



# WEMBO HOTEL: EXECUTIVE ANALYSIS REPORT

Analysis Period: January 2022 - November 2025

Report Date: November 30, 2025

Total Dataset: 9,000 bookings analyzed

# Executive Summary: Performance & Challenges

## Positive Revenue Growth

WEMBO HOTEL shows +30% revenue growth from 2022 to 2025.

## Critical Occupancy Challenge

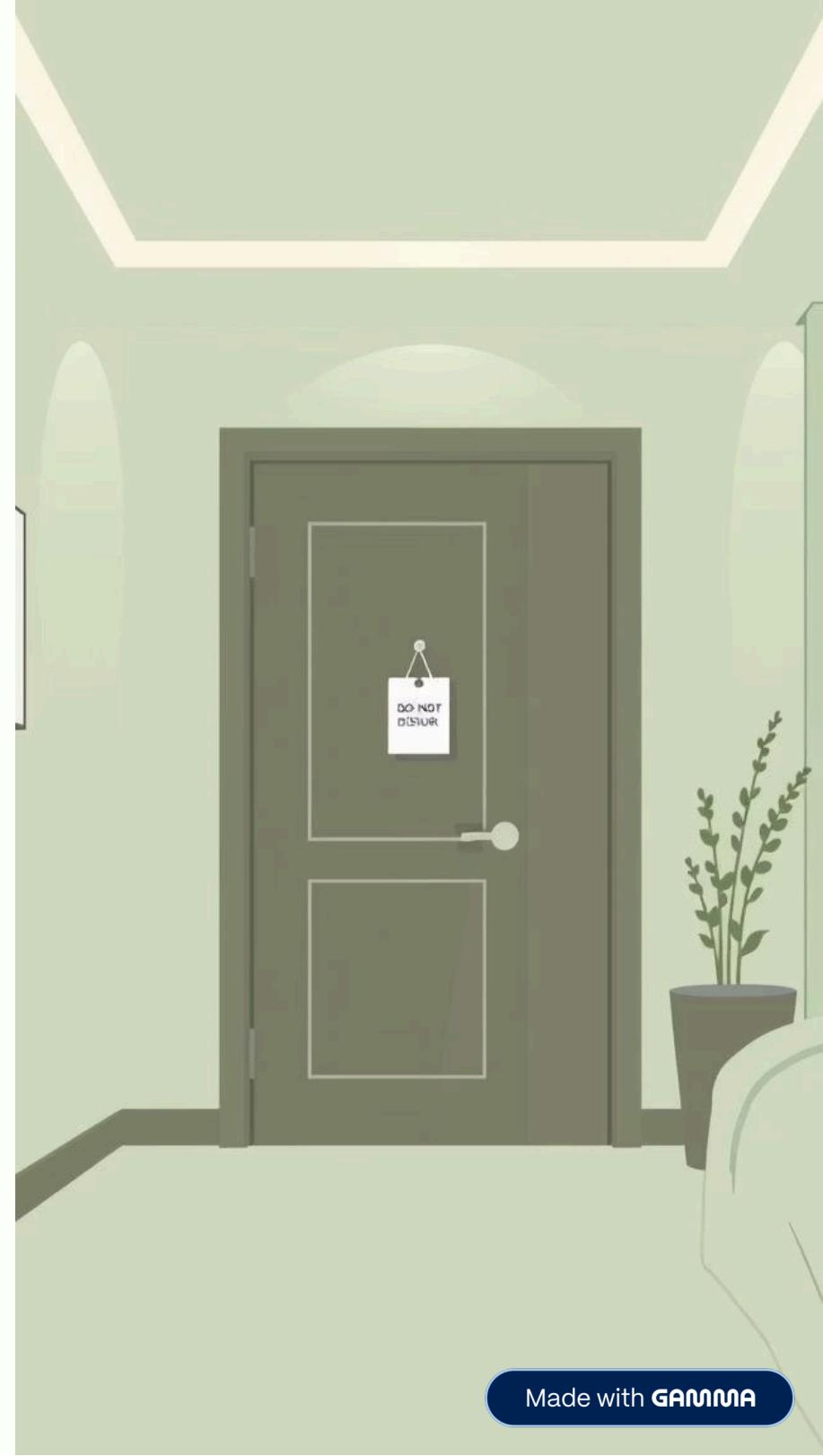
Current occupancy at 54.20%, significantly below the 85% industry standard.

## Strong Premium Segment

Deluxe rooms perform well, supported by a diversified OTA-led distribution.

## Strategic Improvements Needed

Focus on occupancy, direct bookings, and seasonal demand for profitability.



