# Disney's Hotels

Web Scraping & Analysis

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Orlando Disney attracts over **50M** visitors per year. The number is in the leading position in global market.

Disney's hotel brands own Over **30,000** rooms onsite Orlando Disney World.

# Why Disney's Hotels in Orlando?

**TOP VISITOR NUMBER**

**INDUSTRY TITAN**

# Scraping Task

**23 Disney's Hotels on Trip Advisor**

**Irregular URL**

ww.tripadvisor.com/ThemePark-g34515-d8428124-Walt_Disney_

w.tripadvisor.com/Hotel_Review-g34515-d120303-Reviews-Disney_s_Grand_Flo

# Disney's Grand Floridian Resort & Spa

4,279 Reviews | #22 of 339 Hotels in Orlando

4401 Floridian Way, Lake Buena Vista, Orlando, FL 32830-8451

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**Reviewed 2 days ago**

### Perfect family vacation

This was our first time staying at the Grand Floridian. We have stayed previously at Wilderness Lodge and Animal Kingdom and this year wanted to splurge and stay on the monorail. Upon check in, our room was ready right away. Unfortunately we had to change... More

ChristineEst
**Commack, New York**
2   1

1   Thank ChristineEst

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**Reviewed 6 days ago**

### Grand Floridian is your splurge first choice

If you want luxury and convenience, you can't beat the Grand Floridian. We love the great accommodations and the convenience of being on the monorail. The quick dining options are lacking. If you want a real treat, try concierge level. We have stayed there 5... More

John K
16   4

2   Thank John K

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**Reviewed 1 week ago**   via mobile

### Conference and family fun

Okay, let me give it to you straight. We did not pay rack price for this hotel. So my review is based on paying a conference rate. That said the discounted conference rate is still over one and a half times as much as I... More

annniagara_8
**niagara**
26   16

1   Thank annniagara_8

Previous   1   2   3   4   5   6   ...   776

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**Hotel Info.**

Hotel Title

Address

Stars

**Review Info.**

Customer Rating(Bubble)

Rating Date
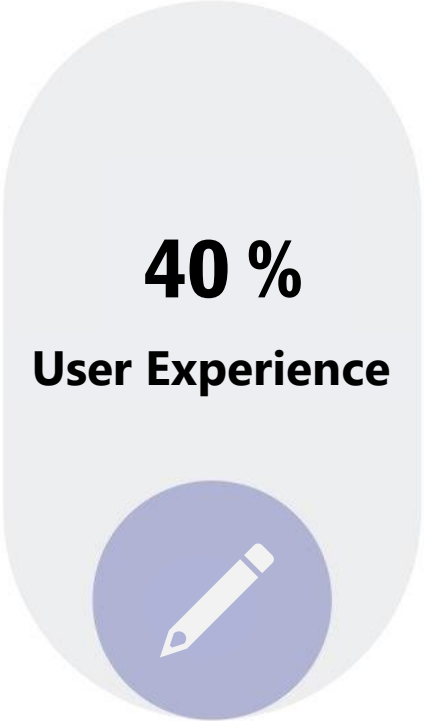
Other's reaction

Review Title

Partial of the Review

**5 Reviews per pages, over 1500 reviews per hotel**

**25 %**

**Basic Info**

**40 %**

**User Experience**

**35 %**

**Numerical**

**Text Content**
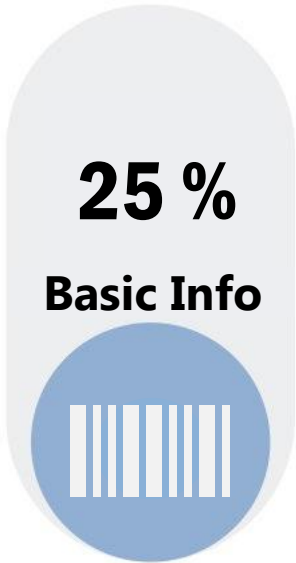
**Text Content**

**Numerical Data**

Hotel Title

Address

Zip Code

Review Title

Partial Review
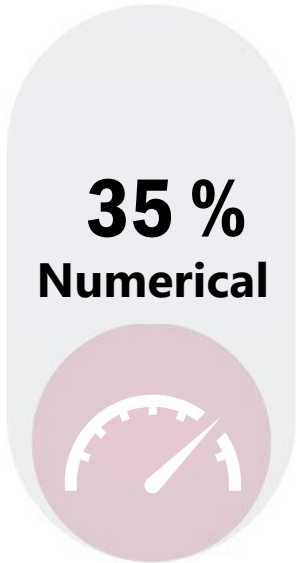
Review Bubble

Stars

Review Date/Year

Price

# Objects touch base

## Business Interpretation

As a Disney fan in business, to study Disney's Hotels Strategy in Orlando and to picture the market.

