

FUTURE TALE HOTEL ACTIVITY OVERVIEW



Vivian O. Oguadinma

Overview Activity Analysis



Overview Analysis



Yearly Analysis



Lead Time



Others



Total Bookings



36,275

Total Adults



66,926

Total Children



3,819

Avg. Lead Time



85

Avg. Weekend-Night



1

Avg. Week Night



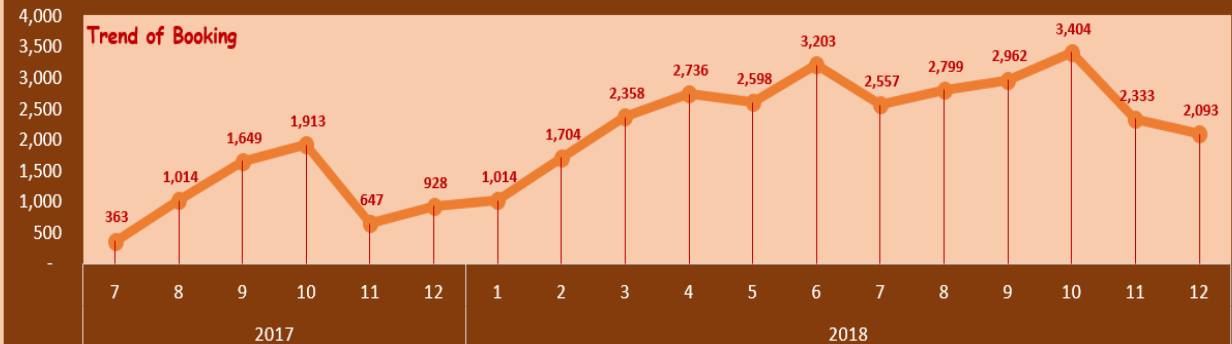
2

Total Cancelled and Non-Cancelled

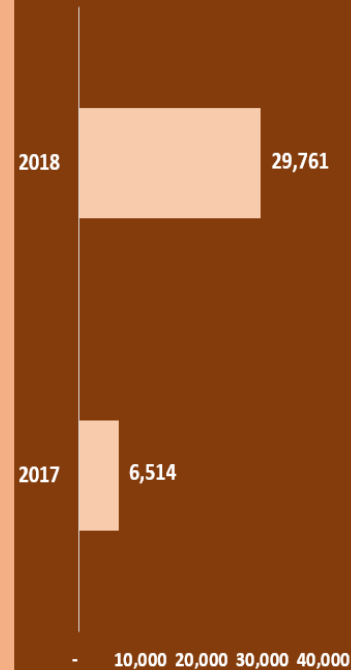


0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Trend of Booking



Total booking by year



Yearly Activity Analysis



Overview Analysis



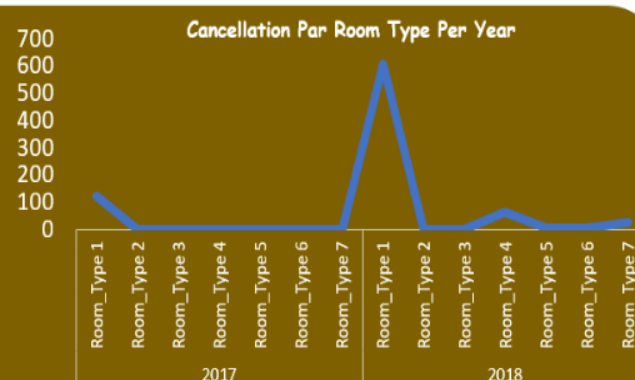
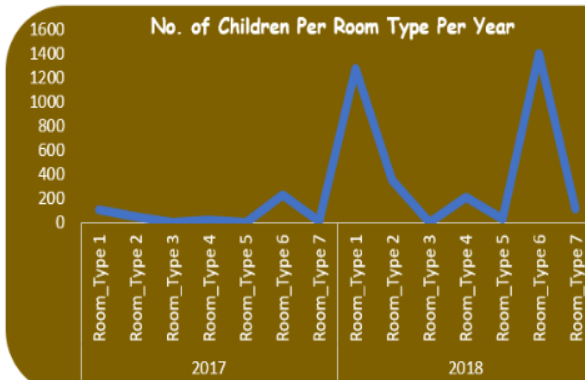
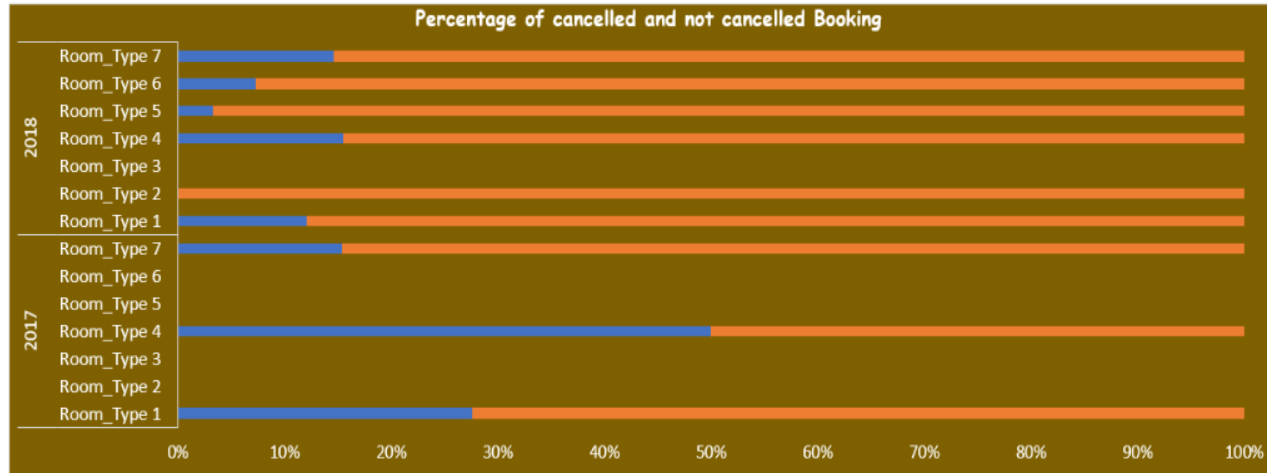
Yearly Analysis



