



Hotel Booking Data Analysis: Key Insights and Recommendations

This presentation will cover key insights and recommendations across several areas including seasonal demand, cancellations, length of stay, market segments, lead times, and special requests. We'll also examine pricing trends and correlations between various factors. Our goal is to provide actionable strategies to optimize hotel operations and improve customer satisfaction.

by Yi-Ling Tsai

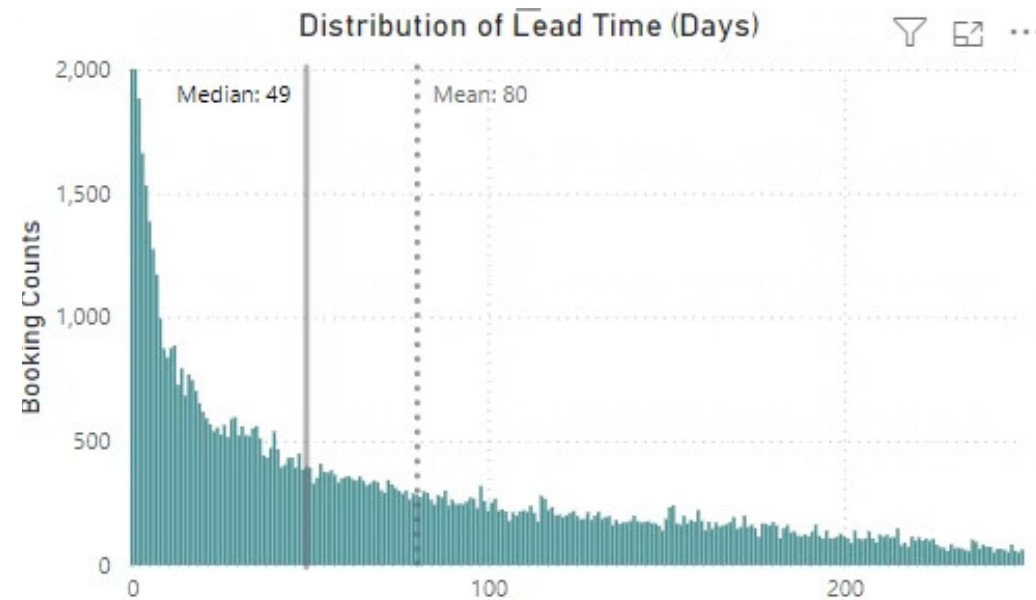
Lead Time Analysis

Average Lead Time

The average lead time for bookings is **80** days, providing insight into typical booking behaviors.

Median Lead Time

The median lead time is **49** days, indicating that half of the bookings are made within about 7 weeks of the stay.



Early Bird Discounts(3-4 months out):

Implement early bird discounts to encourage earlier bookings and secure reservations further in advance.

- Launch campaigns 120-160 days before peak seasons (e.g., summer holidays, Christmas).
- Offer incentives like "Book 4 months in advance and get 15% off" or "Early bookers get free breakfast for their entire stay".
- Target: Planners, families, and budget-conscious travelers.

Last-Minute Deals(1-2 months out):

Develop last-minute deal strategies for periods with typically shorter lead times to fill remaining capacity.

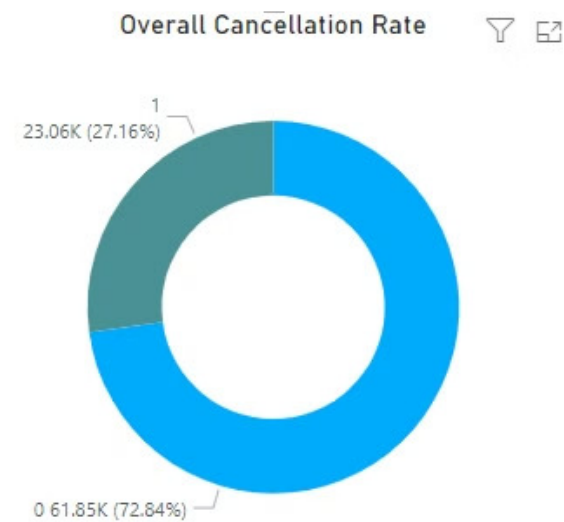
- Launch campaigns targeting spontaneous travelers about 30-60 days before available dates.
- Use flash sales or limited-time offers: "48-hour sale: 30% off bookings for next month!"
- Target: Business travelers, couples, and flexible vacationers.