# Key Performance Indicators (KPIs)

**9,000**    **\$15.71M**    **54.20%**    **4.31/5..**

## Total Bookings

Good volume

## Total Revenue

Strong performance

## Occupancy Rate

Below target (85%)

## Customer Satisfaction

Very Good

**12%**

**91**

## Cancellation Rate

Moderate concern

## Avg. Lead Time

Advanced booking pattern

# Major Insights: Performance by Segment

## Room Type Performance

- **Deluxe rooms** generate the highest revenue.
- Premium rooms show strong price-satisfaction correlation.
- All room types maintain satisfaction above 4.0/5.0.



## Distribution Channel Analysis

- **OTA leads revenue** (\$4.00M) despite higher costs.
- **Corporate channel** has the best revenue-per-booking ratio.
- **Direct bookings** underperform in volume with highest cancellation (12.64%).



# Major Insights: Seasonal Patterns & Customer Behavior

1

## Seasonal Patterns

**Summer** shows strongest satisfaction. Critical low-occupancy months: February (40.14%), January (45.76%), March (46.87%) in 2022. Peak periods: October (61.29%), November (57.24%).

2

## Loyalty Impact

27% returning customer rate. Strong correlation: 6+ previous stays rate satisfaction at 4.4+. First-time visitors average 4.2/5.0.

3

## Booking Patterns

91-day average lead time suggests planning-oriented clientele. Majority of bookings made before 91-day mark.

4

## Special Requests Paradox

Inverse correlation: Higher special requests correlate with lower satisfaction scores, suggesting service fulfillment gaps.





# Strategic Recommendations: Occupancy Rate Recovery

**Problem:** Current 54.20% occupancy is 31 percentage points below industry standard (85%).

1

## Winter Offensive Campaign

Launch "Winter Warmth Package" (25% discount on Deluxe/Suite) targeting UK & Germany. **Projected Impact:** Increase February occupancy from 40% to 55% (+\$42,000 revenue).

2

## Dynamic Pricing Strategy

Implement revenue management for real-time pricing. Reduce rates 15-20% during low-demand periods. **Projected Impact:** +\$95,000 annual revenue.

3

## Extended Stay Promotions

"Stay 4 nights, pay for 3" during shoulder seasons, targeting corporate segment.



# Strategic Recommendations: Direct Channel Optimization

**Problem:** Direct channel underperforms in volume and has highest cancellation rate (12.64%).



## "Book Direct Benefits"

Free room upgrade, exclusive late checkout, complimentary breakfast. **Projected Impact:** Increase direct bookings from 22% to 30%, saving \$120,000 in OTA commissions.



## Reduce Direct Cancellations

Implement flexible (standard price) and non-refundable (-15% discount) rates. **Projected Impact:** Reduce direct cancellation from 12.64% to 9%, recovering \$35,000.



## Website Conversion

Add live chat, real-time "only X rooms left" messaging, and prominently display satisfaction score.



# Strategic Recommendations: Customer Satisfaction Excellence

**Problem:** Special requests negatively correlate with satisfaction.



## Special Request Protocol

Implement expectation-setting emails, a "Feasibility Matrix," and proactive communication for unfulfillable requests.

**Projected Impact:** Improve satisfaction for high-request guests from 3.9 to 4.3.



## Loyalty Enhancement

Launch "Wembo Club" with tiered discounts and benefits.

**Projected Impact:** Increase returning customer rate from 27% to 40%, adding \$280,000 annual recurring revenue.



## Service Recovery

Empower front desk for immediate compensation (up to \$50) for service failures. Follow-up surveys for low-satisfaction predictors.



