LivedIn Riyadh: Weekday Occupancy Optimization Report

Note on Weekday Definition

In Saudi Arabia, the official weekend is Friday and Saturday. Thus, in this analysis, 'weekdays' are defined as Sunday through Thursday, in line with the local business calendar.

Background and Objectives

LivedIn manages short-term rentals across Riyadh, catering to both corporate and individual clients. Their portfolio includes studios, 1BR, 2BR, 3BR apartments, and Chalets. Revenue is managed via OTAs like Airbnb, Booking.com, Agoda, and Direct.

The company has observed inconsistent revenue, especially due to weekday occupancy levels consistently falling below 50%. The goal is to identify causes of low weekday occupancy and deliver data-driven strategies to optimize revenue and ADR.

Analysis Goals

1. Conduct exploratory data analysis (EDA) to uncover key factors driving low weekday occupancy.
2. Perform segment analysis across property types, OTA channels, and districts.
3. Recommend pricing and operational interventions to boost weekday performance.
4. Propose data triggers to monitor and respond to future occupancy challenges in real-time.

District-Wise Weekday Trends

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Weekday Occupancy Trends by District (Sun–Thu)
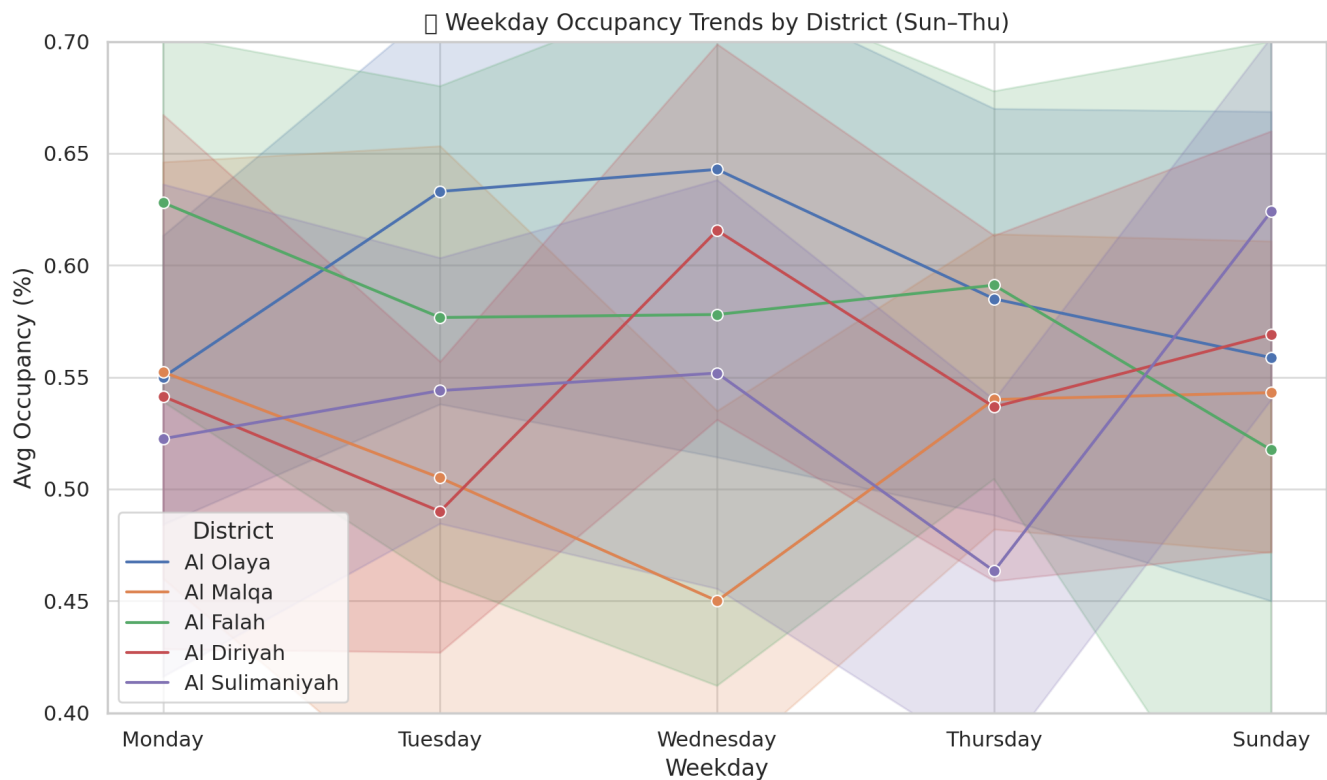
Al Sulimaniyah and Al Olaya show strong weekday demand (Sunday to Wednesday) but drop sharply on Thursday, consistent with the Saudi workweek ending. Meanwhile, Al Falah and Al Malqa experience rising or stable Thursday occupancy, indicating growing leisure traffic pre-weekend.
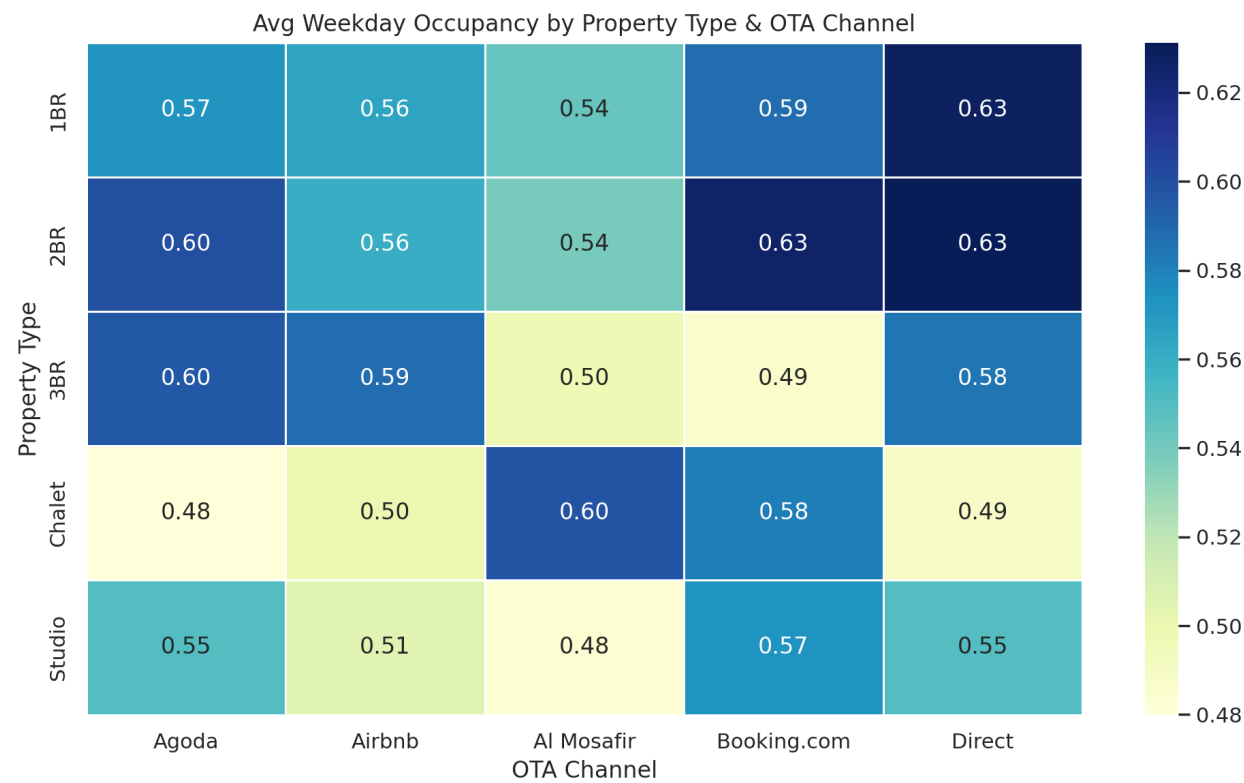
Thursday Occupancy by Property Type

