Improving hotel demand forecasting accuracy by integrating machine learning with pick-up methods

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KEY WORDS Forecasting, Hotel Revenue Management, Machine Learning, Advance Booking, Pick-up

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Define abbreviations and acronyms the first time they are used in the text, even after they have already been defined in the abstract. Abbreviations such as IEEE, SI, ac, and dc do not have to be defined. Abbreviations that incorporate periods should not have spaces: write “C.N.R.S.,” not “C. N. R. S.” Do not use abbreviations in the title unless they are unavoidable (for example, “IEEE” in the title of this article).

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Use one space after periods and colons. Hyphenate complex modifiers: “zero-field-cooled magnetization.” Avoid dangling participles, such as, “Using (1), the potential was calculated.” [It is not clear who or what used (1).] Write instead, “The potential was calculated by using (1),” or “Using (1), we calculated the potential.”

Use a zero before decimal points: “0.25,” not “.25.” Use “cm3,” not “cc.” Indicate sample dimensions as “0.1 cm × 0.2 cm,” not “0.1 × 0.2 cm2.” The abbreviation for “seconds” is “s,” not “sec.” Use “Wb/m2” or “webers per square meter,” not “webers/m2.” When expressing a range of values, write “7 to 9” or “7-9,” not “7~9.”

A parenthetical statement at the end of a sentence is punctuated outside of the closing parenthesis (like this). (A parenthetical sentence is punctuated within the parentheses.) In American English, periods and commas are within quotation marks, like “this period.” Other punctuation is “outside”! Avoid contractions; for example, write “do not” instead of “don’t.” The serial comma is preferred: “A, B, and C” instead of “A, B and C.”

If you wish, you may write in the first person singular or plural and use the active voice (“I observed that ...” or “We observed that ...” instead of “It was observed that ...”). Remember to check spelling. If your native language is not English, please get a native English-speaking colleague to carefully proofread your paper.

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Number equations consecutively with equation numbers in parentheses flush with the right margin, as in (1). First use the equation editor to create the equation. Then select the “Equation” markup style. Press the tab key and write the equation number in parentheses. To make your equations more compact, you may use the solidus ( / ), the exp function, or appropriate exponents. Use parentheses to avoid ambiguities in denominators. Punctuate equations when they are part of a sentence, as in

(1)

Be sure that the symbols in your equation have been defined before the equation appears or immediately following. Italicize symbols (T might refer to temperature, but T is the unit tesla). Refer to “(1),” not “Eq. (1)” or “equation (1),” except at the beginning of a sentence: “Equation (1) is ... .”

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Use either SI (MKS) or CGS as primary units. (SI units are strongly encouraged.) English units may be used as secondary units (in parentheses). This applies to papers in data storage. For example, write “15 Gb/cm2 (100 Gb/in2).” An exception is when English units are used as identifiers in trade, such as “3½-in disk drive.” Avoid combining SI and CGS units, such as current in amperes and magnetic field in oersteds. This often leads to confusion because equations do not balance dimensionally. If you must use mixed units, clearly state the units for each quantity in an equation.

The SI unit for magnetic field strength H is A/m. However, if you wish to use units of T, either refer to magnetic flux density B or magnetic field strength symbolized as µ0H. Use the center dot to separate compound units, e.g., “A·m2.”

V. SOME COMMON MISTAKES

The word “data” is plural, not singular. The subscript for the permeability of vacuum µ0 is zero, not a lowercase letter “o.” The term for residual magnetization is “remanence”; the adjective is “remanent”; do not write “remnance” or “remnant.” Use the word “micrometer” instead of “micron.” A graph within a graph is an “inset,” not an “insert.” The word “alternatively” is preferred to the word “alternately” (unless you really mean something that alternates). Use the word “whereas” instead of “while” (unless you are referring to simultaneous events). Do not use the word “essentially” to mean “approximately” or “effectively.” Do not use the word “issue” as a euphemism for “problem.” When compositions are not specified, separate chemical symbols by en-dashes; for example, “NiMn” indicates the intermetallic compound Ni0.5Mn0.5 whereas “Ni–Mn” indicates an alloy of some composition NixMn1-x.

Be aware of the different meanings of the homophones “affect” (usually a verb) and “effect” (usually a noun), “complement” and “compliment,” “discreet” and “discrete,” “principal” (e.g., “principal investigator”) and “principle”



FIGURE 1.  Magnetization as a function of applied field. Note that “Fig.” is abbreviated. There is a period after the figure number, followed by two spaces. It is good practice to explain the significance of the figure in the caption.