# Strategic Recommendations: Revenue Diversification

**Problem:** Over-reliance on OTA channel (high commission costs).

## 1 Corporate Partnership Expansion

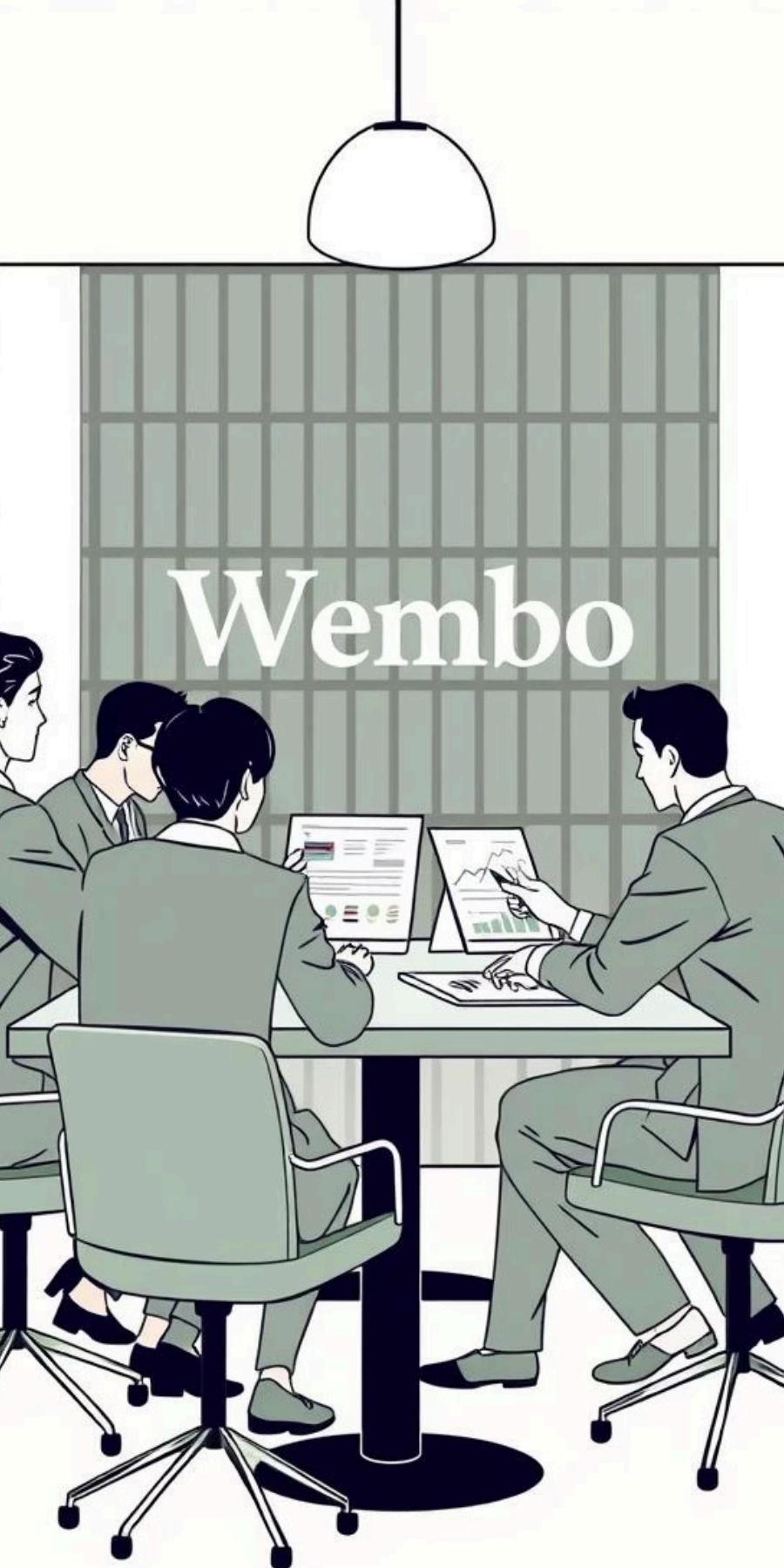
Target 50 new corporate partnerships in UK, Germany, France. Offer volume discounts. **Projected Impact:** +\$420,000 annual corporate revenue.

## 2 Premium Experience Upselling

Create "Wembo Experience Package" (Suite upgrade + spa + dinner). Target loyal guests. **Projected Impact:** \$180,000 additional revenue.

## 3 Family-Friendly Positioning

Develop "Family Getaway" packages and partner with local attractions. **Projected Impact:** Increase family bookings by 40% (+\$165,000).



# Conclusion & 90-Day Action Plan

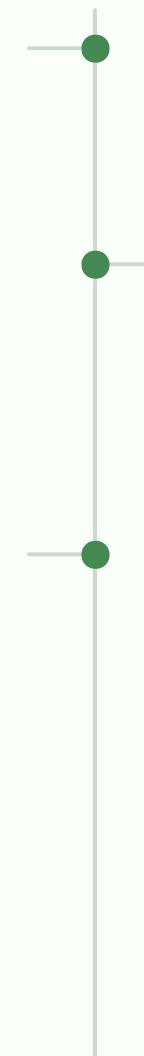
Wembo Hotel has a solid foundation, but **occupancy optimization** is key for revenue growth.

## Month 1: Immediate Wins

Launch "Book Direct Benefits," implement non-refundable rates, train staff on special requests, set dynamic pricing.

## Month 3: Optimization & Measurement

Analyze occupancy, review satisfaction, create premium upsell packages, adjust strategy. **Target Check:** Occupancy 60-62% by end of March.



## Month 2: Foundation Building

Soft launch "Wembo Club," activate winter discounts, install live chat, finalize corporate agreements.

**Success will be measured by:** Occupancy Rate: 54% → 70%; Direct Bookings: 22% → 30%; Returning Customers: 27% → 40%; Satisfaction Score: Maintain 4.31+ (target 4.50).