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Thursday Occupancy Distribution by Property Type
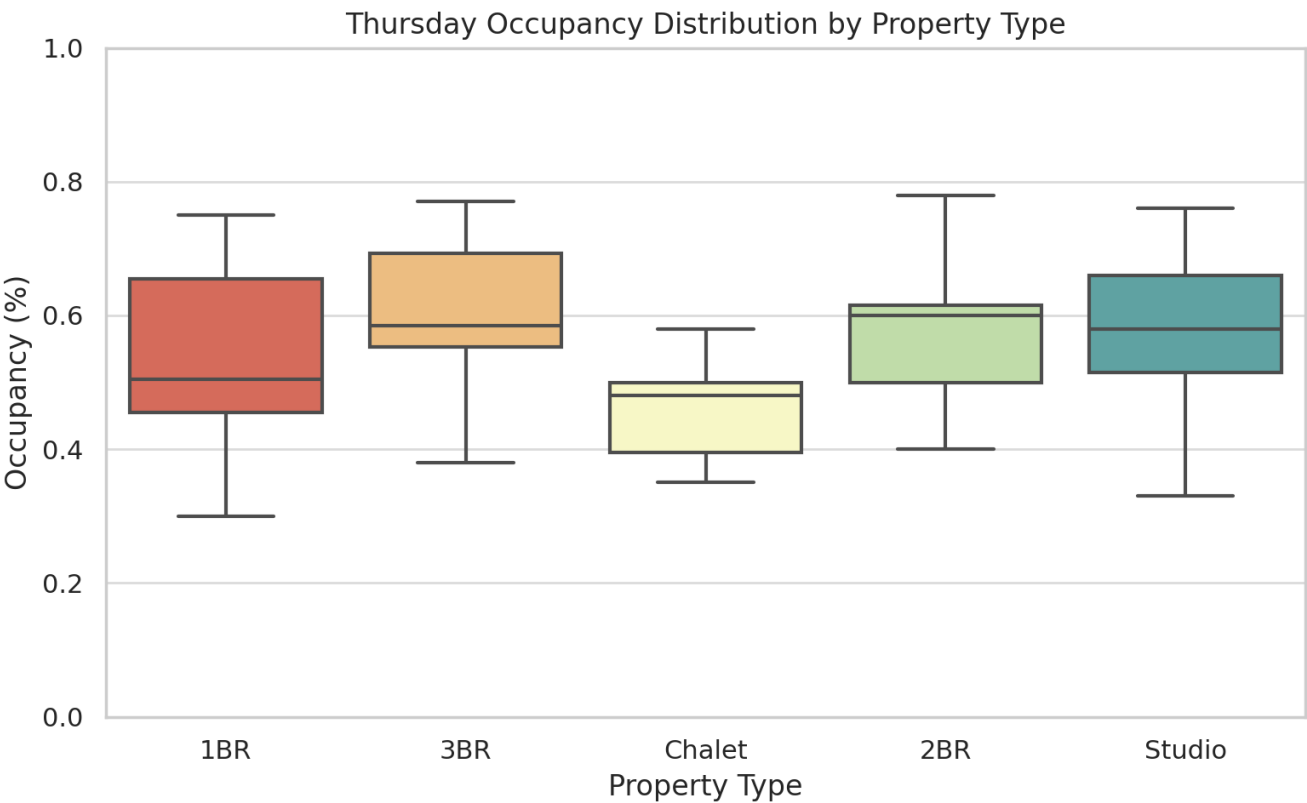
1BR and 2BR properties show strong early-week occupancy but see a decline on Thursday. In contrast, 3BR and Chalet units, which underperform early in the week, stabilize on Thursday, suggesting a shift toward leisure use.

Occupancy by Property Type and OTA Channel

Avg Weekday Occupancy by Property Type & OTA Channel

	Agoda	Airbnb	Al Mosafir	Booking.com	Direct
1BR	0.57	0.56	0.54	0.59	0.63
2BR	0.60	0.56	0.54	0.63	0.63
3BR	0.60	0.59	0.50	0.49	0.58
Chalet	0.48	0.50	0.60	0.58	0.49
Studio	0.55	0.51	0.48	0.57	0.55

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Booking.com and Direct lead for 1BR and 2BR units, aligning with business demand. Chalets perform best on Al Mosafir. Airbnb excels with 3BRs. Al Mosafir underperforms for business-type units but should be retained for leisure inventory.

