



Hotel Summer Booking Report

Deep Insight on July and August

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Objectives

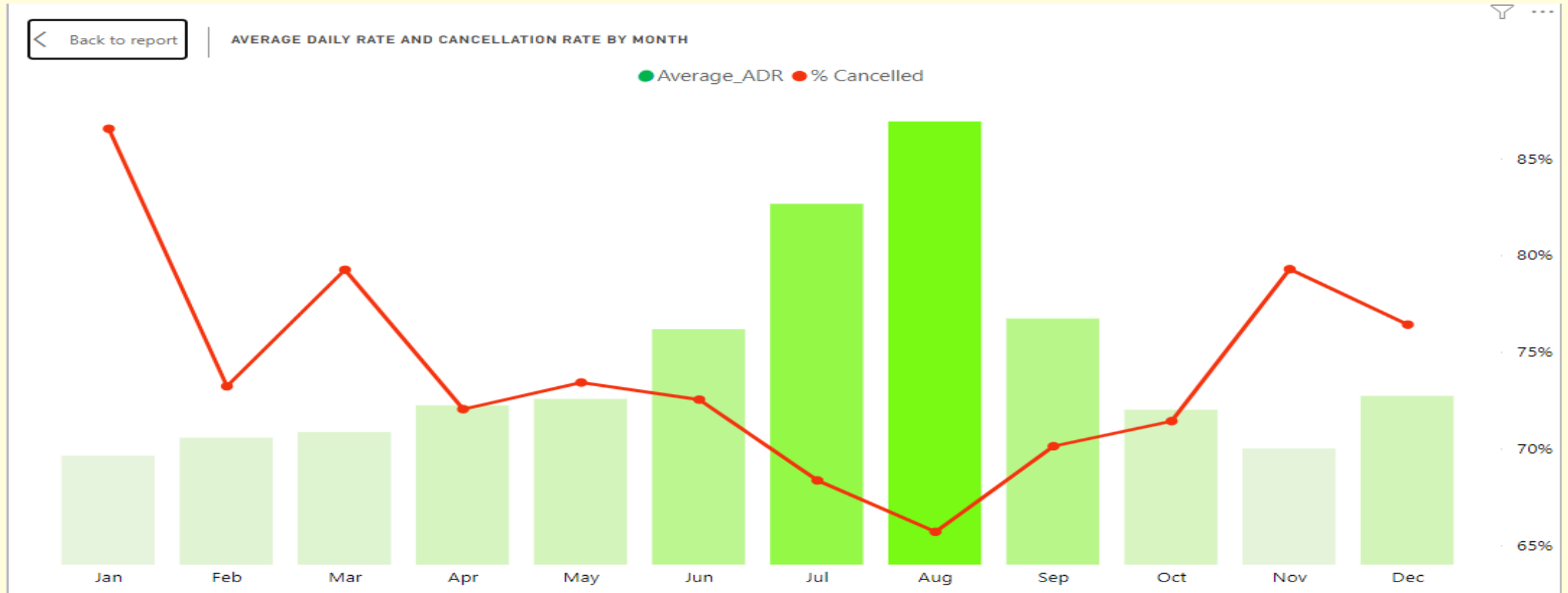
- Get insights from the year 2016 under resort hotel during the summer period (July and August)
- Deduce the factors contributing to high cancellation rate
- Provide recommendation/possible solutions

