HYPER
HOTEL

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Why are we here?

To help **remedy** the trend of negative results through the power of data analysis

NEXTREND ANALYTICS
BUSINESS INTELLIGENCE

Agenda

Insights we've gained

Recommended strategy going forward

Our analysis of Hyper Hotels
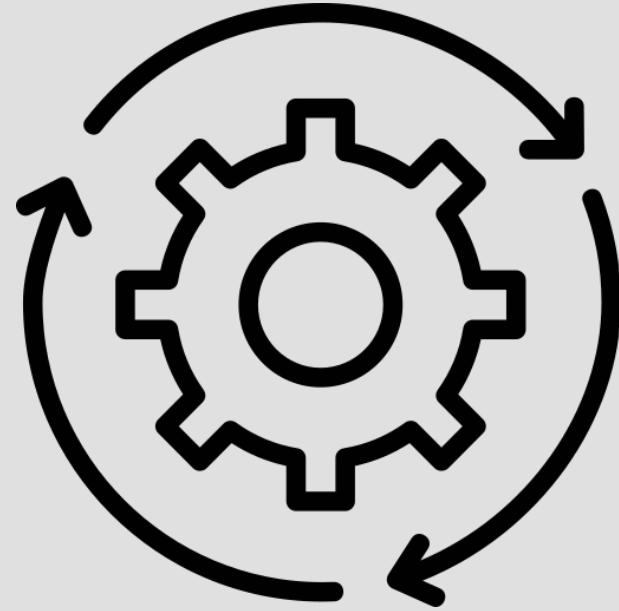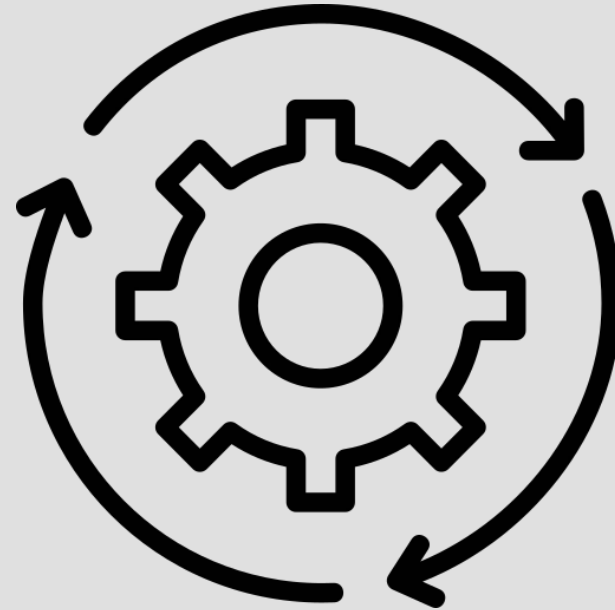
Departments

