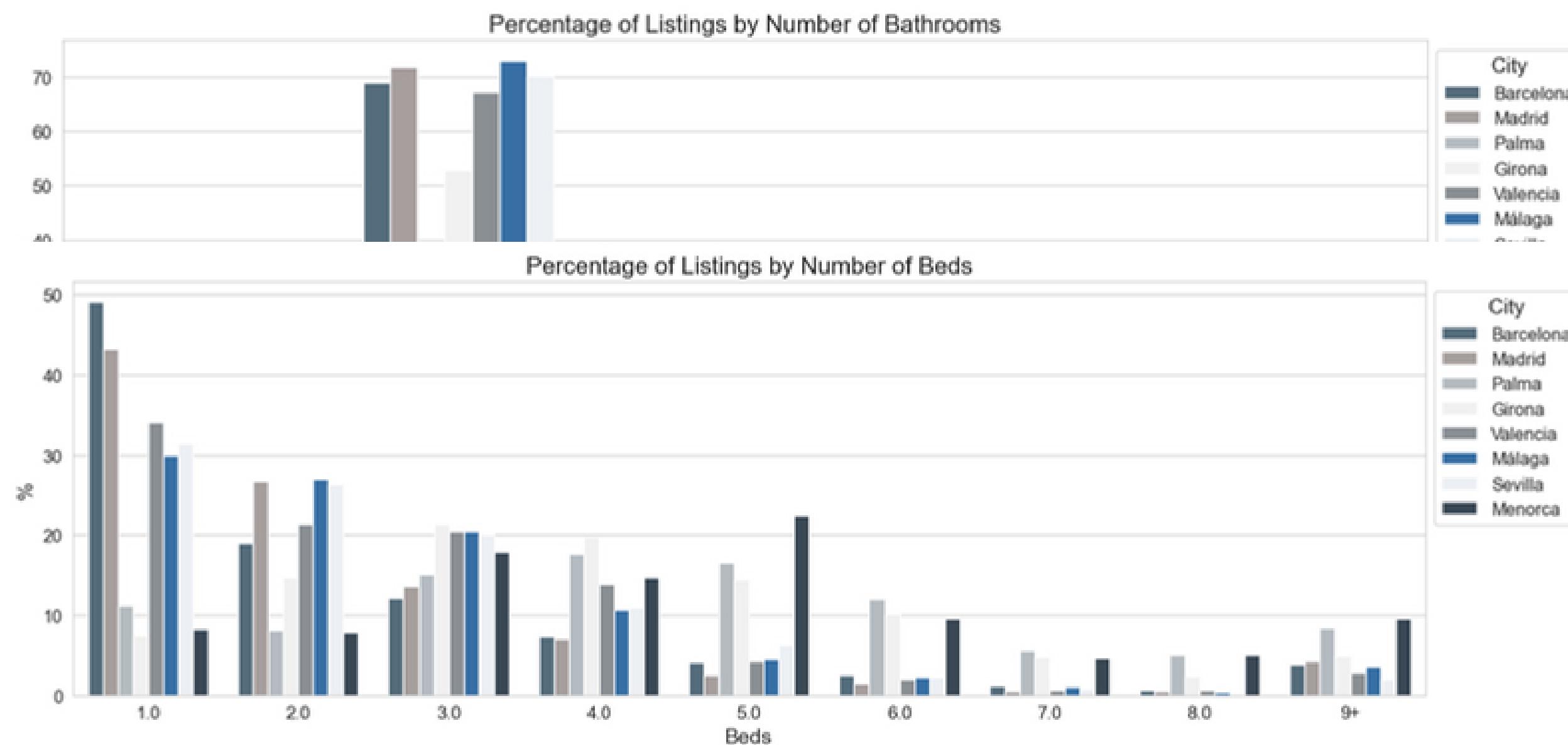
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CITY-LEVEL ANALYSIS