Total Revenue Made Vs Total revenue Lost By Months



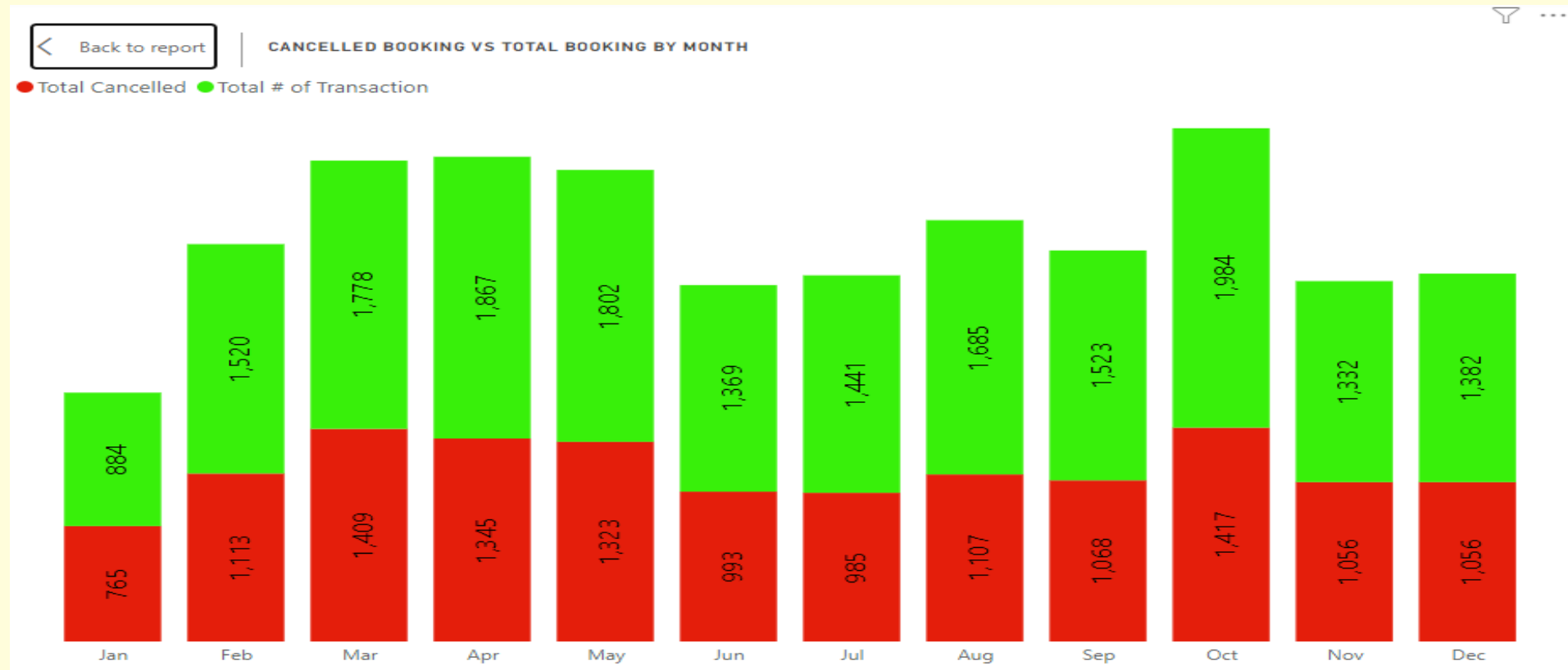
- In 2016, July and August generated the highest revenue and also lost the most due to cancellations
- January and November generated the least revenue

Average Daily Rate and Cancellation Rate by Months



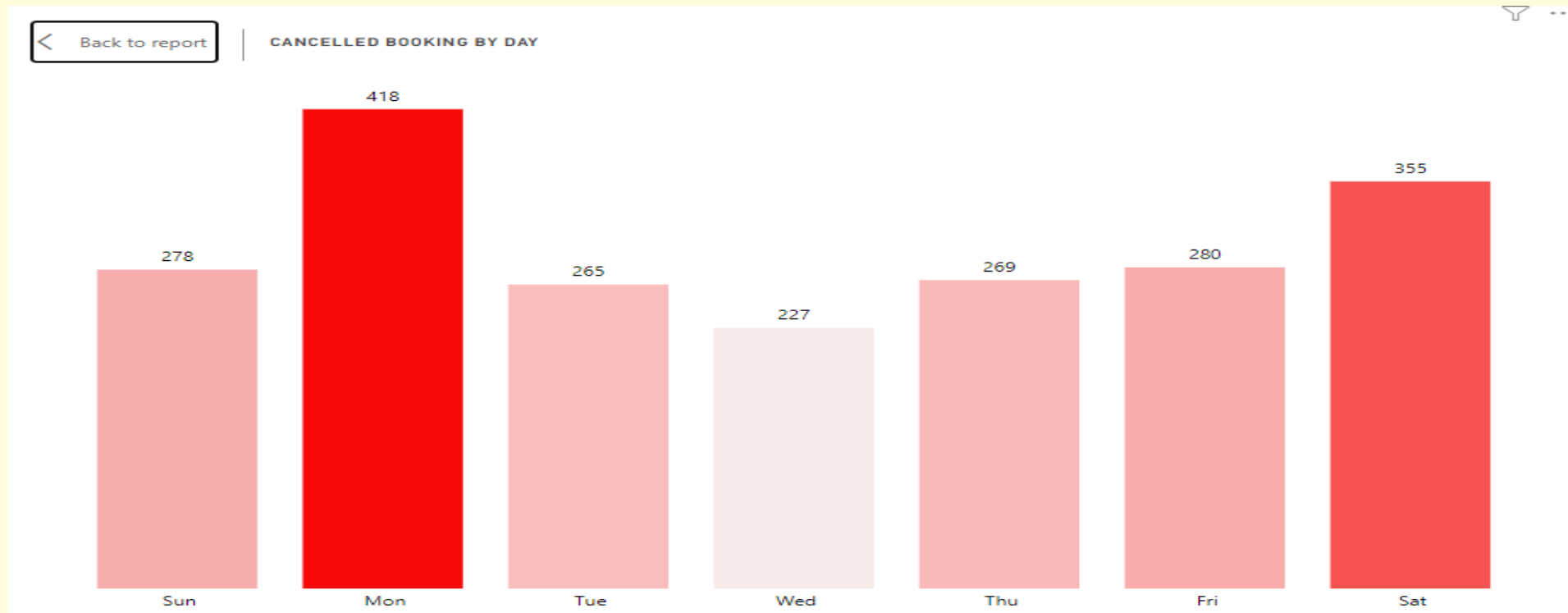
- July and August had the highest average daily rate in 2016, however, had the lowest percentage cancellation
- January, March and November had the highest percentage of cancellation