Operations

Finance

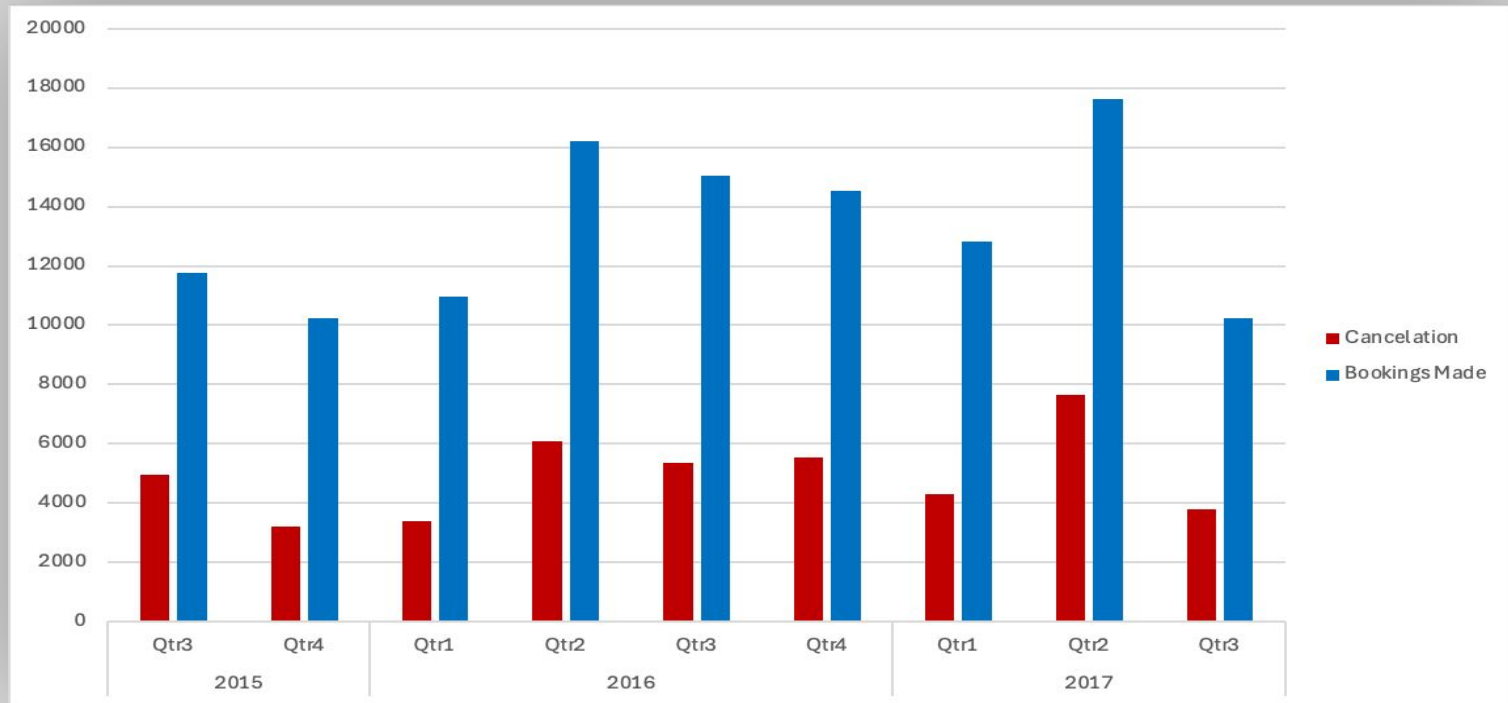Commercial

Operations

Operations

has noticed that
cancellation rates has increased over
the past few years, often leaving
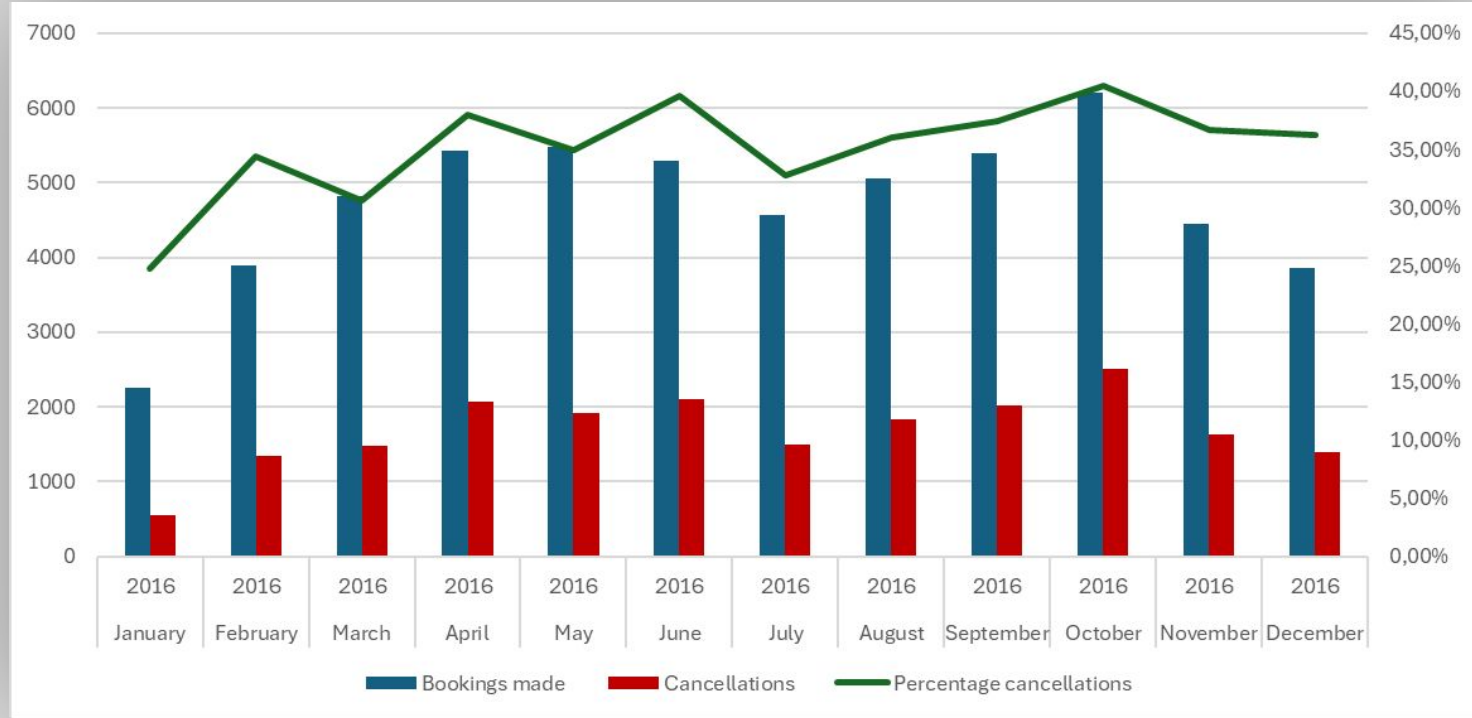rooms unrented for several days.

How can this be avoided?

Bookings and cancellations made for Hotels from 2015-2017

Monthly cancellations made in 2016 alone

Geographical breakdown

Bookings canceled	hotel		
Room_category	City Hotel	Resort Hotel	Grand Total
A	26901	6047	32948
B	503	9	512
C	15	431	446
D	4273	2089	6362
E	540	1428	1968
F	719	208	927
G	129	651	780
H		251	251
I		5	5
K	12		12
L		1	1
P	10	2	12
Grand Total	33102	11122	44224