Cancellation Analysis

Overall Cancellation Rate

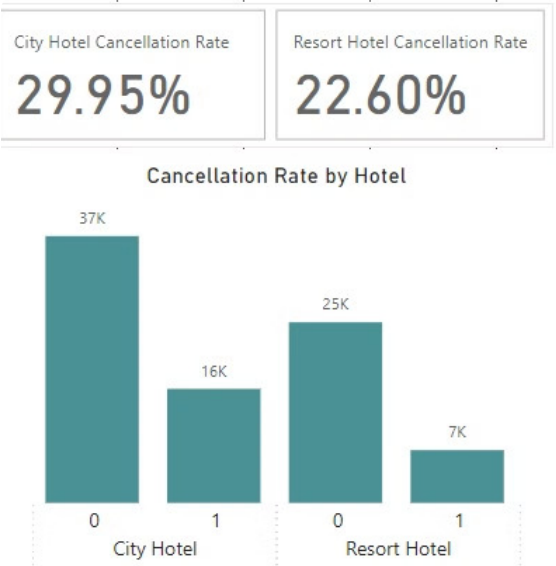
The overall cancellation rate is significant at 27.16%, indicating a need for strategies to reduce cancellations.

0 - not cancelled
1 - cancelled



Cancellation by Hotel Type

City Hotel: 29.95%
Resort Hotel: 22.60%
There are notable differences in cancellation rates between hotel types.



Recommendations

- Implement a tiered pricing system with non-refundable rates at a discount
- Develop a predictive model to identify bookings with high cancellation risk
- Review and potentially revise cancellation policies

Length of Stay Analysis

Hotel Type	Average Length of Stay (Days)
City Hotel	3.15
Resort Hotel	4.37

- 1

Recommendation 1:
Targeted Packages

Develop targeted packages and promotions to encourage longer stays, especially for city hotels.
- 2

Recommendation 2:
Minimum Stay Requirements

Implement a minimum length of stay requirement during peak seasons to optimize occupancy and revenue.
- 3

Recommendation 3:
Loyalty Programs

Create loyalty programs that reward longer stays, incentivizing guests to extend their bookings.

Market Segment Analysis

Recommendations:

1. Focus marketing efforts on the top 2-3 market segments
2. Develop tailored offerings and packages for the most valuable market segments
3. Explore opportunities to grow in under-represented market segment



Online TA: 58%

Online Travel Agencies dominate the market segment, representing the largest source of bookings.



Offline TA/TO: 21%

Traditional travel agencies and tour operators still contribute significantly to bookings.



Direct: 12%

Direct bookings represent a substantial portion, indicating the importance of the hotel's own booking channels.



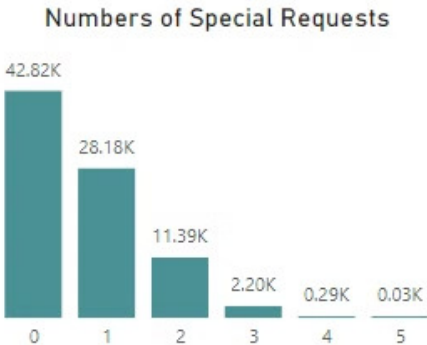
Other Segments

Groups (6%), Corporate (3%), Complementary (0.38%), Aviation (0.26%), and Undefined (0.001%) make up the remaining market segments.

Special Requests Analysis

1

Frequency of Requests



- 50.43% of bookings have no special requests.
- 33.19% have 1 request.
- 13.41% have 2 requests.
- 2.59% have 3 requests.
- Only a small percentage of bookings have 4 or 5 requests.

