

4 Metrics & Comparison across 3 Brands

- A. $ADR = \text{Total Room Revenue} / \text{Total Room Nights}$.
- B. Total Room Nights contains both Available Rooms and Occupancy information.
- C. Average # Guest in Room: StarSuites remains the highest and Astra has been the lowest, aligning with their positioning, i.e., StarSuites is family-oriented and Astra is a business travel hotel.

Travel & Stay Patterns



Pre-storm (Jan – April 3000)

- a. Grand Galactic has the highest ADR & Average Total Room Revenue, showcasing its premium positioning.
- b. Astra has the highest average Total Room Nights.
- c. StarSuites, however, has the lowest in all price and revenue metrics and total room nights.



During the Storm (May – Oct 3000, impact cont. into Dec.)

- a. All 3 brands of hotels have catastrophic decline in all 4 metrics.
- b. Grand Galactic maintains a relatively higher ADR, but total room revenue is still dropping greatly. A point of outlier, the average ADR surged in November and December.
- c. Astra has the steepest drop across pricing, revenue and occupancy.
- d. StarSuites has the smallest drop in pricing, revenue and occupancy.

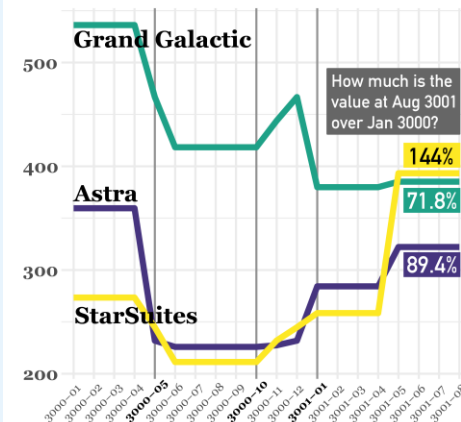


Post-storm (Jan – Aug 3001)

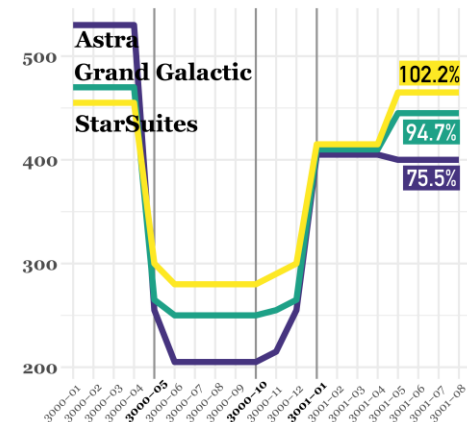
- a. StarSuites made the greatest recovery in all metrics and continued to growth.
- b. Astra's ADR has returned to 90% of its pre-storm level, but Total Room Nights and Revenue still lag.
- c. Regarding Grand Galactic, Total Room Nights (Occupancy) has essentially returned to pre-storm levels. ADR & Average Total Room Revenue decreased.

Allistar: Comparative Brand Performance (Jan 3000 - Aug 3001)