© 2024 Mapbox © OpenStreetMap
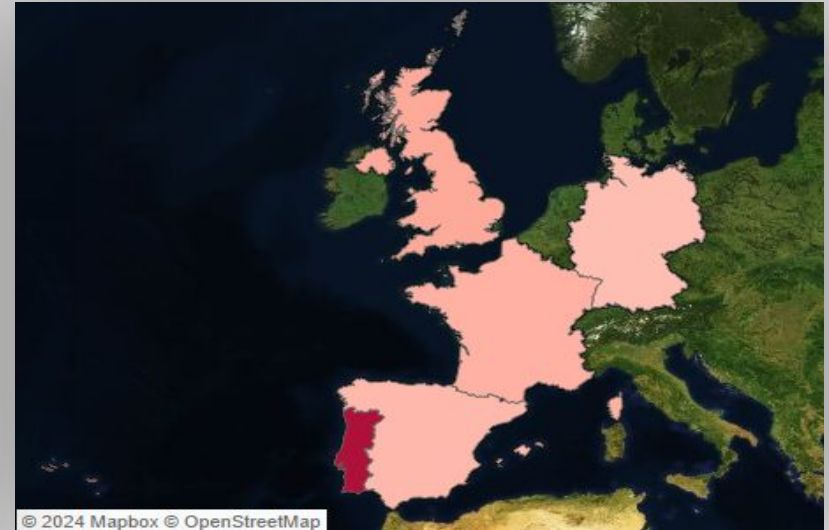
Portugal 23%

Top 6 Regional Booking Cancellation Analysis

	2015	2016	2017	Trend	3yr %
Portugal	7582	12405	7532		23%
United Kingdor	115	1004	1334		2%
Spain	132	1174	871		2%
France	42	903	989		2%
Italy	125	662	546		1%
Germany	2	583	633		1%

Impact of 'deposit types' on cancellations: City Hotel vs Resort Hotel
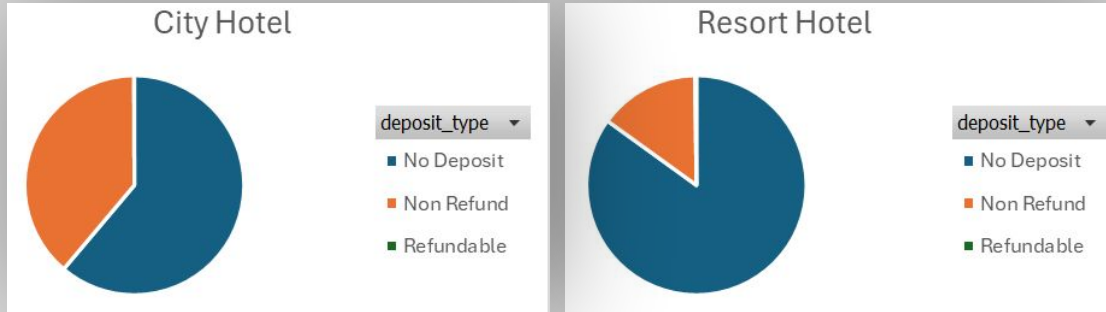
Types of groups making cancellations

Cancellations	Arrival Month												
Distribution_channel	January	February	March	April	May	June	July	August	September	October	November	December	Grand Total
Corporate Total	140	129	99	112	137	189	74	53	233	134	139	35	1474
Direct Total	118	174	243	228	241	179	271	351	165	284	108	195	2557
GDS Total	5	1	1	1	7	2	1	2	0	8	5	4	37
TA/TO Total	1544	2392	2806	4183	4292	4165	4396	4829	3718	3820	1870	2137	40152
Grand Total	1807	2696	3149	4524	4677	4535	4742	5235	4116	4246	2122	2371	44220

How can this be avoided?

1. Improve booking policies
    - *deposit requirements*
    - *non-refundable rates*
2. Enhance customer engagement
    - *confirmation reminders*
    - *flexible policies*
3. Improve booking channels
    - *channel management*
    - *OT partnerships*
4. Optimize rate plans
    - *discount strategies*
    - *adjust pricing*

Monitor and Adjust later!

How can this be avoided?

1. Improve booking policies
   - implement deposit policies to reduce cancelations
   - offer non-refundable rates with incentives for guests who commit
2. Enhance customer engagement
   - confirmation reminders to engage customers
   - flexible rebooking options to accommodate change fo plans
3. Improve booking channels
   - adjust strategies for high canceling channels
   - work with OTAs to refinance cancelation policies and terms
4. Optimize rate plans
   - analyze discount strategies and impact of promotions
   - adjust pricing strategies for seasons