(e.g., “principle of measurement”). Do not confuse “imply” and “infer.”

Prefixes such as “non,” “sub,” “micro,” “multi,” and “ultra” are not independent words; they should be joined to the words they modify, usually without a hyphen. There is no period after the “et” in the Latin abbreviation “et al.” (it is also italicized). The abbreviation “i.e.,” means “that is,” and the abbreviation “e.g.,” means “for example” (these abbreviations are not italicized).

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VI. GUIDELINES FOR GRAPHICS PREPARATION   
AND SUBMISSION

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1) Color/Grayscale figures

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2) Line Art figures

Figures that are composed of only black lines and shapes. These figures should have no shades or half-tones of gray, only black and white.

3) Author photos

Head and shoulders shots of authors that appear at the end of our papers.

4) Tables

Data charts which are typically black and white, but sometimes include color.

TABLE I

Units for Magnetic Properties

|  |  |  |
| --- | --- | --- |
| Symbol | Quantity | Conversion from Gaussian and  CGS EMU to SI a |
| Φ | magnetic flux | 1 Mx → 10−8 Wb = 10−8 V·s |
| *B* | magnetic flux density,  magnetic induction | 1 G → 10−4 T = 10−4 Wb/m2 |
| *H* | magnetic field strength | 1 Oe → 103/(4π) A/m |
| *m* | magnetic moment | 1 erg/G = 1 emu  → 10−3 A·m2 = 10−3 J/T |
| *M* | magnetization | 1 erg/(G·cm3) = 1 emu/cm3  → 103 A/m |
| 4π*M* | magnetization | 1 G → 103/(4π) A/m |
| σ | specific magnetization | 1 erg/(G·g) = 1 emu/g → 1 A·m2/kg |
| *j* | magnetic dipole  moment | 1 erg/G = 1 emu  → 4π × 10−10 Wb·m |
| *J* | magnetic polarization | 1 erg/(G·cm3) = 1 emu/cm3  → 4π × 10−4 T |
| χ*,* κ | susceptibility | 1 → 4π |
| χρ | mass susceptibility | 1 cm3/g → 4π × 10−3 m3/kg |
| μ | permeability | 1 → 4π × 10−7 H/m  = 4π × 10−7 Wb/(A·m) |
| μr | relative permeability | μ → μr |
| *w, W* | energy density | 1 erg/cm3 → 10−1 J/m3 |
| *N, D* | demagnetizing factor | 1 → 1/(4π) |

Vertical lines are optional in tables. Statements that serve as captions for the entire table do not need footnote letters.

aGaussian units are the same as cg emu for magnetostatics; Mx = maxwell, G = gauss, Oe = oersted; Wb = weber, V = volt, s = second, T = tesla, m = meter, A = ampere, J = joule, kg = kilogram, H = henry.

B. MULTIPART FIGURES

Figures compiled of more than one sub-figure presented side-by-side, or stacked. If a multipart figure is made up of multiple figure types (one part is lineart, and another is grayscale or color) the figure should meet the stricter guidelines.

C. FILE FORMATS FOR GRAPHICS

Format and save your graphics using a suitable graphics processing program that will allow you to create the images as PostScript (PS), Encapsulated PostScript (.EPS), Tagged Image File Format (.TIFF), Portable Document Format (.PDF), or Portable Network Graphics (.PNG) sizes them, and adjusts the resolution settings. If you created your source files in one of the following programs you will be able to submit the graphics without converting to a PS, EPS, TIFF, PDF, or PNG file: Microsoft Word, Microsoft PowerPoint, or Microsoft Excel. Though it is not required, it is strongly recommended that these files be saved in PDF format rather than DOC, XLS, or PPT. Doing so will protect your figures from common font and arrow stroke issues that occur when working on the files across multiple platforms. When submitting your final paper, your graphics should all be submitted individually in one of these formats along with the manuscript.

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Most charts, graphs, and tables are one column wide (3.5 inches / 88 millimeters / 21 picas) or page wide (7.16 inches / 181 millimeters / 43 picas). The maximum depth a graphic can be is 8.5 inches (216 millimeters / 54 picas). When choosing the depth of a graphic, please allow space for a caption. Figures can be sized between column and page widths if the author chooses, however it is recommended that figures are not sized less than column width unless when necessary.