Cancelled Booking VS Total Booking by Month



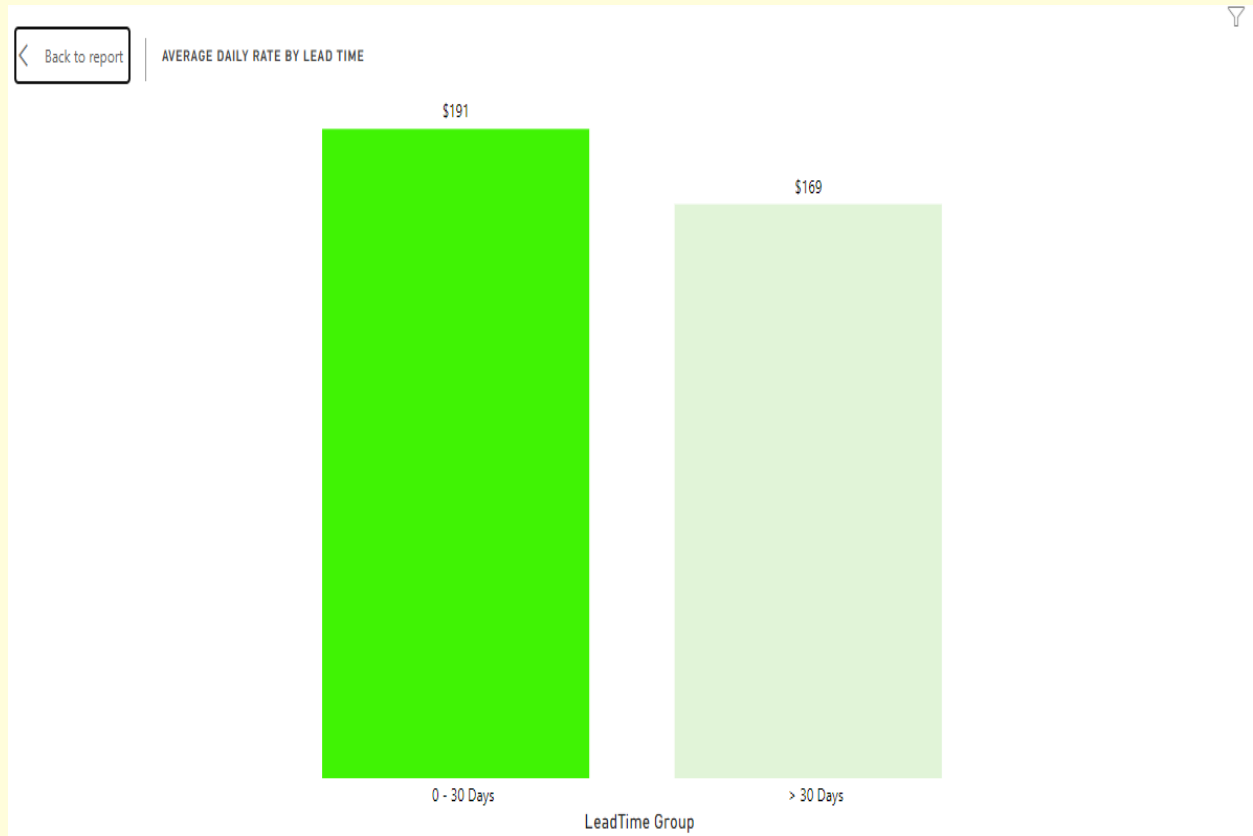
- July and August are among the months with lower cancelled booking.
- The total number of cancelled booking in July and August against their total booking is also smaller compare to other months