Lead Time



Others



Lead-Time Activity Analysis



Overview Analysis



Yearly Analysis



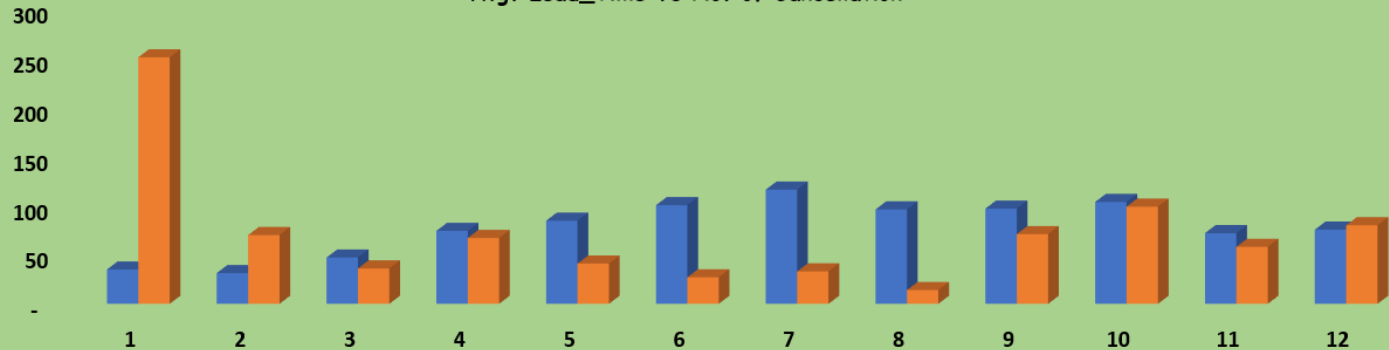
Lead Time



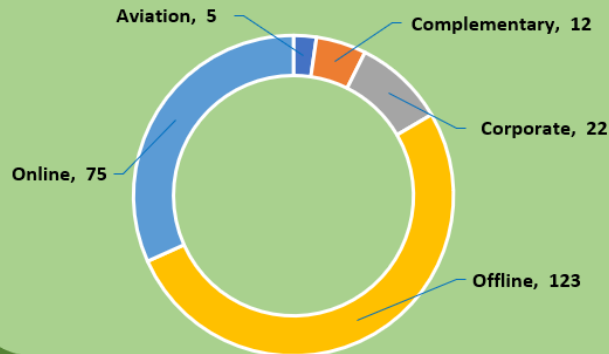
Others



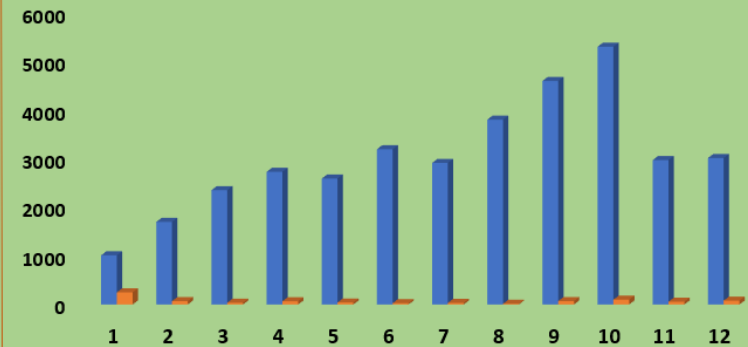
Avg. Lead_Time Vs No. of Cancellation



Avg. Lead_Time Vs Market Segment



No. of Booking Vs Cancelled Booking



Other Activity Analysis



Overview Analysis



Yearly Analysis



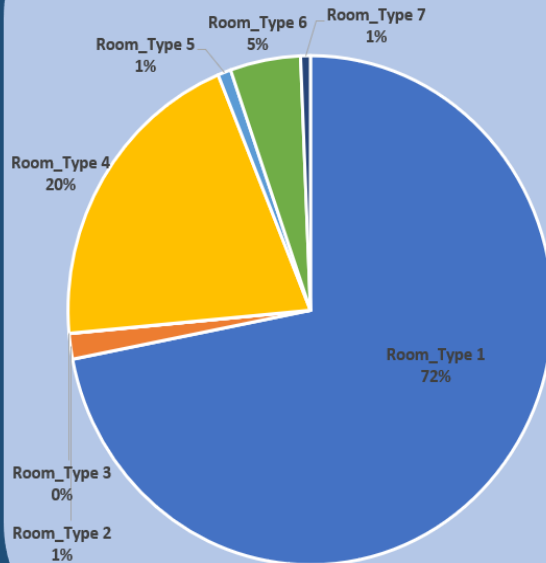
Lead Time



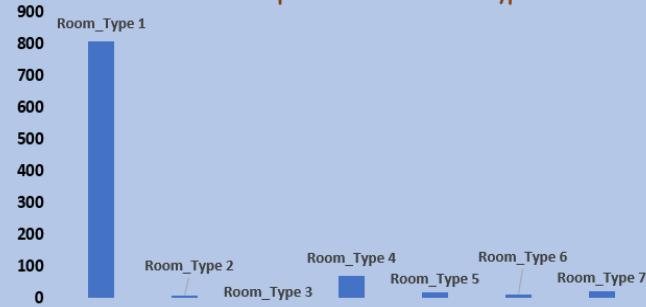
Others



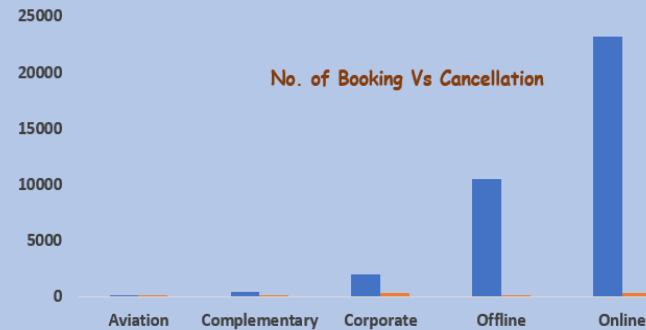
Percentage prices By Room Type



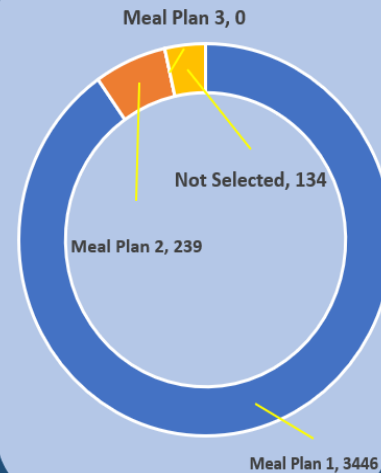
Repeated Guest Vs Room Type



No. of Booking Vs Cancellation



Adult with Children per Meal Plan



Overview Activity Analysis

Observation

- Highest cancellation in January (Winter)
- Lowest cancellation in August (Summer)
- Highest booking in October (Autum)

Recommendations

- Discount on all summer booking to improve reservations.

Yearly Activity Analysis

Observation

- In 2018, room type 1 and 6 had the most booking for adults with kids
- That same year (2018), room type 1 experience high cancelling rate compared to room type 6.
- The number of cancelled room with kids is high in room type 1 compare to room type 6

Yearly Activity Analysis

Recommendations

Since both room 1 and 6 experienced high booking rate with only room 1 with bulk of the cancellation in 2018, we recommend that these rooms be evaluated for for their facilities and amenities specific kids and necessary compensation be made to room 1 to attarct more bookings with less cancellation.

Lead-time Activity Analysis

Observation

- **Highest cancellation in January (Winter)**
- **Lowest cancellation in August (Summer)**
- **Highest booking in October (Autum)**

Recommendations

- **Discount on all summer booking to improve reservations.**

Other Activity Analysis

Observations

- **Two major market segment, online and offline**
- **The market segment with highest booking is online**
- **The online market segment has more cancellation than the offline segment**

Recommendations

- **To reduce the rate of online cancellation a non-refundable 50% policy should be implemented**

CONCLUSION

- **The Future Tale hotel has more bookings in 2018 than in 2017**
- **Three major market segments were identified as “online, offline and cooperate**
- **Room Type 1 is the most booked**
- **There is less booking cancellation in the summer month (August) and more booking in the Autum month (October)**
- **The recommendations highlighted if effected, would improve the revenue and profit of Future Tale hotel**

THANK YOU

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