There is currently one publication with column measurements that do not coincide with those listed above. Proceedings of the IEEE has a column measurement of 3.25 inches (82.5 millimeters / 19.5 picas).

The final printed size of author photographs is exactly   
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The proper resolution of your figures will depend on the type of figure it is as defined in the “Types of Figures” section. Author photographs, color, and grayscale figures should be at least 300dpi. Line art, including tables should be a minimum of 600dpi.

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Figure axis labels are often a source of confusion. Use words rather than symbols. As an example, write the quantity “Magnetization,” or “Magnetization M,” not just “M.” Put units in parentheses. Do not label axes only with units. As in Fig. 1, for example, write “Magnetization (A/m)” or “Magnetization (Am−1),” not just “A/m.” Do not label axes with a ratio of quantities and units. For example, write “Temperature (K),” not “Temperature/K.”

Multipliers can be especially confusing. Write “Magnetization (kA/m)” or “Magnetization (103 A/m).” Do not write “Magnetization (A/m) × 1000” because the reader would not know whether the top axis label in Fig. 1 meant 16000 A/m or 0.016 A/m. Figure labels should be legible, approximately 8 to 10 point type.

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Multipart figures should be combined and labeled before final submission. Labels should appear centered below each subfigure in 8 point Times New Roman font in the format of (a) (b) (c).

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Figures (line artwork or photographs) should be named starting with the first 5 letters of the author’s last name. The next characters in the filename should be the number that represents the sequential location of this image in your article. For example, in author “Anderson’s” paper, the first three figures would be named ander1.tif, ander2.tif, and ander3.ps.

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APPENDIX

Appendixes, if needed, appear before the acknowledgment.

ACKNOWLEDGMENT

The preferred spelling of the word “acknowledgment” in American English is without an “e” after the “g.” Use the singular heading even if you have many acknowledgments. Avoid expressions such as “One of us (S.B.A.) would like to thank ... .” Instead, write “F. A. Author thanks ... .” In most cases, sponsor and financial support acknowledgments are placed in the unnumbered footnote on the first page, not here.

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References need not be cited in text. When they are, they appear on the line, in square brackets, inside the punctuation. Multiple references are each numbered with separate brackets. When citing a section in a book, please give the relevant page numbers. In text, refer simply to the reference number. Do not use “Ref.” or “reference” except at the beginning of a sentence: “Reference [3] shows ... .” Please do not use automatic endnotes in Word, rather, type the reference list at the end of the paper using the “References” style.

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REFERENCES

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1. G. O. Young, “Synthetic structure of industrial plastics,” in *Plastics,* 2nd ed., vol. 3, J. Peters, Ed. New York, NY, USA: McGraw-Hill, 1964, pp. 15–64.
2. W.-K. Chen, *Linear Networks and Systems.* Belmont, CA, USA: Wadsworth, 1993, pp. 123–135.

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J. K. Author, “Name of paper,” *Abbrev. Title of Periodical*, vol. *x, no*. *x,* pp*. xxx-xxx,* Abbrev. Month, year, DOI. 10.1109.*XXX*.123456.

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1. J. U. Duncombe, “Infrared navigation—Part I: An assessment of feasibility,” *IEEE Trans. Electron Devices*, vol. ED-11, no. 1, pp. 34–39, Jan. 1959, 10.1109/TED.2016.2628402.
2. E. P. Wigner, “Theory of traveling-wave optical laser,”   
   *Phys. Rev*.,   
   vol. 134, pp. A635–A646, Dec. 1965.
3. E. H. Miller, “A note on reflector arrays,” *IEEE Trans. Antennas Propagat*., to be published.

*Basic format for reports:*

J. K. Author, “Title of report,” Abbrev. Name of Co., City of Co., Abbrev. State, Country, Rep. *xxx*, year.

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1. E. E. Reber, R. L. Michell, and C. J. Carter, “Oxygen absorption in the earth’s atmosphere,” Aerospace Corp., Los Angeles, CA, USA, Tech. Rep. TR-0200 (4230-46)-3, Nov. 1988.
2. J. H. Davis and J. R. Cogdell, “Calibration program for the 16-foot antenna,” Elect. Eng. Res. Lab., Univ. Texas, Austin, TX, USA, Tech. Memo. NGL-006-69-3, Nov. 15, 1987.