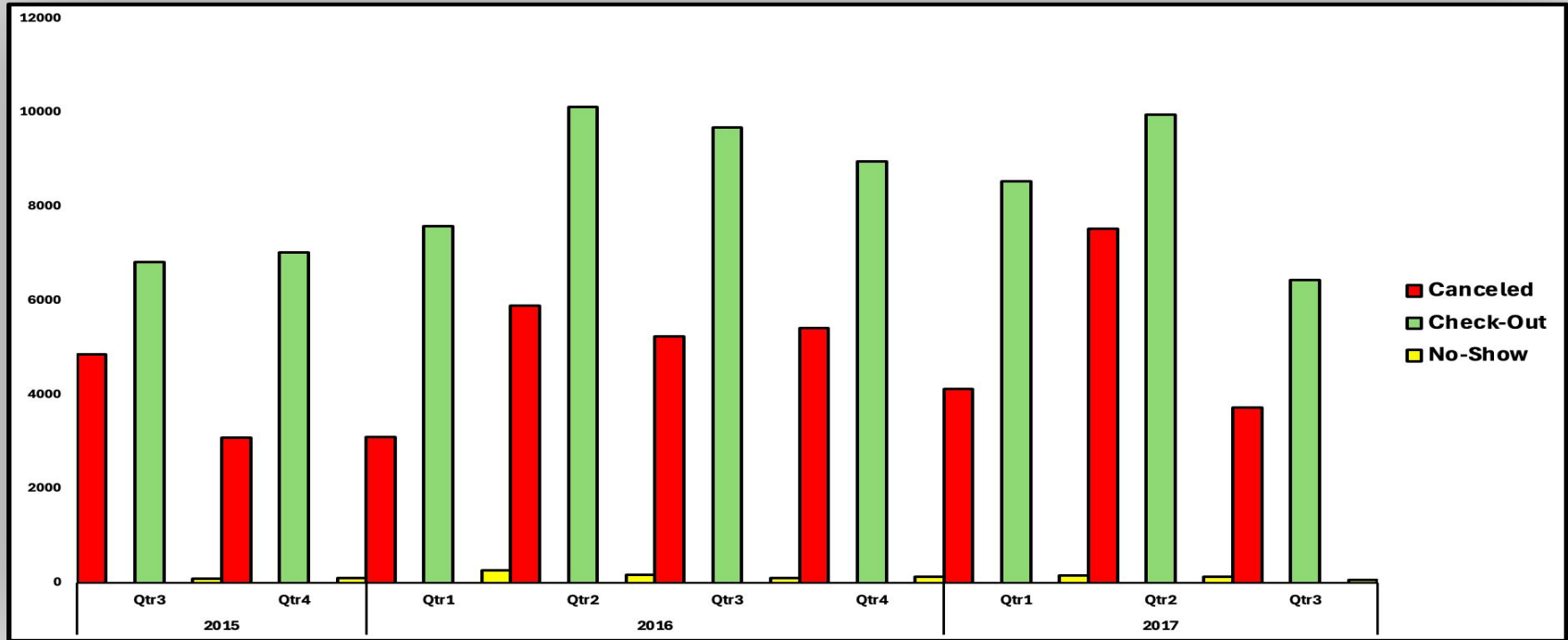**DO IT NOW**

Monitor and Adjust later!

Finance

Finance

Investigate whether, for certain types of trips, they can limit the option of meals to reduce the need for restaurant staff at the hotels.
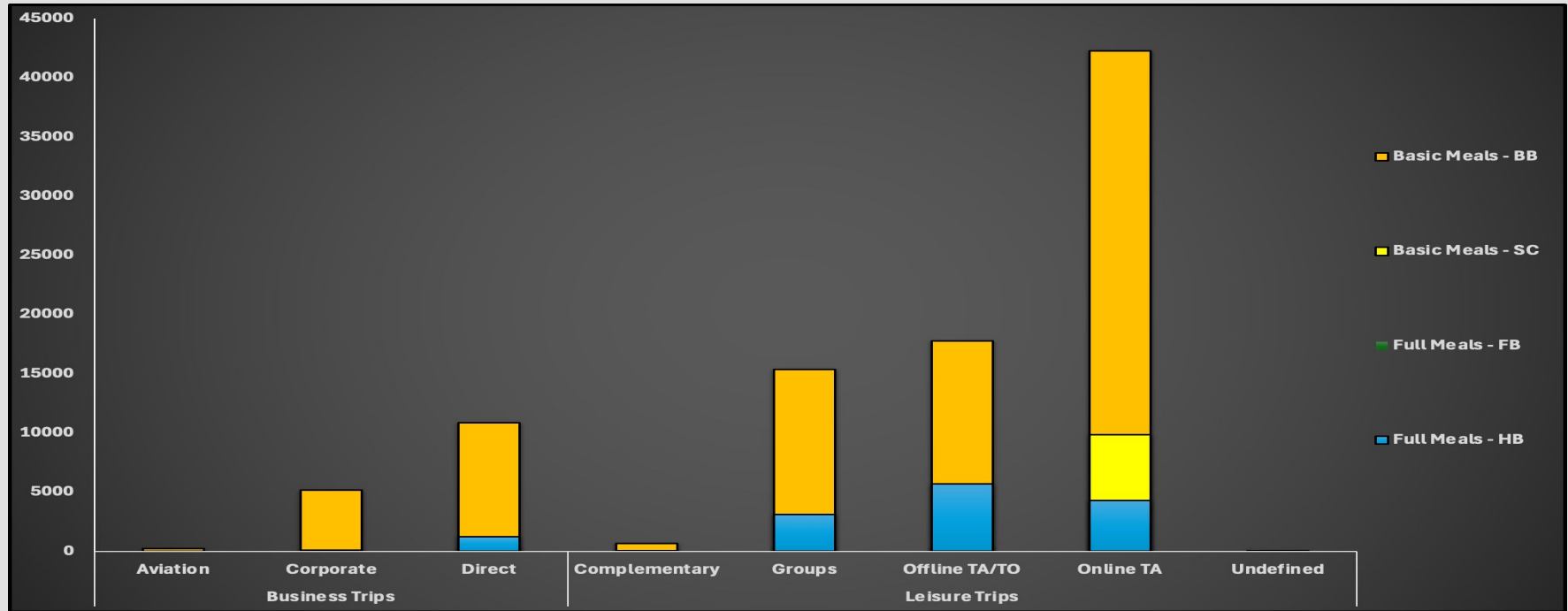
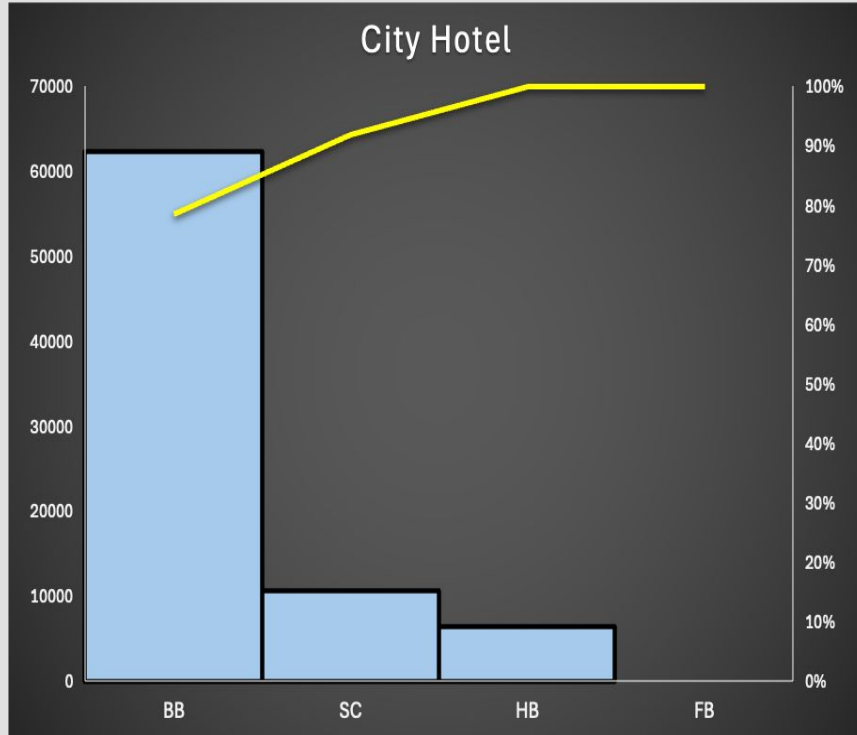For which types of hotels would you recommend this approach, city hotels or resorts?