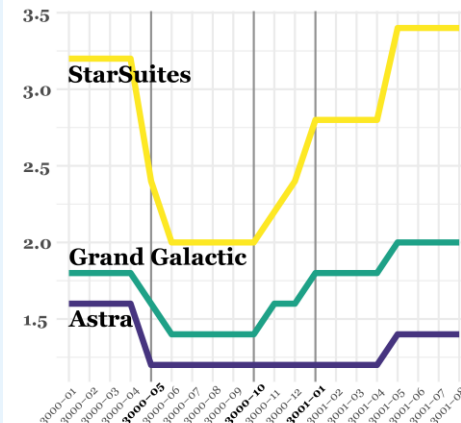
Average Daily Rate



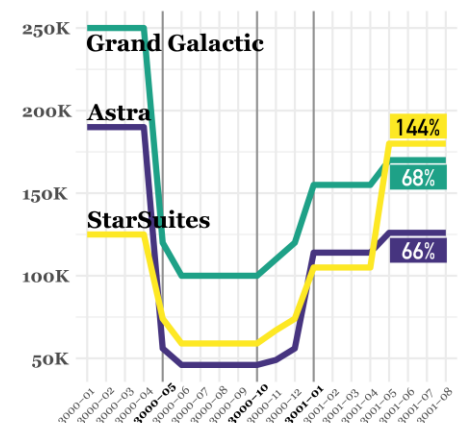
Avg Total Room Nights



Avg # Guests in Room

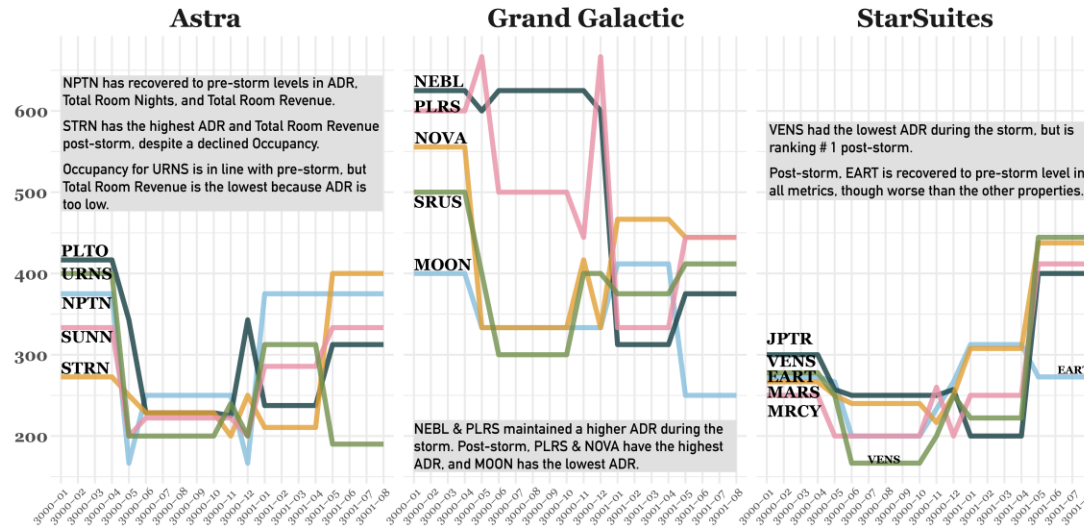


Avg Total Room Revenue

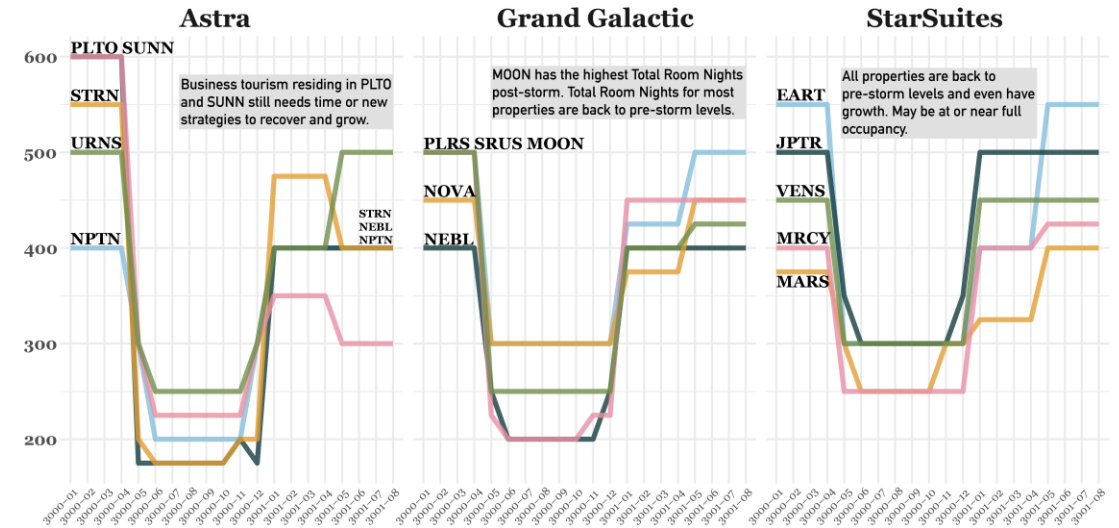


Allistar: Comparative Property Performance (Jan 3000 - Aug 3001)