Total Number of Cancelled Bookings by Day

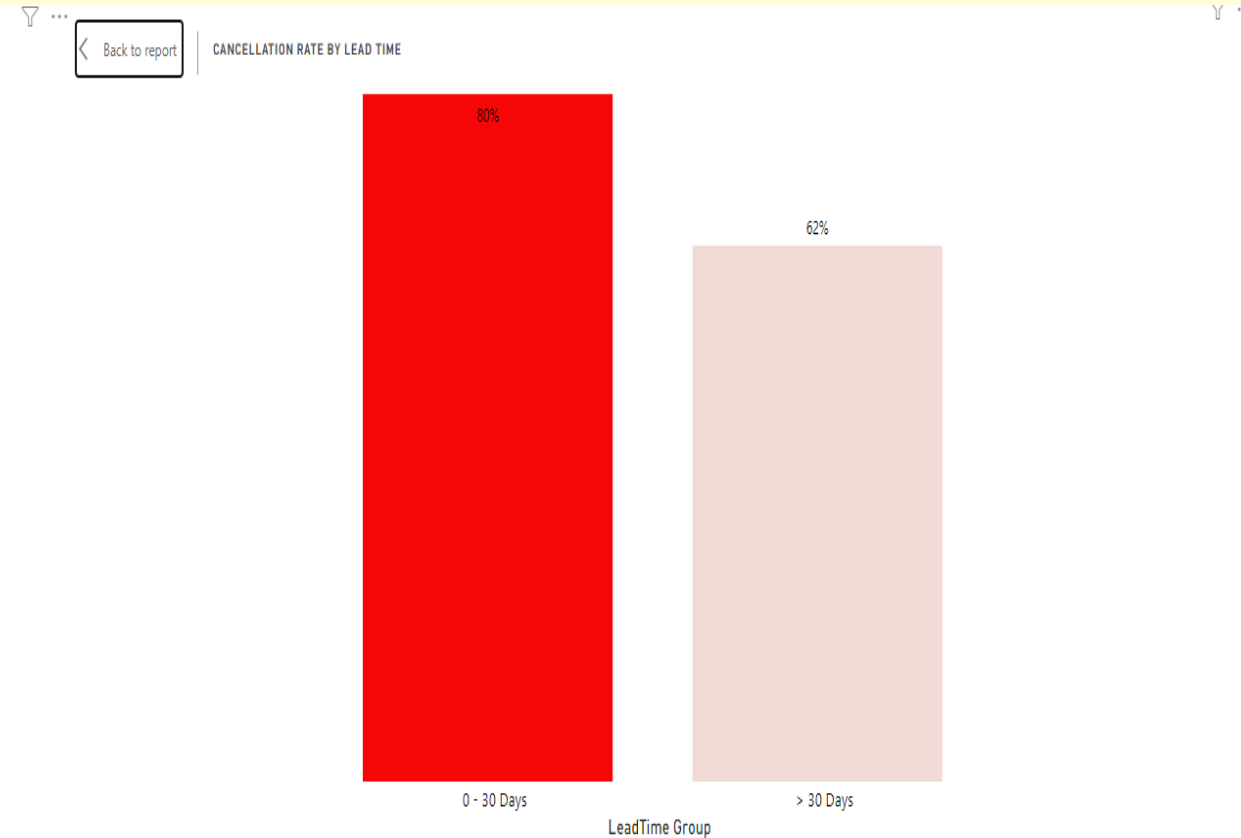


- Monday and Saturday had the highest number of cancelled booking during the month of July and August 2016, with Wednesday having the lowest.

Average Daily Rate by Lead Time



Cancellation Rate by Lead Time



- Lead time within 0 to 30 days had the highest rate of cancellation, this could be to the high average daily rate during the months of July and August in 2016.

Recommendations

- The average daily rate should be reviewed and if possible reduced especially for summer (July and August) bookings with lead time between 0 to 30 days, this will decrease the likelihood of cancellation.
- Although July and August brought in more revenue than other months and had lower number of cancelled booking compared to most months, the revenue lost was the highest, overbooking during the summer will ensure lost of revenue does not affect the generation of revenue during this period
- Other marketing strategies like target advertising, organization of seasonal events and activities, creation of promotional packages can also be implemented