Quarterly Analysis of Reservation Status (2015-2017)

Meal Plan Preferences Across Trip Types for Optimizing Hotel Staffing

Meal Plan Preferences in City vs. Resort Hotels

City Hotel

- Primarily serves business travelers, short-term tourists, and event attendees.
  - Guests typically spend limited time at the hotel.
  - Higher likelihood of eating outside for lunch and dinner, prioritizing convenience.
- Bed & Breakfast (BB) is the most popular meal option among city hotel guests.
- Full Board (FB) and Half Board (HB) have low demand in city hotel.

Resort Hotel

- Resort hotels serve vacationers and long-stay guests who spend more time on-site and expect full meal services.
- BB remains the most popular with HB having moderate demand.
- SC and FB have very low demand in resort hotel.

Which types of hotels would you recommend this approach?

City Hotel

- Suggested for Meal Reduction
- Reducing lunch and dinner services is more suitable here
- This would help reduce staff costs without negatively affecting guest experience

Resort Hotel

- Not Suggested for Meal Reduction
- Reducing meal options in resorts could impact guest satisfaction

Recommendation:

Meal reduction is more suitable for City Hotels while Resort Hotels need to maintain more flexible meal services.
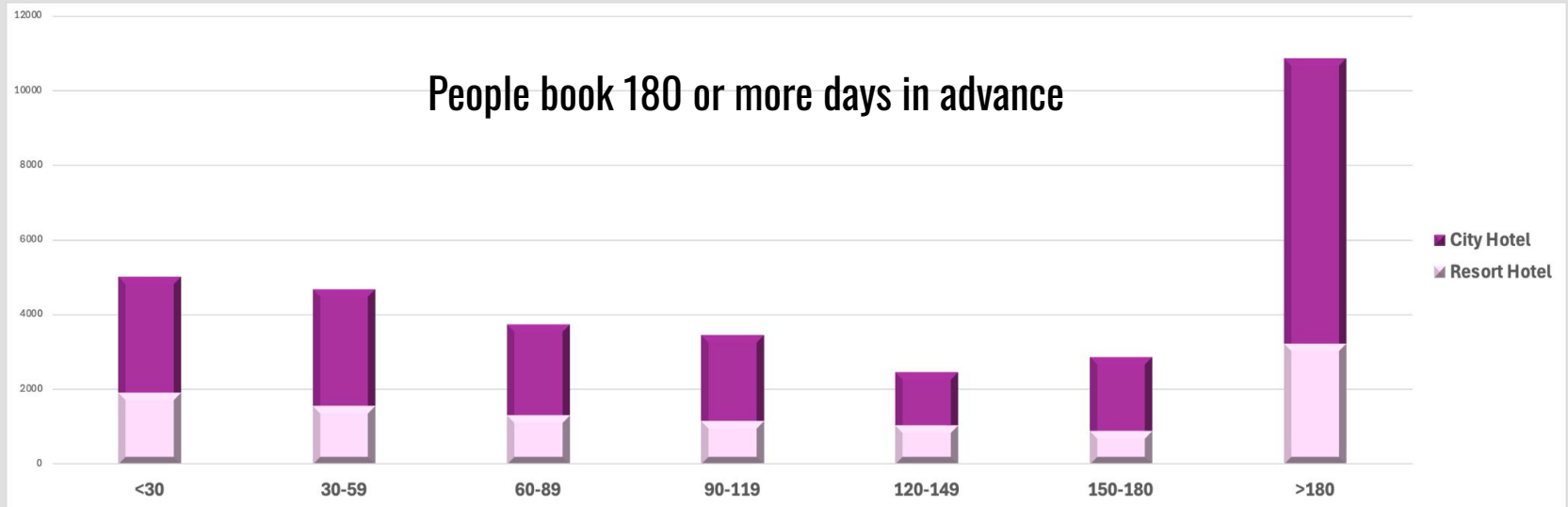
Commercial