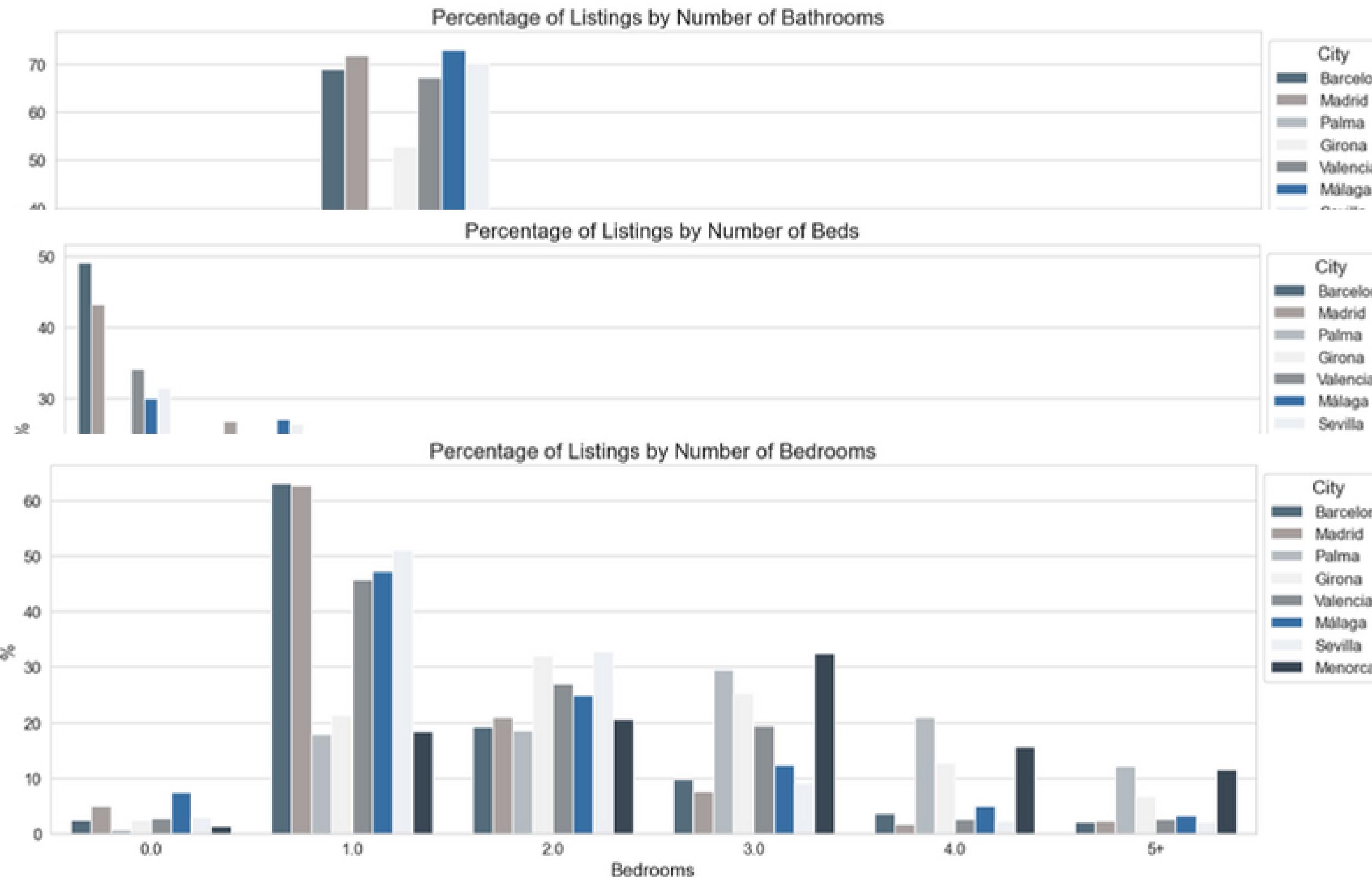
- Larger properties in Palma and Menorca
- Smaller properties in Barcelona and Madrid

CITY-LEVEL ANALYSIS



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- Smaller properties in Barcelona and Madrid

CITY-LEVEL ANALYSIS



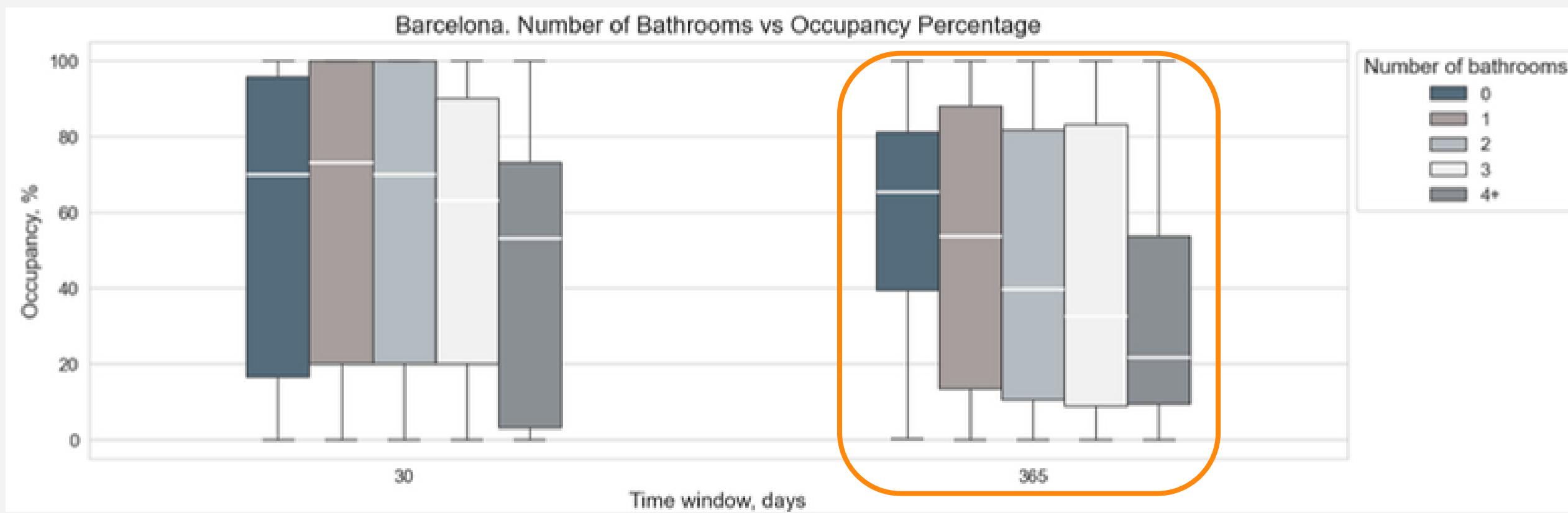
- Larger properties in Palma and Menorca
- Smaller properties in Barcelona and Madrid