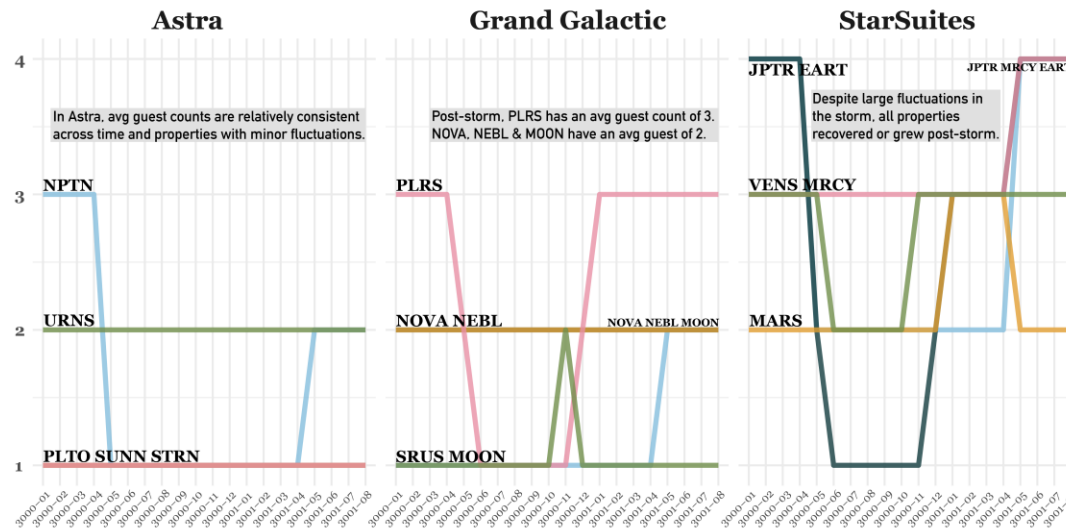
Average Daily Rate (by Month)



