

HOTELS REVIEW



Graph interpretation

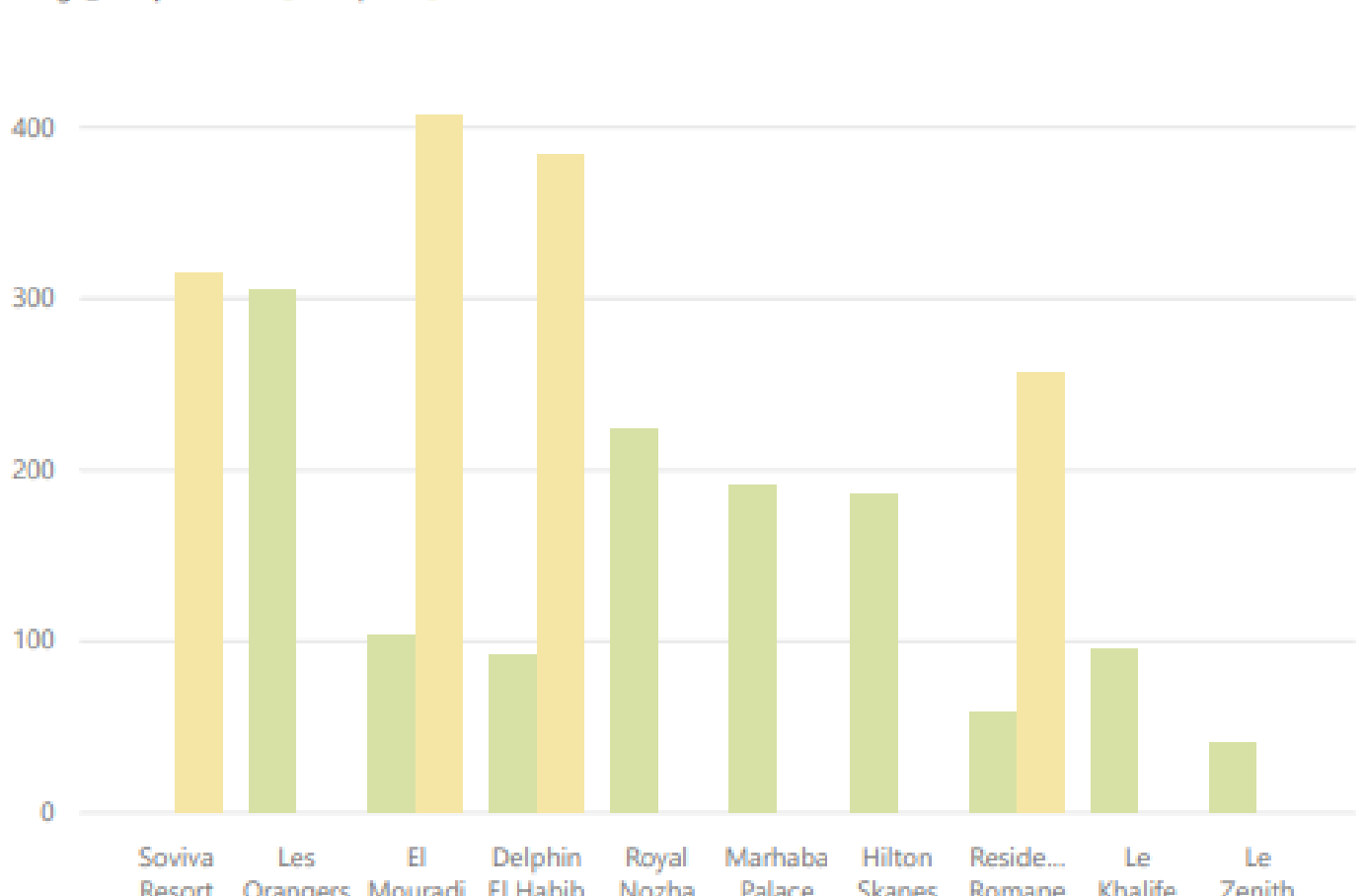
Hotels like Delphin El Habib and El Mouradi Skanes are mostly tagged as “High Price,” which may hurt their competitiveness. Others like Royal Nozha or Le Khalife are marked as “Good Deal,” potentially making them more appealing to cost-conscious travelers.



Action to take

Hotels labeled as “High Price” should consider reassessing their pricing strategy or improving perceived value (e.g., through better services or promotions) to enhance competitiveness. Meanwhile, “Good Deal” hotels should maintain their value advantage and consider strategic marketing to attract more bookings without compromising profit margins.