→City-specific recommendations

CITY MATTERS. BATHROOMS

Bathrooms are important in **Barcelona** and **Valencia**

More bathrooms → **lower** occupancy in long term



CITY MATTERS. BEDROOMS

Bedrooms are very important in **Barcelona** and **Palma**

More bedrooms → **lower** occupancy in long term



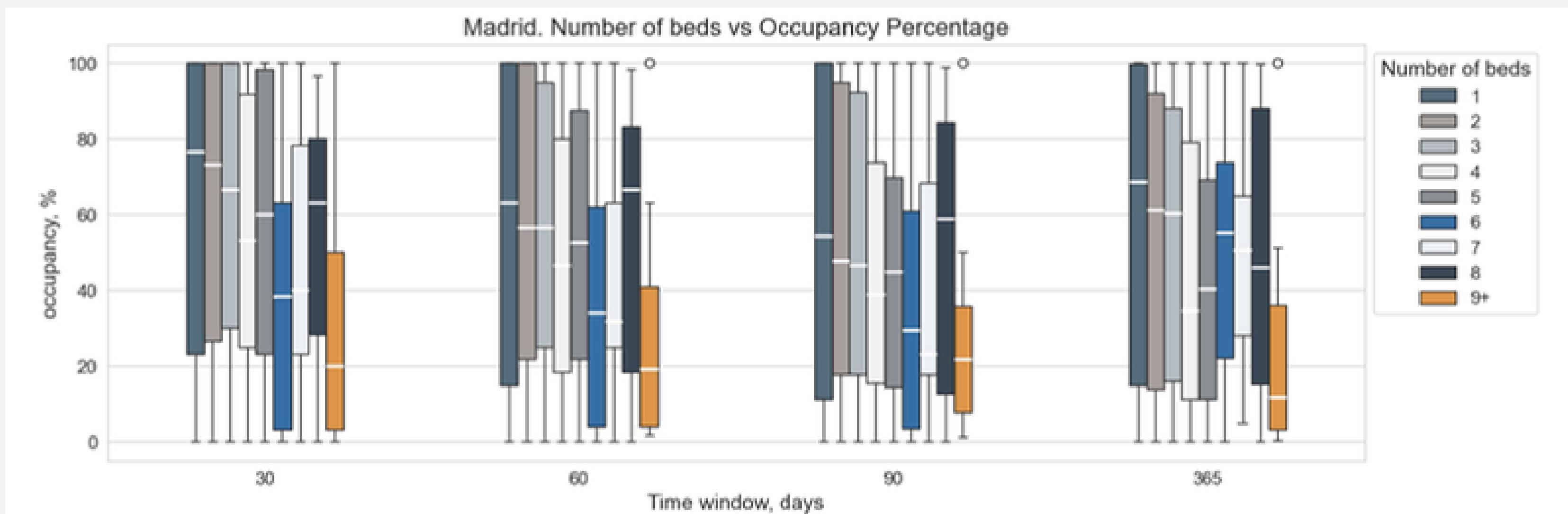
More bedrooms → **higher** occupancy

CITY MATTERS. BEDS

Beds are very important in **Barcelona** and **Madrid**

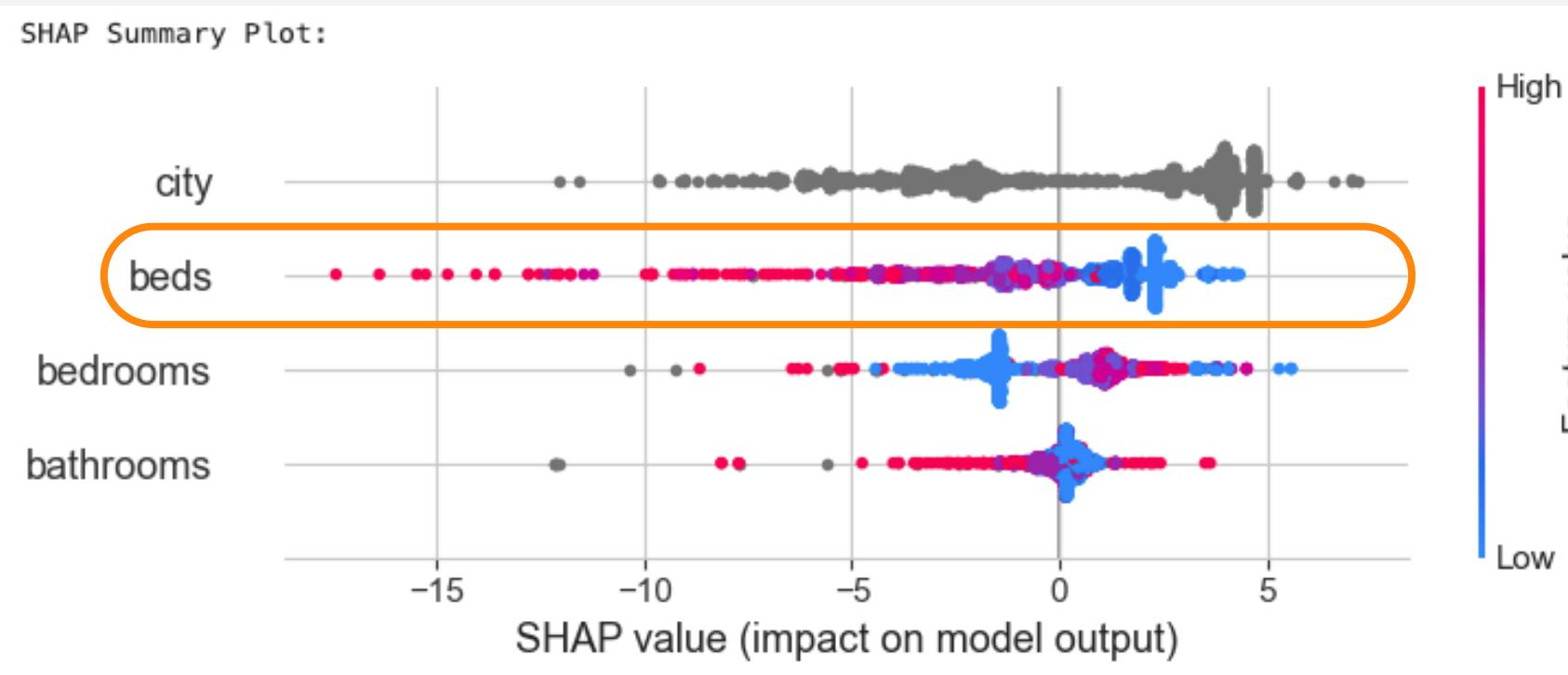
More beds → usually **lower** occupancy

Focus on **8-beds** apartments!