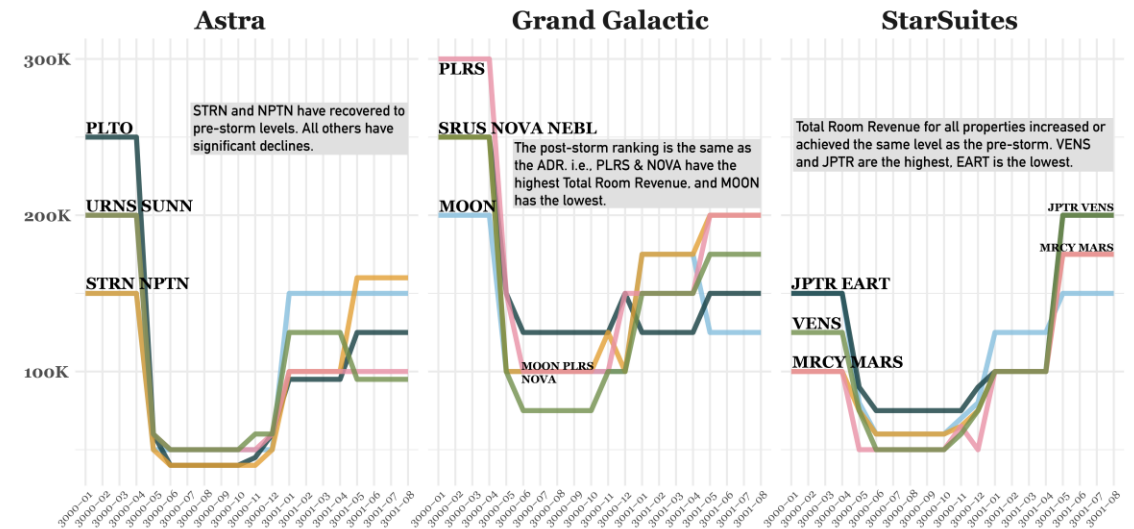
Total Room Nights



Avg. # Guests in Room



Total Room Revenue



Astra

PLTO
URNS
NPTN
SUNN
STRN

Grand Galactic

NEBL
SRUS
MOON
PLRS
NOVA

StarSuites

JPTR
VENS
EART
MRCY
MARS

RECOMMENDATION AND NEW GROWTH STRATEGY



PRICING

Post-storm, Total Room Nights for most **Grand Galactic** properties are back to pre-storm levels, yet the ADRs are still very low. This could possibly be the discounted pre-sale during the storm or promotional efforts to attract tourists. But Allistar should **raise the price when occupancy reaches 90% to grow the Total Room Revenue**.

In times of crisis, should we cut prices immediately? Post-storm, will lower rates lead to more Total Room Nights and higher Total Room Revenue?

Based on regression analysis and experience from: NEBL, STRN, NPTN, and VENS -

High ADR, Low Room Nights, High Total Room Revenue
SRUS, MOON, URNS, EART -

Low ADR, High Room Nights, Low Total Room Revenue

For refined pricing strategies, Allistar need data over a longer period, and need to consider the economic decline due to the interruption of interstellar flights. But Allistar have the potential to **generate augmented Total Room Revenue by keeping rates high**.

All properties have flat rates from Jan-Apr 3000 pre-storm, and May-Aug 3001 post-storm. **Dynamic pricing is recommended**, based on the travel patterns and celestial bodies traits in different months/weeks, which might be different from the Earth's calendar.



PROMOTION

Business Travel Program: Astra, of our 3 brands, faces the toughest impact, especially for PLTO and SUNN. With slow business travel recovery, Allistar can consider short-term deals to lure intergalactic business guests. Given postponed corporate events and conferences, Allistar could also **offer small and medium sized businesses access to exclusive discounted rates and loyalty benefits**.



INNOVATION & EXPANSION

StarSuites' VENS has the in-storm lowest ADR and Total Room Revenue but ranked #1 post-storm. Let's explore its strategies, e.g., potential innovative services.

Astra Strategy Shift: Due to the decline in business tourism, certain properties or rooms can transition to Instagram-worthy interiors, attracting younger guests eager to explore. Young people feel the connectivity through sharing experiences online.

Expansion of StarSuites and Grand Galactic: With surging 'revenge travel' among families, StarSuites rebounded strongest post-storm. Total Room Nights for Grand Galactic's hotels have also been recovered and may already be at max capacity.

PLRS under Grand Galactic has an average guest count of 3, achieving top Total Room Revenue and high occupancy. Allistar might expand multi-guest suites and introduce **luxury family-focused Grand Galactic properties**.

ORGANIZING & EXECUTING

Phase 1 (Short-term):

Introduce promotional offers for Astra and implement higher pricing at Grand Galactic. This will boost immediate bookings and revenue. [Revenue Management, Sales]

Phase 2 (Mid-term):

Initiate the program targeting small and medium-sized businesses with Astra. Engage marketing specialists to refine Astra's room strategy. [Sales, Marketing, Customer Insights]

Phase 3 (Long-term):

Start expansion plans for StarSuites and Grand Galactic, looking into diverse planetary locations and experiences to offer. [Enterprise, Finance, ESG, Workforce, Commercial]

Discover the celestial bodies that are least affected by the storm to invest and develop more new properties on those places.

Future Considerations/Funding Dependent:

Invest in advanced, safer, sustainable space flights to address Allistar's challenges from limited space travel transportation.