Commercial

Sales & Marketing wants to understand how far in advance people are booking their vacations and hotels before traveling.

When during the year should they focus their marketing efforts on business trips?

How far in advance people are booking their vacations and hotels before traveling?

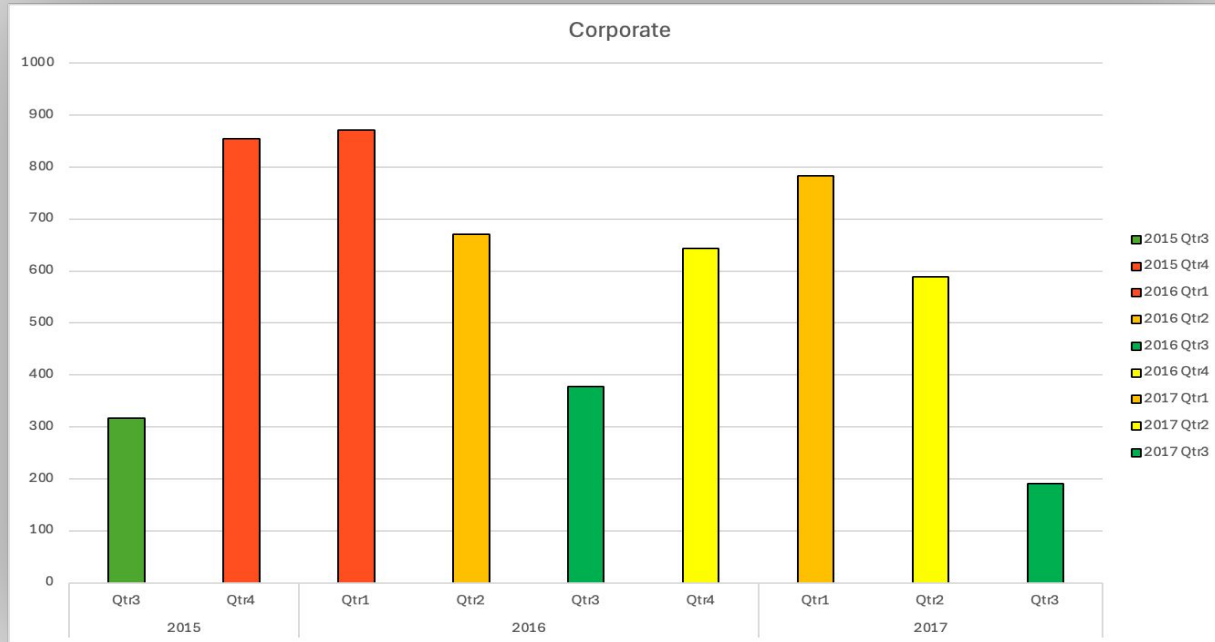## Key Data: Average of lead time of market segment

Average of lead_time ▼	January	February	March	April	May	June	July	August	September	October	November	December	G
⊙ Aviation	1	1	3	6	6	2	4	0	5	6	3		
⊙ Complementary	3	7	14	14	17	8	16	9	7	23	18	17	
⊙ Corporate	14	31	17	18	25	33	19	16	38	15	21	14	
⊙ Direct	15	17	27	52	56	75	86	71	51	38	23	37	
⊙ Groups	95	107	143	144	199	247	238	216	216	225	187	144	
⊙ Offline TA/TO	52	48	68	128	144	162	193	166	181	136	93	80	
⊙ Online TA	43	40	60	79	93	101	114	106	79	82	53	71	
⊙ Undefined								2					
City Hotel								2					
Grand Total	45	48	70	95	118	128	136	121	137	123	77	74	

When during the year should we focus our marketing efforts on business trips?

Key Data: average reservation status & Lead time

Market	January	February	March	April	May	June	July	August	September	October	November	December	average
Corporate	14	31	17	18	25	33	19	16	38	15	21	14	22