Occupancy by Guest Rating Group
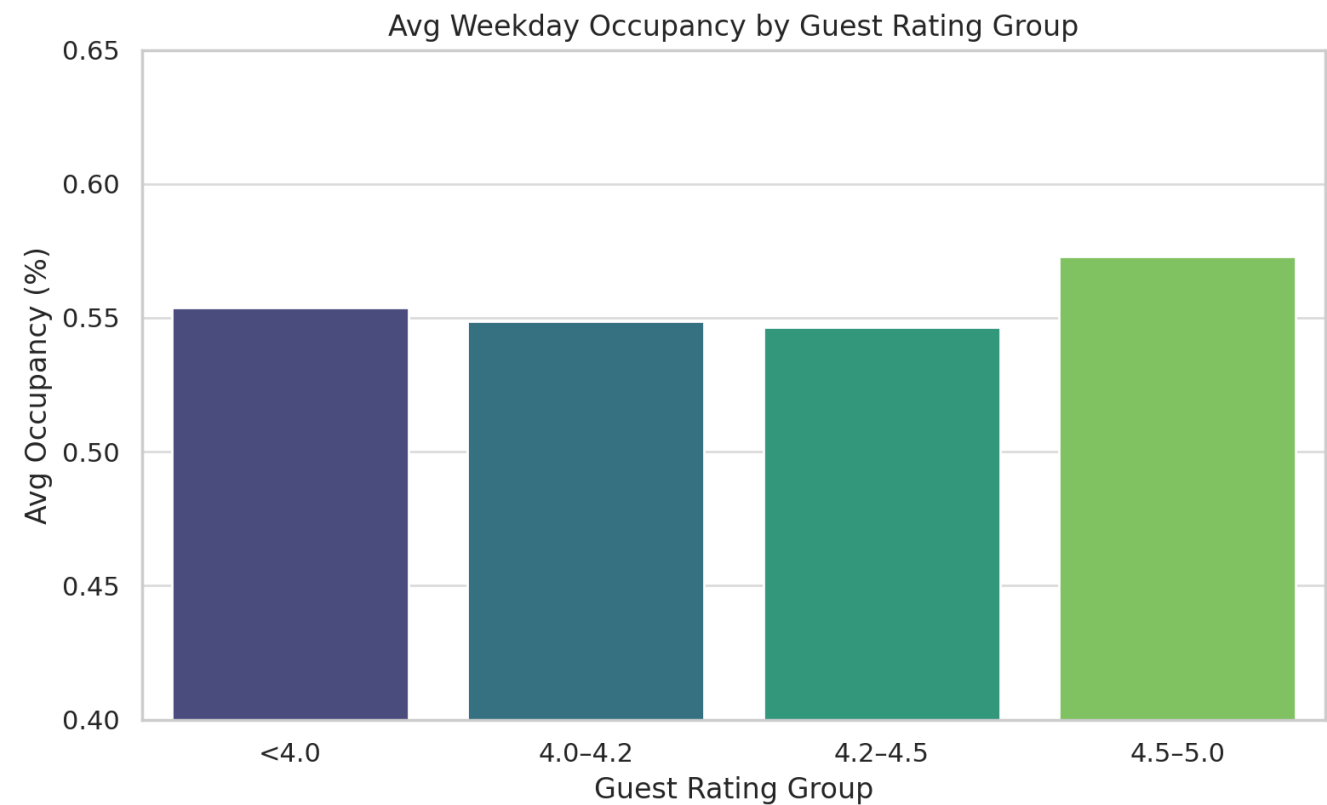
Listings rated above 4.5 achieve the highest weekday occupancy (~57.3%), while properties rated below 4.2 underperform. This shows that guest satisfaction and service quality directly impact conversion on weekdays.