2

Staffing and Resources

Ensure adequate staffing and resources to handle common special requests efficiently, improving guest satisfaction.

3

Streamlined Process

Develop a streamlined process for managing and fulfilling special requests to enhance the guest experience.

4

Proactive Offerings

Use data on common special requests to proactively offer these services, potentially increasing revenue and guest satisfaction.

Seasonal Demand Analysis

- 1

Insight: Seasonal Demand Management

There is significant seasonality in bookings, with peak months likely corresponding to holiday seasons and summer.
- 2

Recommendation 1: Dynamic Pricing

Implement dynamic pricing strategies to maximize revenue during peak seasons and attract customers during off-peak times.
- 3

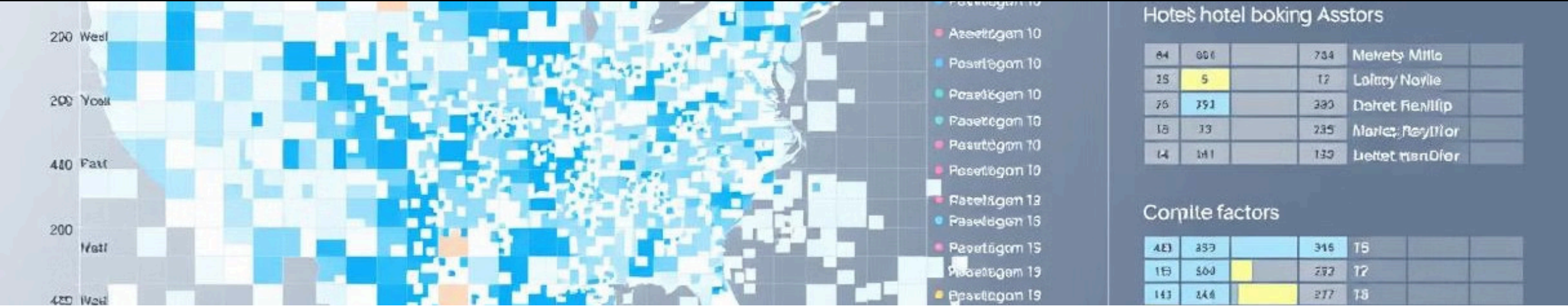
Recommendation 2: Staffing Adjustment

Adjust staffing levels to match seasonal demand, ensuring optimal service during busy periods and cost efficiency during slower times.
- 4