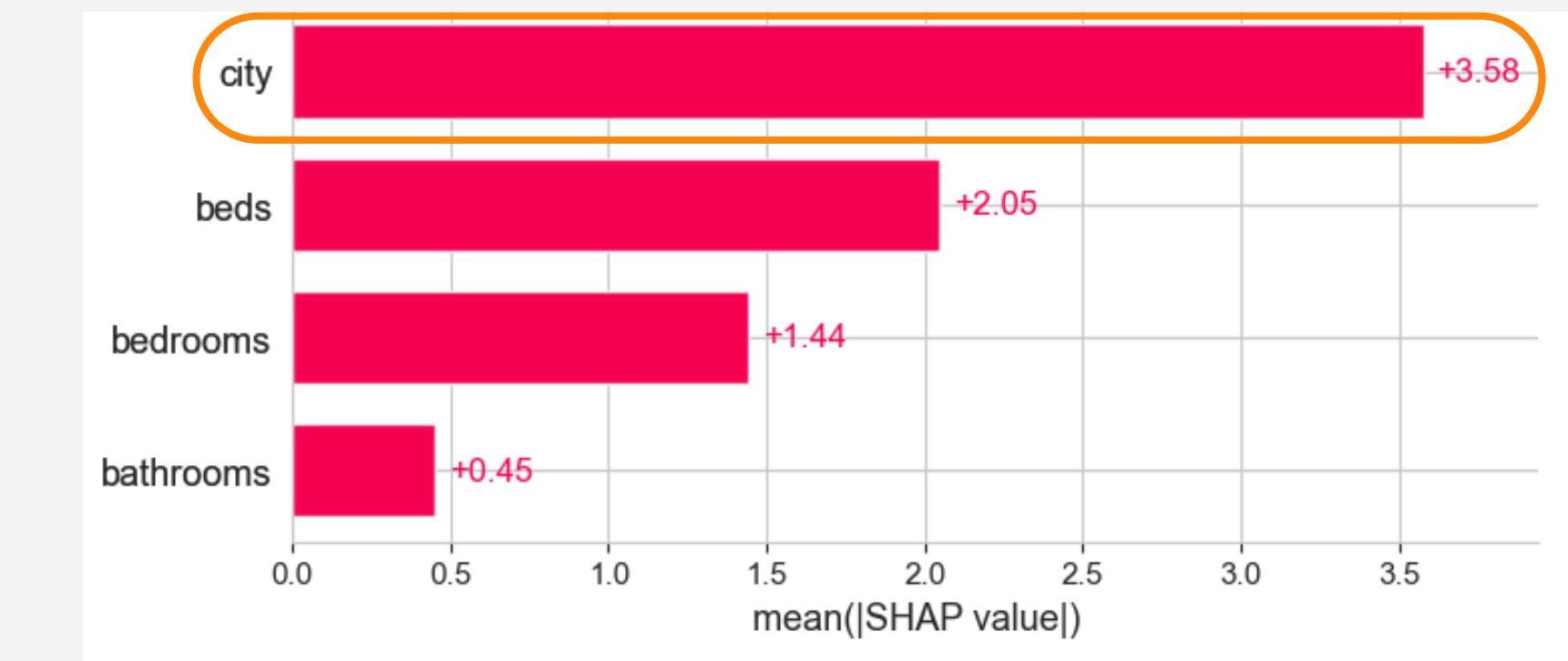


WHAT DRIVES OCCUPANCY?

- Apply City-specific campaigns
- Promote 1-2 bed properties in big cities
- Investigate other factors



