Insights:

Total bookings for the three years are 141939, 65.59% of them made at city hotel.

The highest number of bookings made at 2019 with 79260 booking (more than 50% of the total bookings).

The highest number of bookings made at August with 17764 and the lowest number of bookings made at January with 6010.

The day that had the highest bookings of all time is 28 of the month.

The code of most popular room in both hotels is A with 104124 of bookings on this room.

The channel that the highest number of bookings made through it is TA/TO which stand for Travel Agents/Tour Operators.

The market segment online TA had the highest number of bookings with 62838 booking.

As the booking changes increases the number of confirmed bookings decreases.

The Cancellation Rate of the three years is 37.22%.

The Cancellation Rate of city hotel is 42% and of resort hotel is 28.11%.

Customers that pay refundable deposit to booking the rooms are not cancel their reservation more than customers that don’t pay any deposit, but Customers that pay non refund deposit are most likely to cancel their reservation.

41.17% of customers cancelled their bookings through the channel TA/TO.

As the market segment online TA had the highest number of bookings, it also had high cancellation rate 42.7% but the highest cancellation rate made by the market segment Groups.

In the previous years, the confirmed bookings and cancelled bookings were equal for the market segment online TA while for Corporate the confirmed bookings are higher than the cancelled bookings with a big difference and for Groups and offline TA/TO the cancelled bookings are higher than the confirmed bookings.

As expected, there is a strong relation between cancellation rate and the lead time (Number of days that elapsed between the entering date of the booking into the PMS and the arrival date), as the lead time increases the cancellation rate increases, also as the waiting days to confirmed booking increases the cancellation rate increases.

Market segments give our customers discounts, the cancellation rate of customers that have a fully discount on bookings is the lowest 12.94 % and with just 10% discount is the higher 44.94%.

Transient Customers made the highest bookings 101474 and also the highest cancellation rate 40.46%.

There is a strong relation between previous cancellation rate and present cancellation rate, we can easily see it across the charts.

The most popular meal type is BB which mean basic breakfast each day of the stay.

Customers prefer to stay in week nights than weekend nights.

Recommendations:

To decrease the cancellation rate:

hotels have to ensure the booking policies are clearly communicated to guests at the time of booking.

Clearly state cancellation policies, including any penalties or fees associated with cancellations.

Offer flexible cancellation options, such as free cancellation up to a certain date or time before arrival.

Consider implementing tiered cancellation policies based on the length of stay or room type, allowing for more lenient cancellation rules for shorter stays or lower room categories.

Non refundable deposits have the highest cancellation rate. Hotels could consider reviewing their pricing strategy and evaluate it and ensure that the rates offered are competitive and aligned with market demand.

Consider offering incentives or rewards for guests who choose not to cancel their bookings.

This can include complimentary upgrades, discounts on additional services, or loyalty program benefits.

Decrease lead time and waiting days which help to make it easier for guests in the booking process.

And to increase loyalty rate which is only 3.14% hotels have to focus on delivering exceptional guest experiences to increase guest satisfaction and loyalty.