



SPLENDOR HOTEL GROUP BOOKING ANALYSIS (2015 - 2017)

REVENUE

CUSTOMER

INSIGHTS

Year

2015

2017

2016

Months

All

Hotel

City

Resort

Customer Type

Contract

Group

Transient

Transient-Party

Status

Canceled

Check-Out

No-Show



Total Booking

119K



Total Revenue

\$29.6M



Total Revenue Loss

(\$13.1M)



Avg Daily Rate

\$101.8



Total Nights Stayed

409K



Total Guests

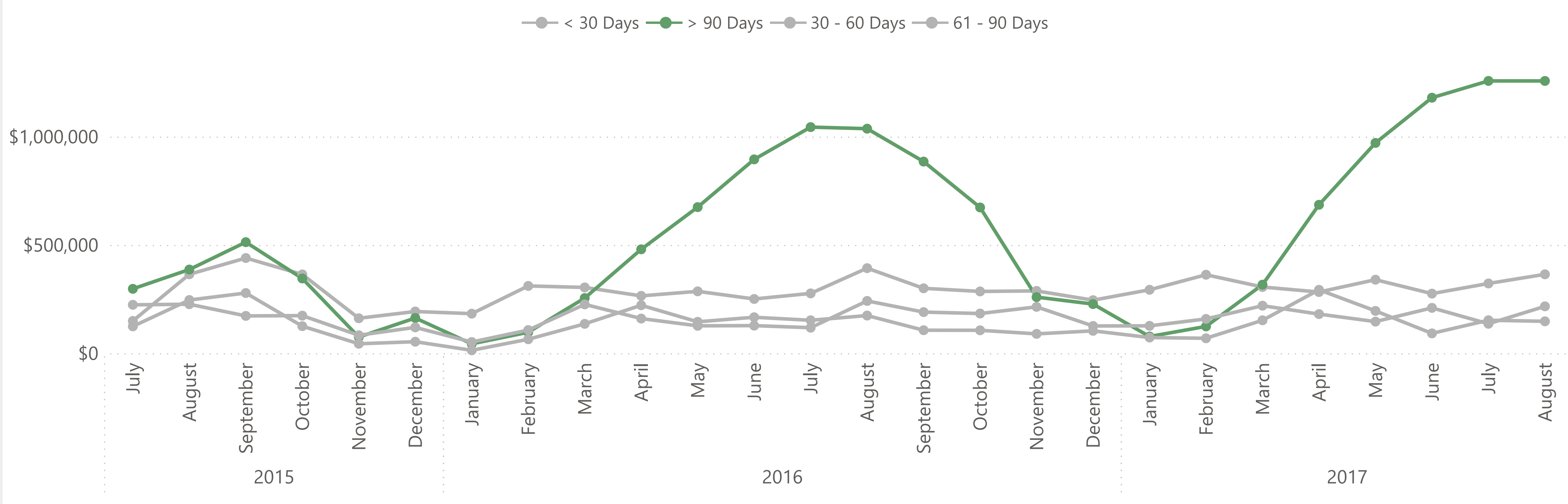
235K



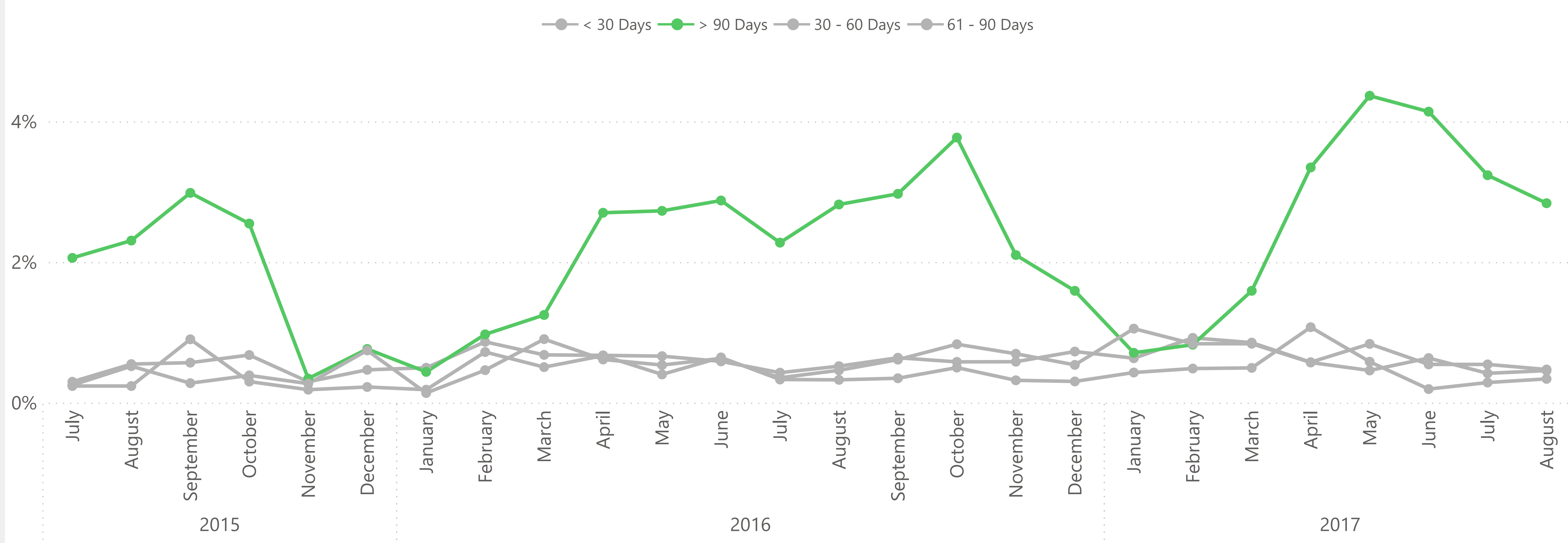
Total Cancellation

44K

Total Revenue by Lead Time



Cancellation Rate by Lead Time



INSIGHTS

- Revenue increased steadily between **2015 and 2017**, reaching a peak of \$9.3M in July and August and a peak loss of \$5.2M. **Portugal** is top revenue generating nation, brining in **\$2.9M annually**.
- An increase in average daily rate correlated with an increase in cancellation rate. The highest ADR was **\$186** for resort and **\$122** for city hotel.
- May 2017 saw the city hotel record its greatest revenue of **\$1.2M** and its highest loss of **\$577,290** as a result of cancellations.
- In August 2017**, resort hotel saw its greatest revenue of **\$1.1M** and its largest loss of **\$787,138** as a result of cancellation.
- The months with the longest duration of stay for all customers were **June, July and September**. In September 2016, contract customers had the longest average stay of **10 days**.
- All lead time group increases in relation to each other which shows there is a **positive** correlation between the lead time and customer type.

RECOMMENDATIONS

- Reducing the average daily rate in the **summer** (July - Sept) might decrease the cancellation rate.
- Offer discount to lead time more than **90 days** for summer bookings
- Request for feedback and ratings from customers to identify areas of concerns to **reduce cancellations**.