Fewer beds → higher occupancy
Bathrooms have minimal impact



City is the most influential feature in predicting occupancy

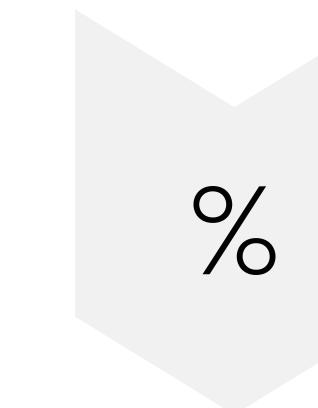


RATING COVERAGE TRENDS



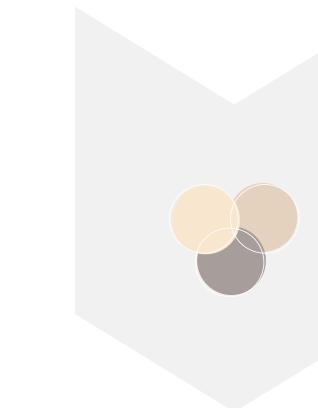
Absolute Growth

+966 rated accommodations



Relative Decline

-6% coverage ratio



Coverage Gap

2,625 properties need ratings

CUSTOMER EXPERIENCE ANALYSIS: PRICE VS SATISFACTION

PRICE
NORMALIZATION

PRICE
SEGMENTATION

VALUE
PERCEPTION

FINAL
CONCLUSION

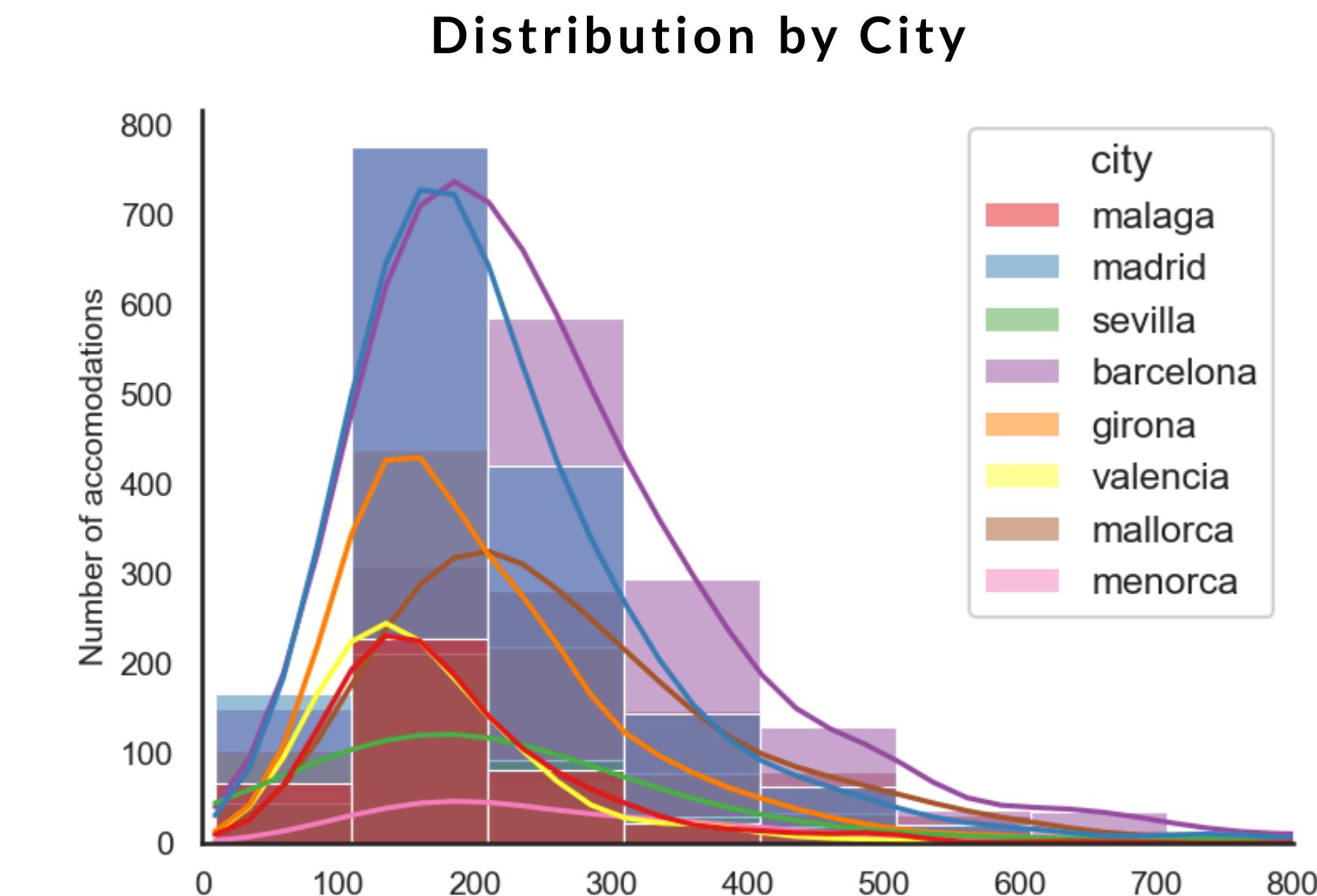
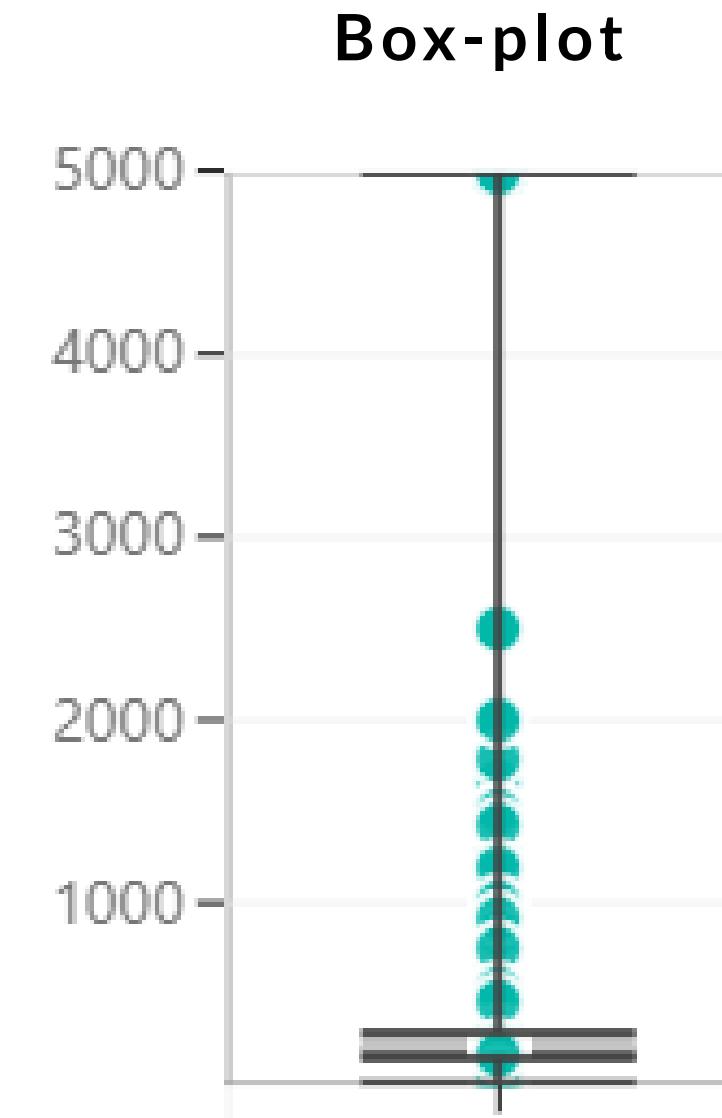
**PRICE PER
PERSON**
=