Occupancy by OTA Channel

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Avg Weekday (Sun–Thu) Occupancy by OTA Channel
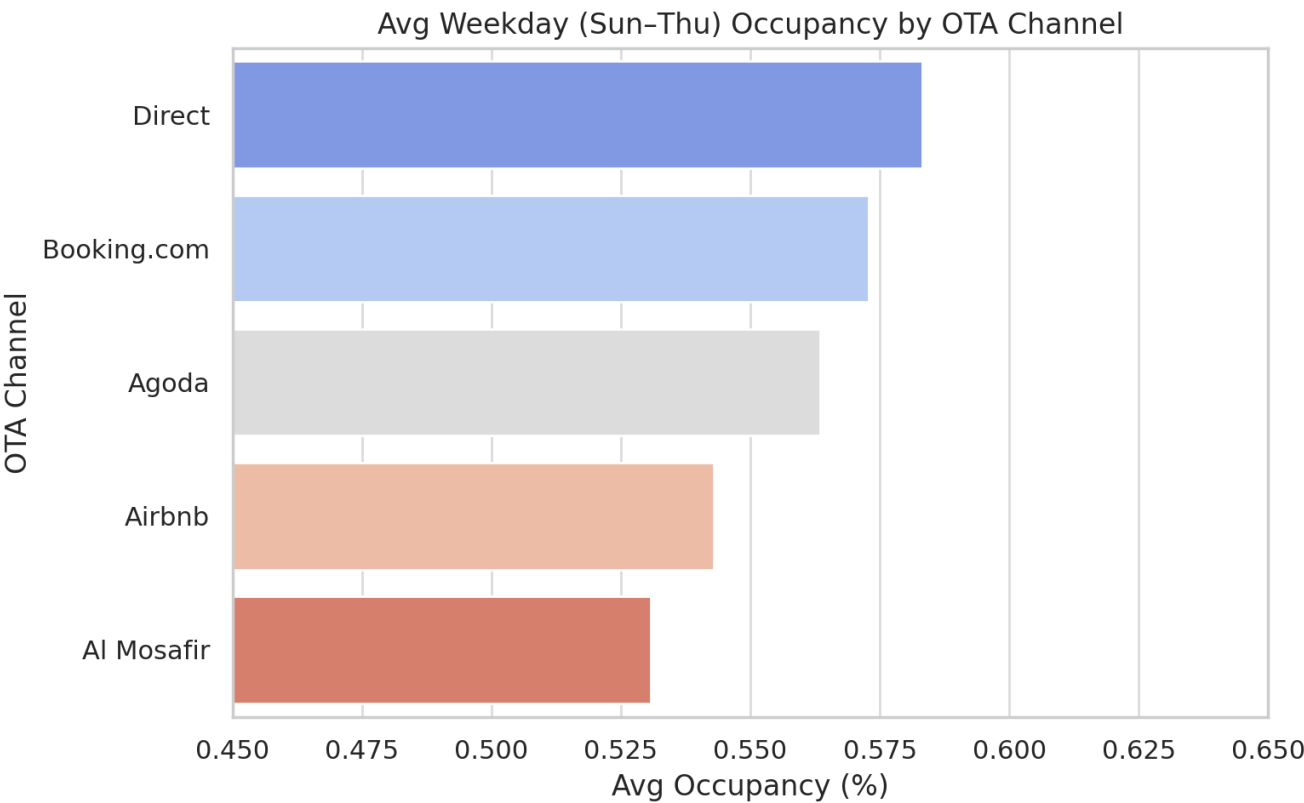
Direct bookings lead with ~58.3% average occupancy, followed by Booking.com. Al Mosafir is lowest overall but remains effective for Chalets. Airbnb underperforms midweek but shows potential for 3BR listings.

Strategic and Tactical Recommendations

- Promote Chalets and 3BRs on Thursdays via Al Mosafir and Airbnb, branding them as pre-weekend getaways.
- Pause or reduce Thursday ads for 1BR/2BRs in business districts such as Al Sulimaniyah and Al Olaya.
- Optimize 2BR and 1BR weekday packages on Booking.com and Direct from Sunday to Wednesday.
- Implement pricing flexibility: apply 10 to 15 percent weekday discounts on low-performing larger units.
- Audit low-rated listings (below 4.2) and trigger guest service improvements or rebranding.
- Use OTA alignment: Booking.com for business units, Al Mosafir for Chalets, Airbnb for 3BRs.
- Encourage loyalty and repeat stays by offering weekday perks (free early check-in or loyalty vouchers).
- Introduce bundle offers like 'Stay Thursday, Get Friday 50% Off' for larger units.
- Refine OTA titles and metadata using terms like 'Business-friendly' or 'Group Stay'.

Trigger Metrics for Proactive Response

Trigger: Occupancy Drop
- Threshold: less than 50% average for 2 consecutive weeks
- Action: Trigger pricing model to reduce ADR by 10-15%

Trigger: Guest Rating Risk
- Threshold: Rating below 4.0 and occupancy below 55%

- Action: Flag property for operations audit and response

Trigger: ADR Overpricing
- Threshold: ADR over 20% above market average and occupancy below 50%
- Action: Launch discount campaign and re-optimize listing

Trigger: Underperforming OTA
- Threshold: Conversion below 50% of peer listings
- Action: Pause ads, reassess OTA listing copy and shift budget