

V.Ger Travel Company - An Analysis

ITNBD4 Assignment

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1 Summary

Summary of the report

2 Introduction

TBD

But here a couple of citations for temporary testing. With a citation inserted from Zotero and in the references.bib file and a .csl file defining the citation style.. The citation to test (Spiegel and Schiller, 2012) so lets see how it looks. or with Spiegel and Schiller (2012) to see the full. And in text mode (Hankin, 2024)

The report is structured into the following sections:

- Summary
- xxx
- xxx
- Conclusions

2.1 Approach

TBD

3 Demand Forecasting & Revenue Management

Several different approaches have been taken to forecast occupancy and an approach using SARIM was found to be relatively accurate (Phumchusri and Suwatanapongched, 2023)

References

Hankin, R. (2024) ‘Applied statistics’.

Phumchusri, N. and Suwatanapongched, P. (2023) ‘Forecasting hotel daily room demand with transformed data using time series methods’, *Journal of Revenue and Pricing Management*, 22(1), pp. 44–56. Available at: <https://doi.org/10.1057/s41272-021-00363-6>.

Spiegel, M.R. and Schiller, J. (2012) *Schaum’s outline probability and statistics*. 4th edn. McGraw Hill.

A Test Appendix A

This is a test appendix