Total price
/
Accommodation's
guest capacity

Quartile3 288

Median 200

Quartile1 148



CUSTOMER EXPERIENCE ANALYSIS: PRICE VS GENERAL RATING

PRICE
NORMALIZATION

PRICE
SEGMENTATION

VALUE
PERCEPTION

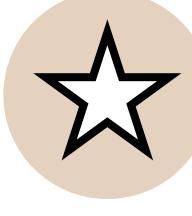
FINAL
CONCLUSION

Local market segments



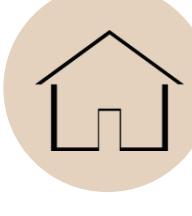
LUXURY

Top 20% most expensive



PREMIUM

Higher-end but not extreme $\leq P80$



MID-RANGE

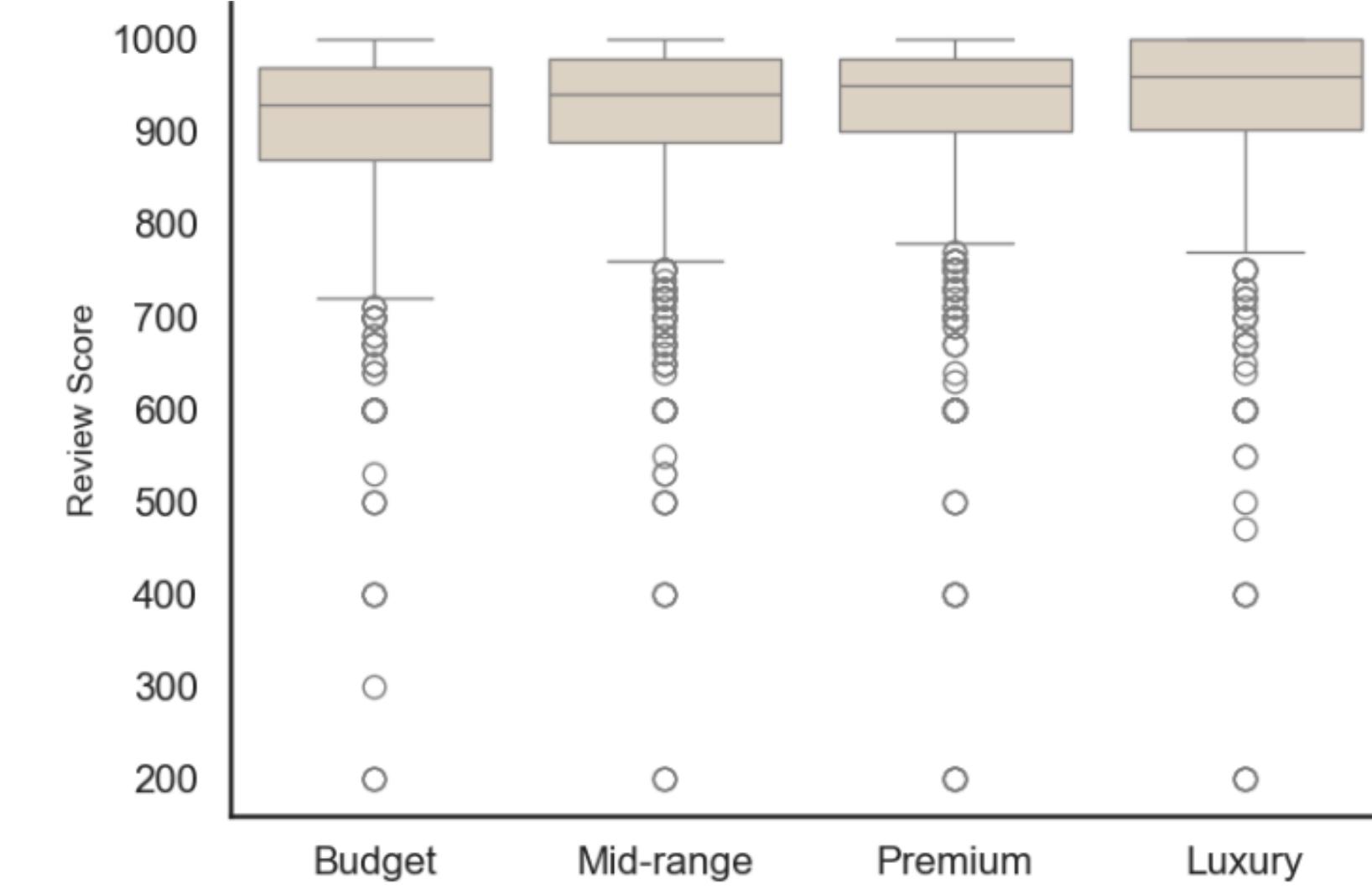
\leq Median



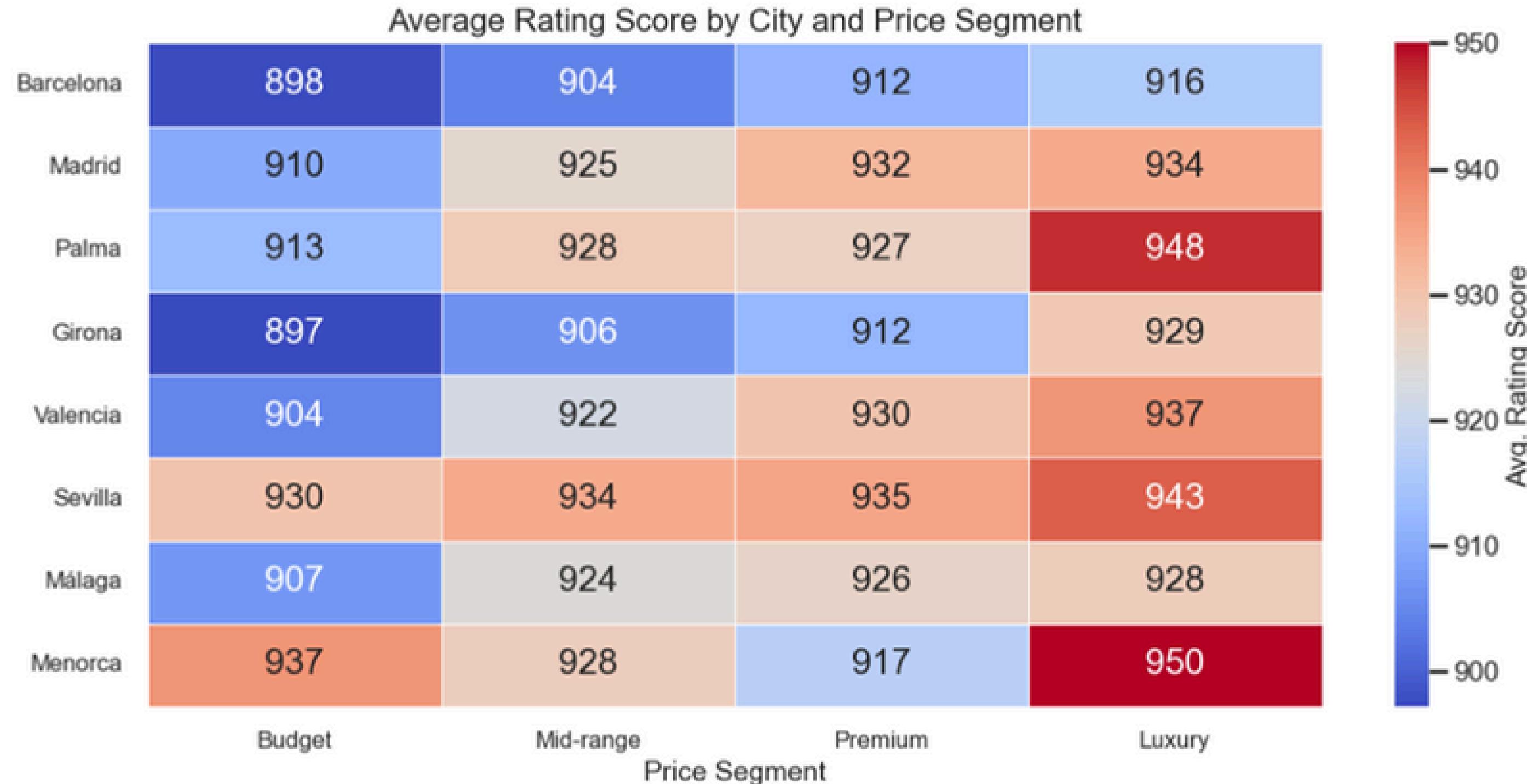
BUDGET

Lowest-priced 20% of listings