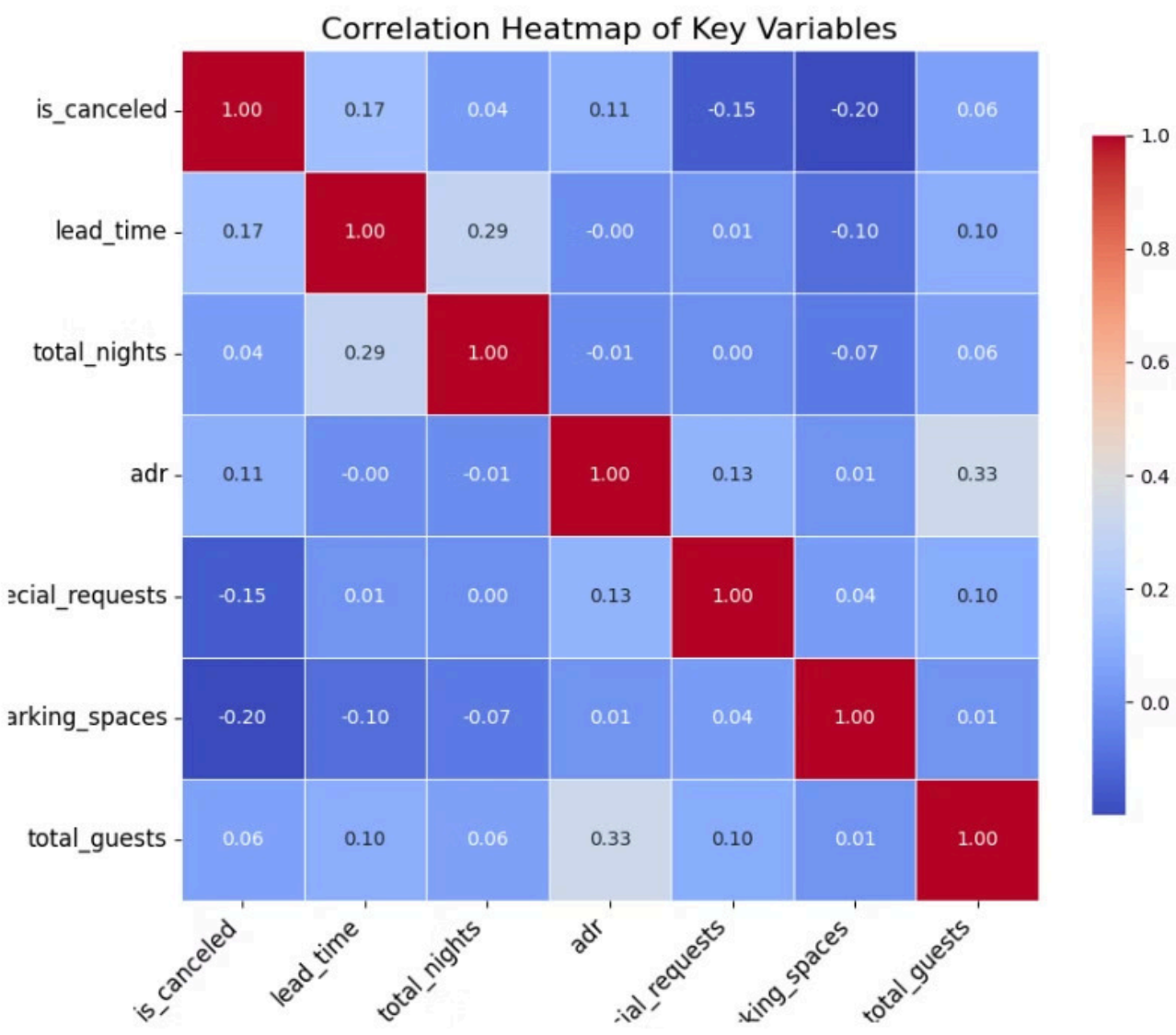
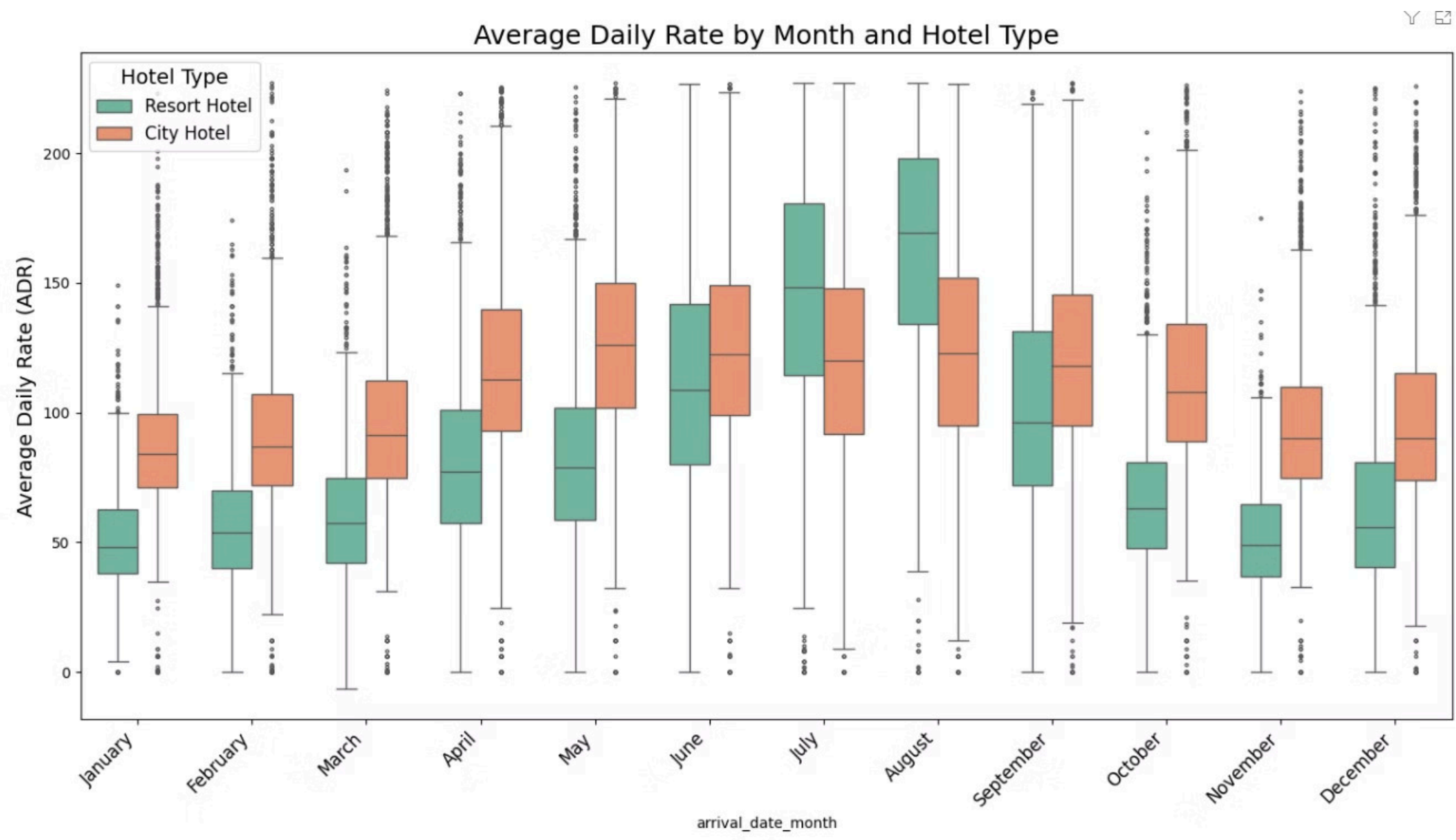
Recommendation 3: Off-Peak Marketing