*Basic format for handbooks:*

*Name of Manual/Handbook, x* ed., Abbrev. Name of Co., City of Co., Abbrev. State, Country, year, pp. *xxx-xxx.*

*Examples:*

1. *Transmission Systems for Communications*, 3rd ed., Western Electric Co., Winston-Salem, NC, USA, 1985, pp. 44–60.
2. *Motorola Semiconductor Data Manual*, Motorola Semiconductor Products Inc., Phoenix, AZ, USA, 1989.

*Basic format for books (when available online):*

J. K. Author, “Title of chapter in the book,” in *Title of Published Book*, *x*th ed. City of Publisher, State, Country: Abbrev. of Publisher, year, ch.*x*, sec. *x*, pp. *xxx–xxx*. [Online]. Available: http://www.web.com

*Examples:*

1. G. O. Young, “Synthetic structure of industrial plastics,” in Plastics, vol. 3, Polymers of Hexadromicon, J. Peters, Ed., 2nd ed. New York, NY, USA: McGraw-Hill, 1964, pp. 15-64. [Online]. Available: http://www.bookref.com.
2. *The Founders’ Constitution*, Philip B. Kurland and Ralph Lerner, eds., Chicago, IL, USA: Univ. Chicago Press, 1987. [Online]. Available: http://press-pubs.uchicago.edu/founders/
3. The Terahertz Wave eBook. ZOmega Terahertz Corp., 2014. [Online]. Available: http://dl.z-thz.com/eBook/zomega\_ebook\_pdf\_1206\_sr.pdf. Accessed on: May 19, 2014.
4. Philip B. Kurland and Ralph Lerner, eds., *The Founders’ Constitution.* Chicago, IL, USA: Univ. of Chicago Press, 1987, Accessed on: Feb. 28, 2010, [Online] Available: http://press-pubs.uchicago.edu/founders/

*Basic format for journals (when available online):*

J. K. Author, “Name of paper,” *Abbrev. Title of Periodical*, vol. *x*, no. *x*, pp. *xxx-xxx*, Abbrev. Month, year. Accessed on: Month, Day, year, DOI: 10.1109.*XXX*.123456, [Online].

*Examples:*

1. J. S. Turner, “New directions in communications,” *IEEE J. Sel. Areas Commun*., vol. 13, no. 1, pp. 11-23, Jan. 1995.
2. W. P. Risk, G. S. Kino, and H. J. Shaw, “Fiber-optic frequency shifter using a surface acoustic wave incident at an oblique angle,” *Opt. Lett.*, vol. 11, no. 2, pp. 115–117, Feb. 1986.
3. P. Kopyt *et al., “*Electric properties of graphene-based conductive layers from DC up to terahertz range,” *IEEE THz Sci. Technol.,* to be published. DOI: 10.1109/TTHZ.2016.2544142.

*Basic format for papers presented at conferences (when available online):*

J.K. Author. (year, month). Title. presented at abbrev. conference title. [Type of Medium]. Available: site/path/file

*Example:*

1. PROCESS Corporation, Boston, MA, USA. Intranets: Internet technologies deployed behind the firewall for corporate productivity. Presented at INET96 Annual Meeting. [Online]. Available: http://home.process.com/Intranets/wp2.htp

*Basic format for reports and handbooks (when available online):*

J. K. Author. “Title of report,” Company. City, State, Country. Rep. no., (optional: vol./issue), Date. [Online] Available: site/path/file

*Examples:*

1. R. J. Hijmans and J. van Etten, “Raster: Geographic analysis and modeling with raster data,” R Package Version 2.0-12, Jan. 12, 2012. [Online]. Available: http://CRAN.R-project.org/package=raster
2. Teralyzer. Lytera UG, Kirchhain, Germany [Online]. Available: http://www.lytera.de/Terahertz\_THz\_Spectroscopy.php?id=home, Accessed on: Jun. 5, 2014

*Basic format for computer programs and electronic documents (when available online):*

Legislative body. Number of Congress, Session. (year, month day). *Number of bill or resolution*, *Title*. [Type of medium]. Available: site/path/file

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*Example:*

1. U.S. House. 102nd Congress, 1st Session. (1991, Jan. 11). *H. Con. Res. 1, Sense of the Congress on Approval of Military Action*. [Online]. Available: LEXIS Library: GENFED File: BILLS