Our Suggestion

1. Business travel peak: Q4 & Q1

2. According to the average of Lead time is 22, we suggest to do one month advance.

3. According to the summer vacation, we do the marketing in September.

Recommended Strategy
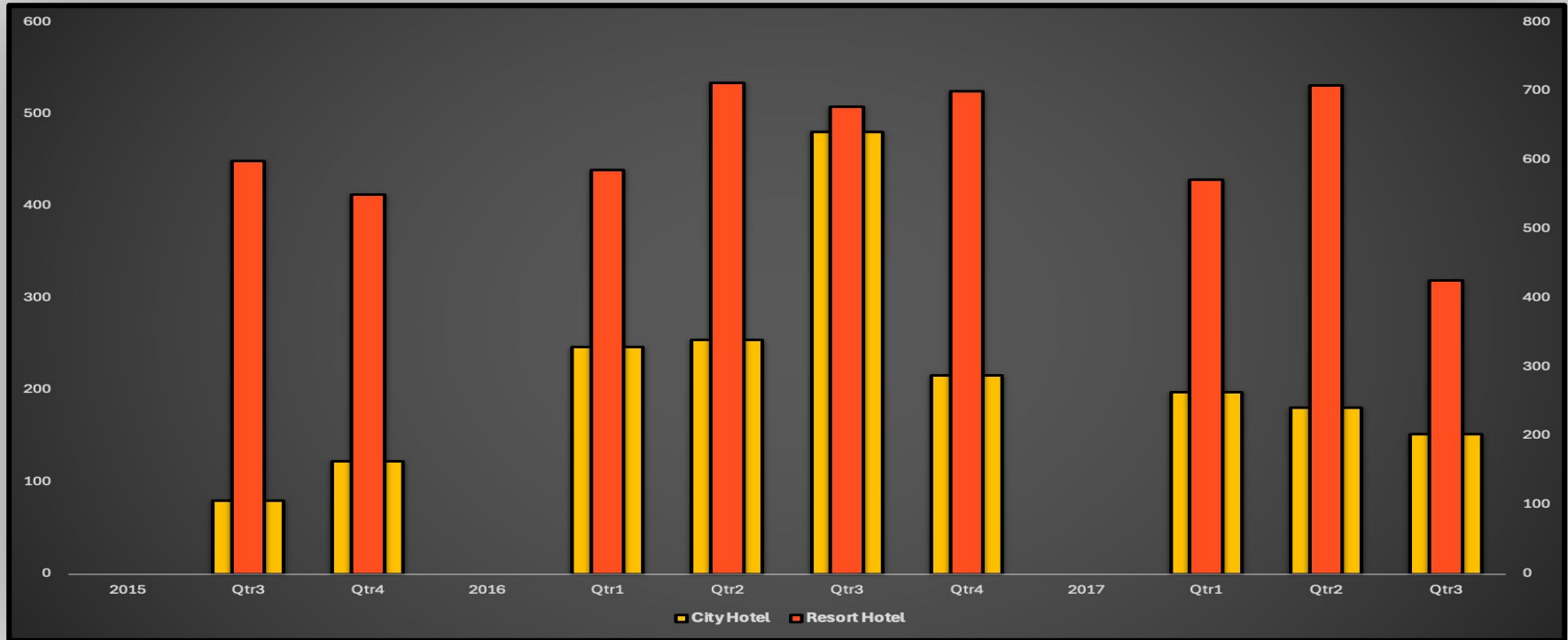
Metrics missing 📈

Total Available Rooms

RevPAR

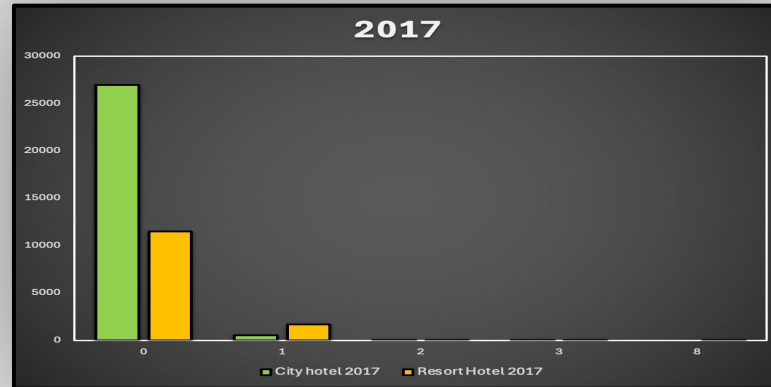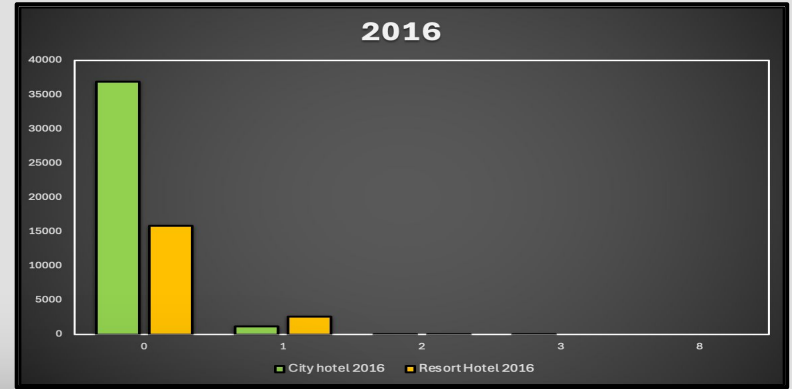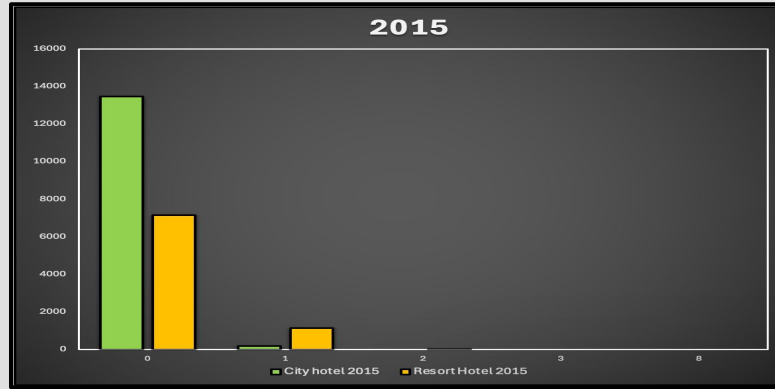Labour Cost