Develop targeted marketing campaigns for off-peak months to increase bookings during traditionally slower periods.





Pricing and Correlation Analysis



Dynamic Pricing Strategy:

- **Resort Hotels**-Implement a more aggressive dynamic pricing model, especially during peak seasons (**July-August**). Develop attractive package deals for Resort Hotels during off-season months (November-March) to increase occupancy.
- **City Hotels**-introduce subtle price increases during high-demand periods (summer and fall) to maximize revenue. Focus on business travelers and events during off-season to maintain steady occupancy.

Length of Stay Optimization:

- Develop marketing campaigns targeting longer stays, focusing on guests who book well in advance. Offer incremental discounts for each additional night booked.
- Create packages or promotions specifically designed for extended stays, as these guests tend to plan further ahead.

1

2

Cancellation Reduction Strategy:

- Implement a tiered pricing system for advance bookings. Offer slightly lower rates for **non-refundable** bookings made far in advance to reduce cancellation risk.
- Encourage guests to make special requests during booking, as this reduces cancellation likelihood. Consider offering a small incentive for adding special requests.
- Promote parking availability in marketing materials, especially for destinations where parking might be a concern, as it seems to increase booking commitment.

3

4

Pricing Strategy:

- Implement dynamic pricing that factors in group size. Consider offering slight discounts for single travelers or couples to encourage bookings, while maintaining higher rates for larger groups.
- Slightly increase rates for bookings with special requests, but ensure the added value justifies the price difference.