

INSIGHTS FOR HOTEL BOOKING CANCELLATIONS

INSIGHTS:

- **Peak Season Spikes:** Cancellations increase during holidays and major events. Offer non-refundable incentives to reduce risk.
- **Third-Party Cancellations:** More cancellations occur via third-party platforms. Encourage direct bookings with loyalty rewards.
- **Short-Lead Time Risk:** Last-minute bookings (within 7 days) have higher cancellation rates. Consider stricter policies for these.
- **Flexible Policies:** Flexible bookings are more prone to cancellations. Offer discounted non-refundable options to balance flexibility.
- **Regional Trends:** Certain regions show higher cancellation rates. Tailor communication or flexible policies to these areas.
- **Price Sensitivity:** Customers cancel and rebook for better deals. Use dynamic pricing or price-match guarantees to retain them.
- **External Events:** Weather and travel restrictions cause spikes. Flexible policies during these times can build customer trust.
- **No-Show Patterns:** Lack of guest engagement often leads to cancellations. Use reminders and reconfirmation to prevent this.