Guest Satisfaction Scores

Are there times when parking lot spaces at city or resort hotels are underutilized, and how can this information help identify cost-saving opportunities?
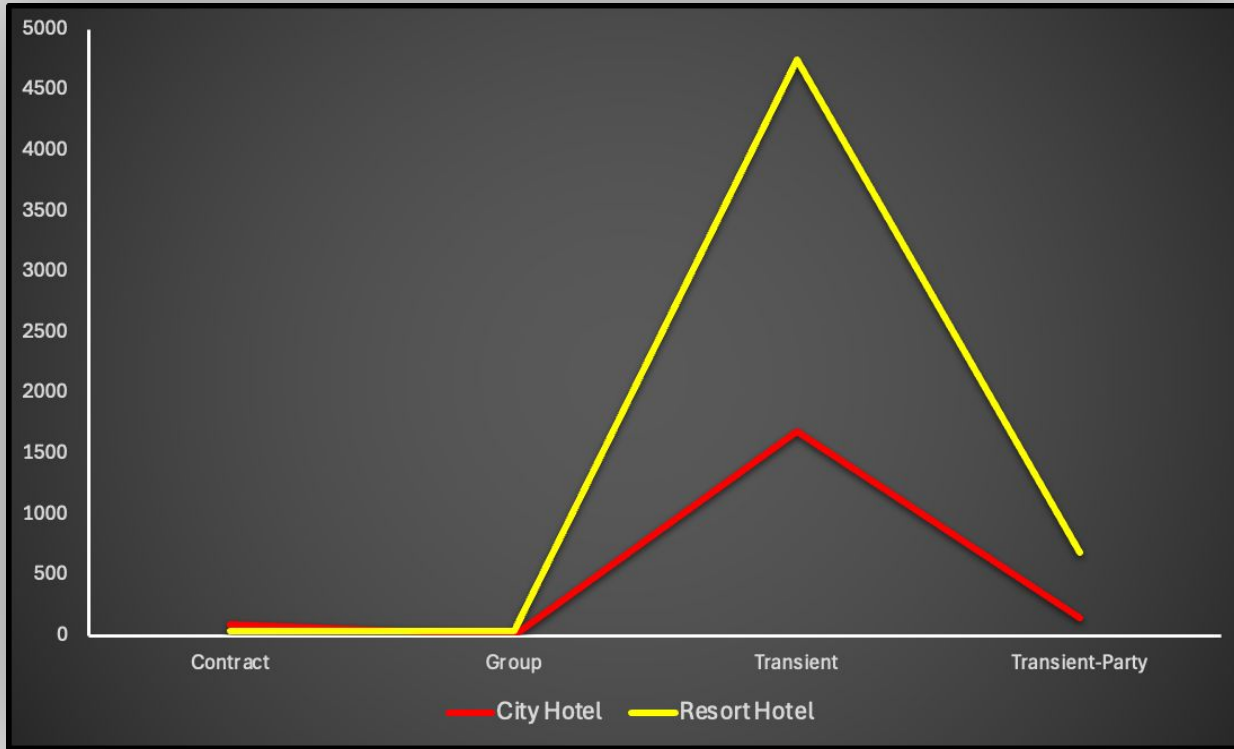
Parking Space Utilization: City and Resort Hotel Comparison

Parking lot usage over a 3 year period for both the city and resort hotels

Assessment of parking needs based on customer type

Optimizing vacant parking spaces for revenue and cost efficiency

Based on our analysis, the following strategies have been identified to better utilize the vacant parking spaces at the hotels aiming to boost revenue streams and reduce operational expenses

1. Reduce the Number of Parking Attendants.

2. Outsource Parking Management.

3. Reduce Security Patrols.

4. Seasonal Hiring

5. Reduce Parking Lot Maintenance Costs

6. Leasing Unused Spaces

1.Reduce the Number of Parking Attendants:

- During Q1 and Q2 (in 2016 and 2017), parking lot usage is lower. Scale down the number of attendants during these quarters to match demand.

2. Outsource Parking Management:

- Consider outsourcing parking management during low-demand quarters (like Q1 2016, Q1 and Q2 2017) to minimize fixed staffing costs while still maintaining operations.

3. Reduce Security Patrols:

- Limit security patrols during quarters of lower parking lot activity, such as Q1 2016 and Q2 2017, to save costs.

4. Seasonal Hiring:

- Hire part-time or seasonal staff to accommodate increased parking demand during Q3 and Q4, particularly for Resort Hotels, rather than maintaining a full-time staff throughout the year.

5. Reduce Parking Lot Maintenance Costs:

- Postpone or reduce parking lot maintenance during Q1 and Q2 of each year when usage is lower, focusing maintenance efforts on higher-demand quarters like Q3 and Q4.

6.Leasing Unused Spaces:

- During Q1 and Q2 (especially for City Hotels), when parking lot usage is lower, lease unused spaces to nearby businesses or events to generate revenue.

That was our strategy for the upcoming year

Questions?

Thank you!