

# CITY HOTEL GROUP ANALYSIS



Select Year

All

Select Country

All

Select Hotel

All



Total Bookings

100,732

Total Revenue

£10.23M

Average Revenue

£101.57

Cancelled/No Show

26,752

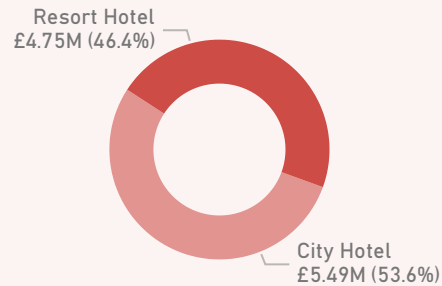
% of Parking Required

8.63%

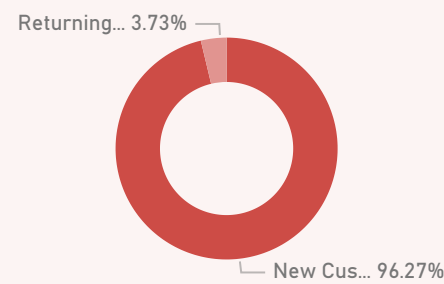
Lost Revenue

£3.47M

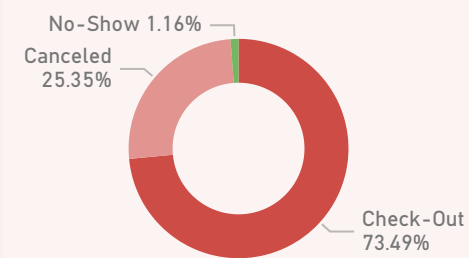
Revenue by hotel



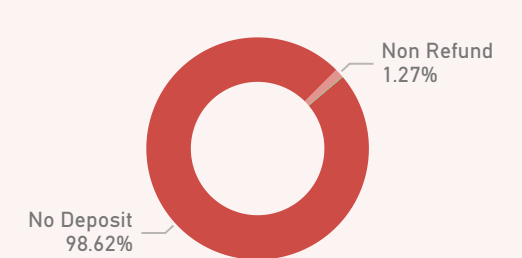
Booking by Customer Status



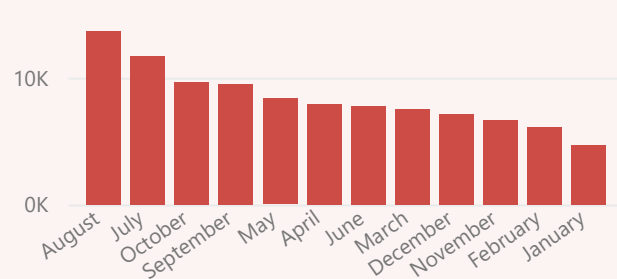
Booking by Reservation Status



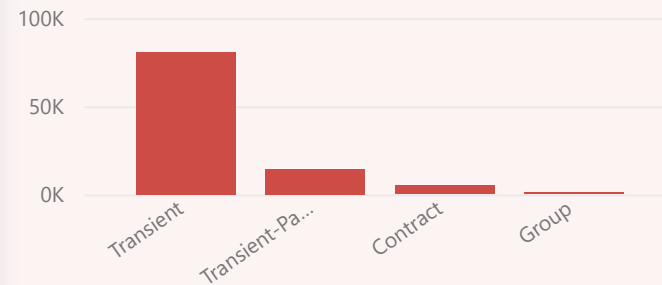
Booking by Deposit Type



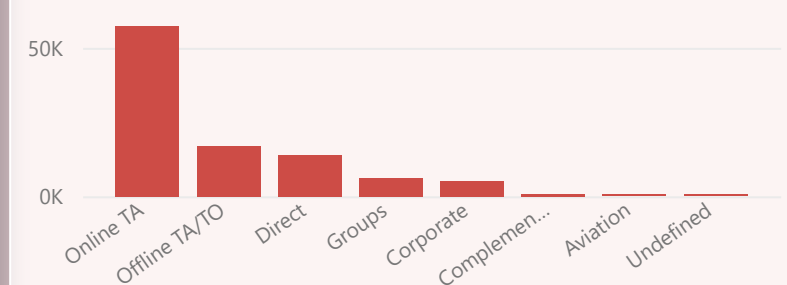
Bookings by Arrival Month



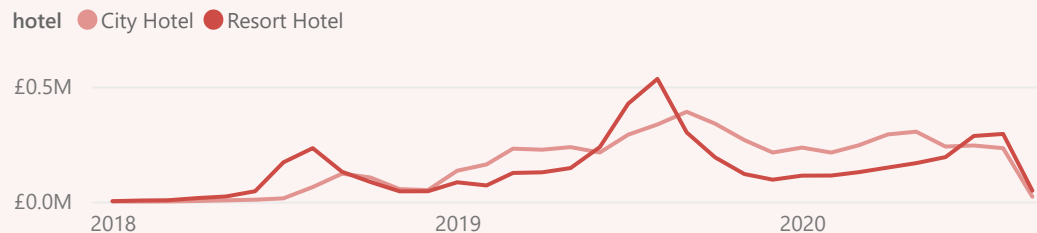
Bookings by Customer Type



Bookings by Market Segment



Trendline of Revenue Per Hotel



Summary of Analysis/Findings

- 96% of customer are new customers. The group should look into loyalty programs to reward returning customers. A survey can be carried out to understand customer's experience during their stay at the Hotel.
- As most of the bookings are done online, the group offers a "No deposit" for booking, this translates to revenue loss when such bookings are cancelled. Canceled bookings make up a massive 25% of total bookings.
- The group should look into adverts/promotions to corporate entities for events. Group/Corporate make up a meager 11% of total bookings.