Rating Distribution by Price Segment



CUSTOMER EXPERIENCE ANALYSIS: Price vs General Rating by City



CUSTOMER EXPERIENCE ANALYSIS: PRICE VS VALUE

PRICE
NORMALIZATION

PRICE
SEGMENTATION

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CONCLUSION



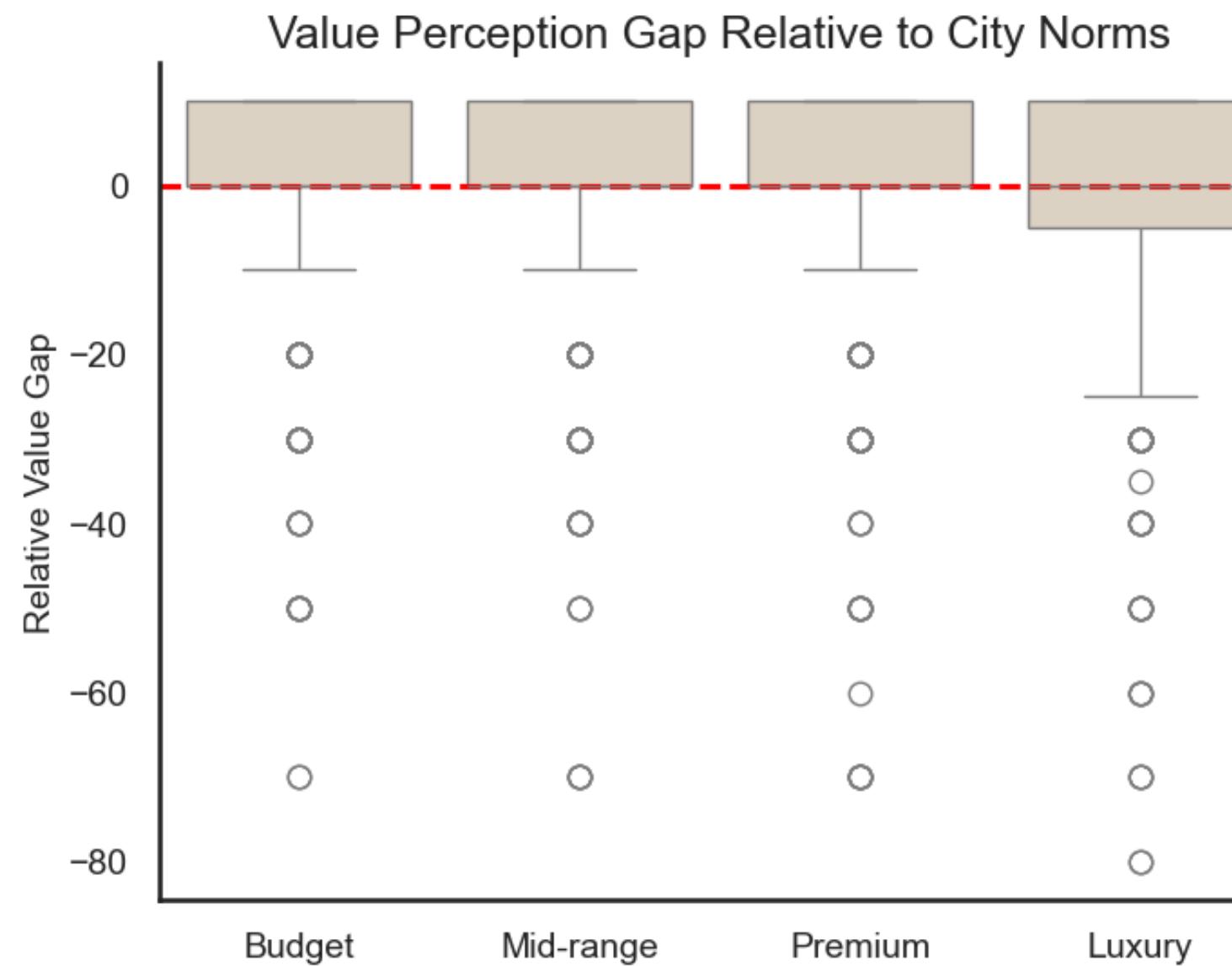
LUXURY

good overall rating → rate amenities/service highly
 low value score → feel overcharged

BUDGET

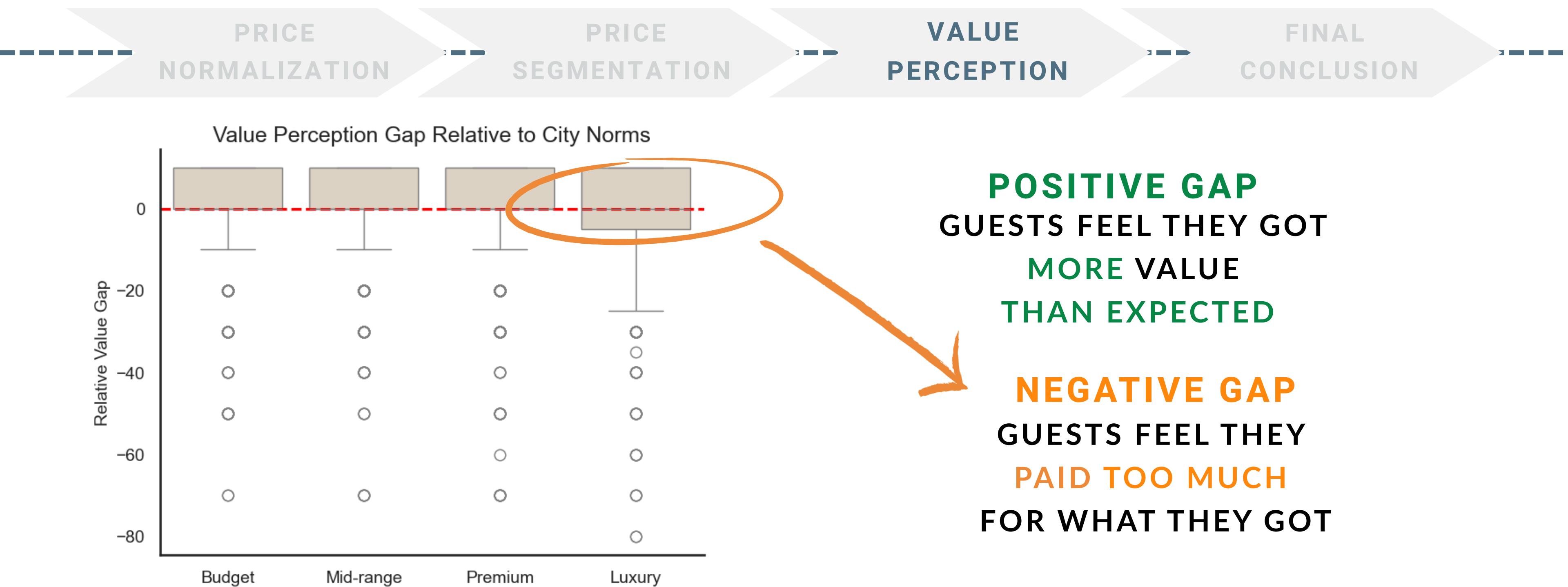
low price comes with poor quality → pull down both ratings

CUSTOMER EXPERIENCE ANALYSIS: VALUE PERCEPTION GAP