Badge_Comparateur ● Bon plan ● Prix élevé





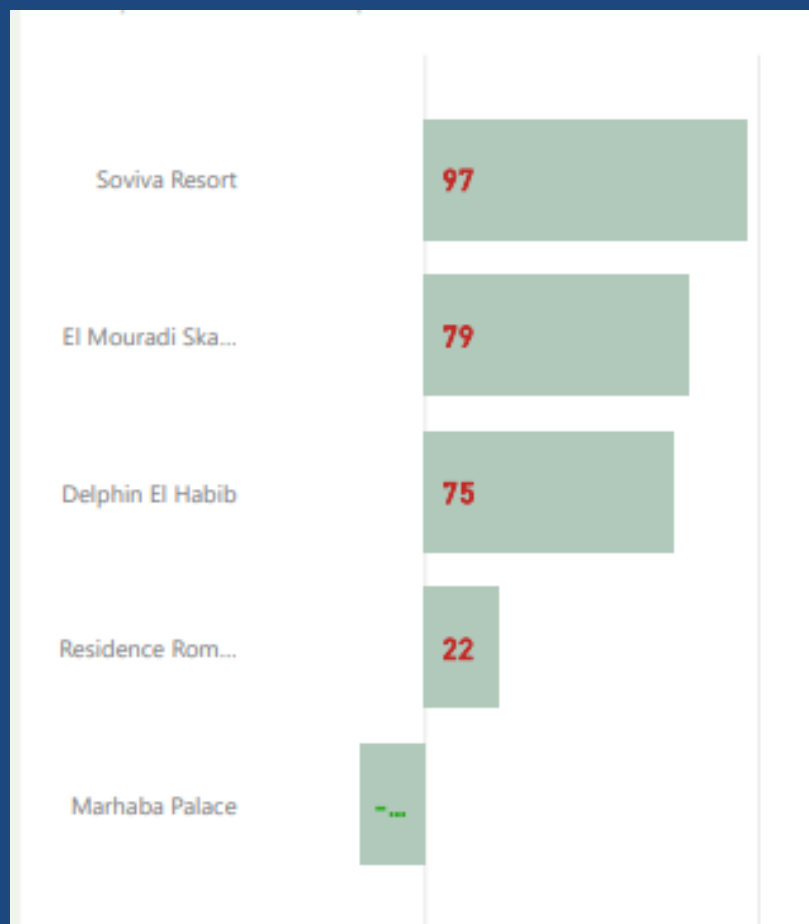
Graph interpretation

Hotels such as Soviva Resort and El Mouradi Skanes are priced far above market average, with deviations of 97 and 79 respectively – which may position them as premium but could deter price-sensitive guests. Marhaba Palace shows a negative deviation, which could be a value advantage.



Action to take

Hotels with high positive price deviation like Soviva Resort should either adjust their prices to better align with market expectations or clearly communicate the added value justifying their premium. On the other hand, hotels with negative deviation like Marhaba Palace should capitalize on their competitive pricing by promoting their value-for-money advantage to attract more guests.





Graph interpretation

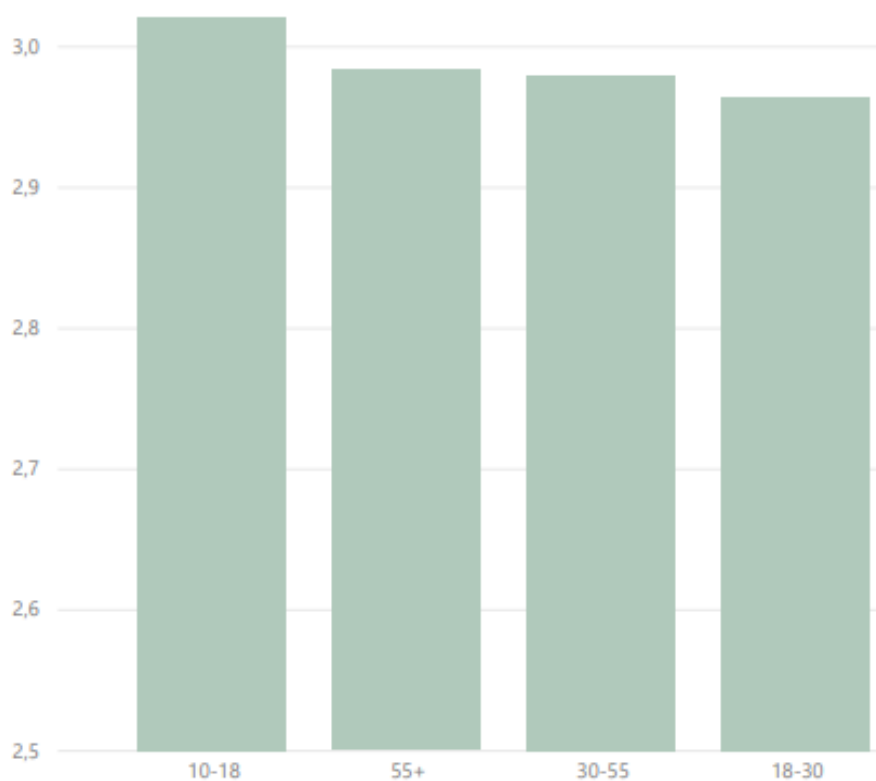
Younger guests (10–18) show the highest satisfaction (~3.05), while the 18–30 group reports the lowest. This suggests that targeted improvements could be made to better serve young adults, possibly in service quality or amenities.



Action to take

Focus on improving the experience for the 18–30 age group by enhancing amenities, entertainment options, or service personalization. Maintaining high satisfaction among younger guests (10–18) is also key, so efforts should be balanced to retain this segment's positive perception.

Satisfaction Moyenne par Tranche d'age





Graph interpretation

The hotel sector shows contrasting trends: while the average price per night remains stable with a marginal drop of 0.06%, and the average cost per reservation has decreased significantly by 9.48%—likely due to shorter stays or promotions—the total number of reservations has plummeted by 66.17%, indicating a sharp decline in demand. Interestingly, despite this drop, the occupancy rate has surged by 18.39%, suggesting more efficient room utilization, possibly through longer guest stays or a reduction in available room capacity.



Action to take

To address the sharp drop in reservations (−66.17%), targeted marketing campaigns and seasonal promotions should be launched to boost demand. At the same time, the strong occupancy rate (+18.39%) should be leveraged by optimizing pricing strategies and maintaining high service quality to encourage longer stays and maximize revenue per available room.

en par nuit par hôtel

7,82

n Prix Moyen **-0,06%**



Cout Moyen Par Réservation

1,71K

Variation Cout **-9,48%**



Nombre de réservation

3K

Variation Réservations **-66,17%**



Taux d'occupation

97,43%

Variation Taux D'occupation **18,39%**