*Basic format for patents (when available online):*

Name of the invention, by inventor’s name. (year, month day). Patent Number[Type of medium]. Available: site/path/file

*Example:*

1. Musical toothbrush with mirror, by L.M.R. Brooks. (1992, May 19). Patent D 326 189

[Online]. Available: NEXIS Library: LEXPAT File: DES

*Basic format for conference proceedings (published):*

J. K. Author, “Title of paper,” in *Abbreviated Name of Conf.*, City of Conf., Abbrev. State (if given), Country, year, pp. *xxxxxx.*

*Example:*

1. D. B. Payne and J. R. Stern, “Wavelength-switched pas- sively coupled single-mode optical network,” in *Proc. IOOC-ECOC,* Boston, MA, USA,1985,   
   pp. 585–590.

*Example for papers presented at conferences (unpublished):*

1. D. Ebehard and E. Voges, “Digital single sideband detection for interferometric sensors,” presented at the *2nd Int. Conf. Optical Fiber Sensors,* Stuttgart, Germany, Jan. 2-5, 1984.

*Basic format for patents:*

J. K. Author, “Title of patent,” U.S. Patent *x xxx xxx*, Abbrev. Month, day, year.

*Example:*

1. G. Brandli and M. Dick, “Alternating current fed power supply,” U.S. Patent 4 084 217, Nov. 4, 1978.

*Basic format**for theses (M.S.) and dissertations (Ph.D.):*

a) J. K. Author, “Title of thesis,” M.S. thesis, Abbrev. Dept., Abbrev. Univ., City of Univ., Abbrev. State, year.

b) J. K. Author, “Title of dissertation,” Ph.D. dissertation, Abbrev. Dept., Abbrev. Univ., City of Univ., Abbrev. State, year.

*Examples:*

1. J. O. Williams, “Narrow-band analyzer,” Ph.D. dissertation, Dept. Elect. Eng., Harvard Univ., Cambridge, MA, USA, 1993.
2. N. Kawasaki, “Parametric study of thermal and chemical nonequilibrium nozzle flow,” M.S. thesis, Dept. Electron. Eng., Osaka Univ., Osaka, Japan, 1993.

*Basic format for the most common types of unpublished references:*

a) J. K. Author, private communication, Abbrev. Month, year.

b) J. K. Author, “Title of paper,” unpublished.

c) J. K. Author, “Title of paper,” to be published.

*Examples:*

1. A. Harrison, private communication, May 1995.
2. B. Smith, “An approach to graphs of linear forms,” unpublished.
3. A. Brahms, “Representation error for real numbers in binary computer arithmetic,” IEEE Computer Group Repository, Paper R-67-85.

*Basic formats for standards:*

a) *Title of Standard*, Standard number, date.

b) *Title of Standard*, Standard number, Corporate author, location, date.

*Examples:*

1. IEEE Criteria for Class IE Electric Systems, IEEE Standard 308, 1969.
2. Letter Symbols for Quantities, ANSI Standard Y10.5-1968.

*Article number in reference examples:*

1. R. Fardel, M. Nagel, F. Nuesch, T. Lippert, and A. Wokaun, “Fabrication of organic light emitting diode pixels by laser-assisted forward transfer,” *Appl. Phys. Lett.*, vol. 91, no. 6, Aug. 2007, Art. no. 061103.
2. J. Zhang and N. Tansu, “Optical gain and laser characteristics of InGaN quantum wells on ternary InGaN substrates,” *IEEE Photon. J.*, vol. 5, no. 2, Apr. 2013, Art. no. 2600111.

*Example when using et al.:*

1. S. Azodolmolky *et al.*, Experimental demonstration of an impairment aware network planning and operation tool for transparent/translucent optical networks,” *J. Lightw. Technol.*, vol. 29, no. 4, pp. 439–448, Sep. 2011.

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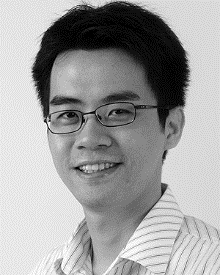
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Mr. Author’s awards and honors include the Frew Fellowship (Australian Academy of Science), the I. I. Rabi Prize (APS), the European Frequency and Time Forum Award, the Carl Zeiss Research Award, the William F. Meggers Award and the Adolph Lomb Medal (OSA).

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