POSITIVE GAP
GUESTS FEEL THEY GOT
MORE VALUE
THAN EXPECTED

CUSTOMER EXPERIENCE ANALYSIS: VALUE PERCEPTION GAP



CUSTOMER EXPERIENCE ANALYSIS: PRICE VS VALUE BY CITY

PRICE
NORMALIZATION

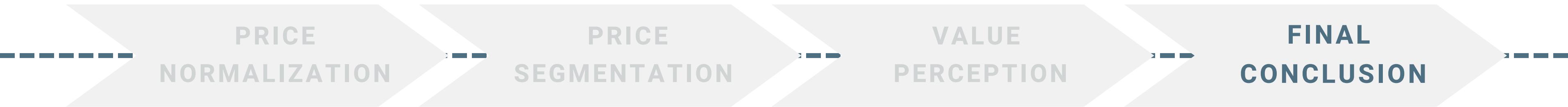
PRICE
SEGMENTATION

VALUE
PERCEPTION

FINAL
CONCLUSION



CUSTOMER EXPERIENCE ANALYSIS: PRICE VS SATISFACTION



BUDGET/ECONOMY

- ✓ Marketing “Best value [City]”
- ✓ Increase prices carefully
- ✓ Encourage reviews

LUXURY/PREMIUM

- ✓ Audit quality
- ✓ Adjust pricing
- ✓ Add premium amenities



Tourist Accommodation



THANK YOU