## Business Decision

Customer feed back provides chance to look into their real demand.

## Social Science

Possible indication hidden inside numerical data and correlation between different variables.

# Key Matrixes

- **Price**
  The price range of Disney hotels from the official webpage covers the range from around $100 to over $2,000 per night

- **Customer Reviews**
  The customer review from 0 to five, most of Disney hotels obtain over 3 on average

- **Stars**
  1 Star: means a property has no frills and only offers basic accommodations.
  2 Star: two-star properties are typically more affordable than hotels that have a higher rating
  3 Star: Ordinarily have some unique amenities and provide quality service.
  4 Star: Often noted for their upscale quality and extraordinary comfort.
  5 Star: Provide flawless guest services in a state-of-the-art facility. As a five-star property, such as premium dining options and personalized services to its guests. With no detail being overlooked, these hotels commonly even provides high-end, luxury toiletries for guests.

# Room Rate vs. Star Scatter
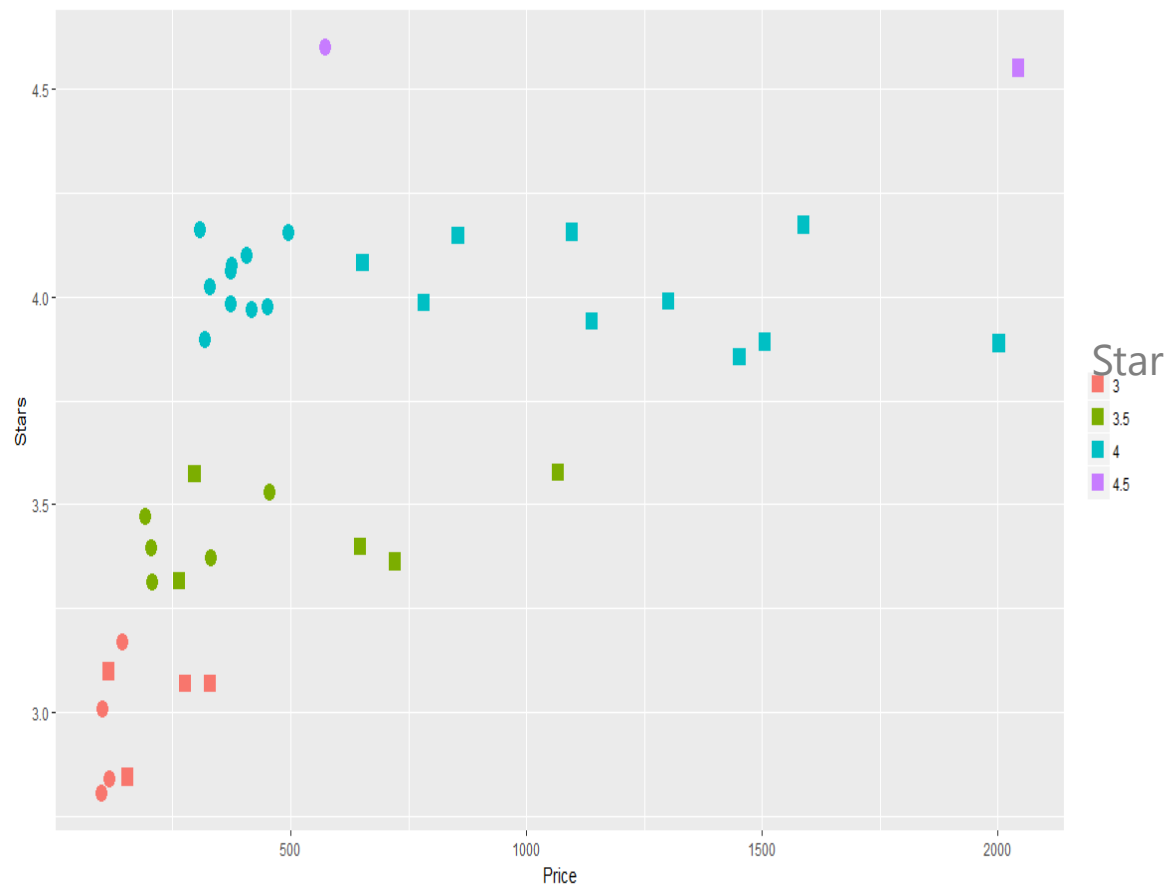


By looking into this plot, we can find the clue of Disney's hotel strategy in the region:

1. The majority of the brand's products are 4 stars.

2. The price variance is significant in the 4 stars & 5 stars products, which might also effected by the time that hotels are build.

3. Price under $500/night take the large portion of Disney's hotel in the region.

4. For further dig into the business strategy, knowledge of the visitors, ex: numbers of familiar members, number of average stay period, will aim the dimension of analysis.

# Lowest Room Rate vs. Star Scatter
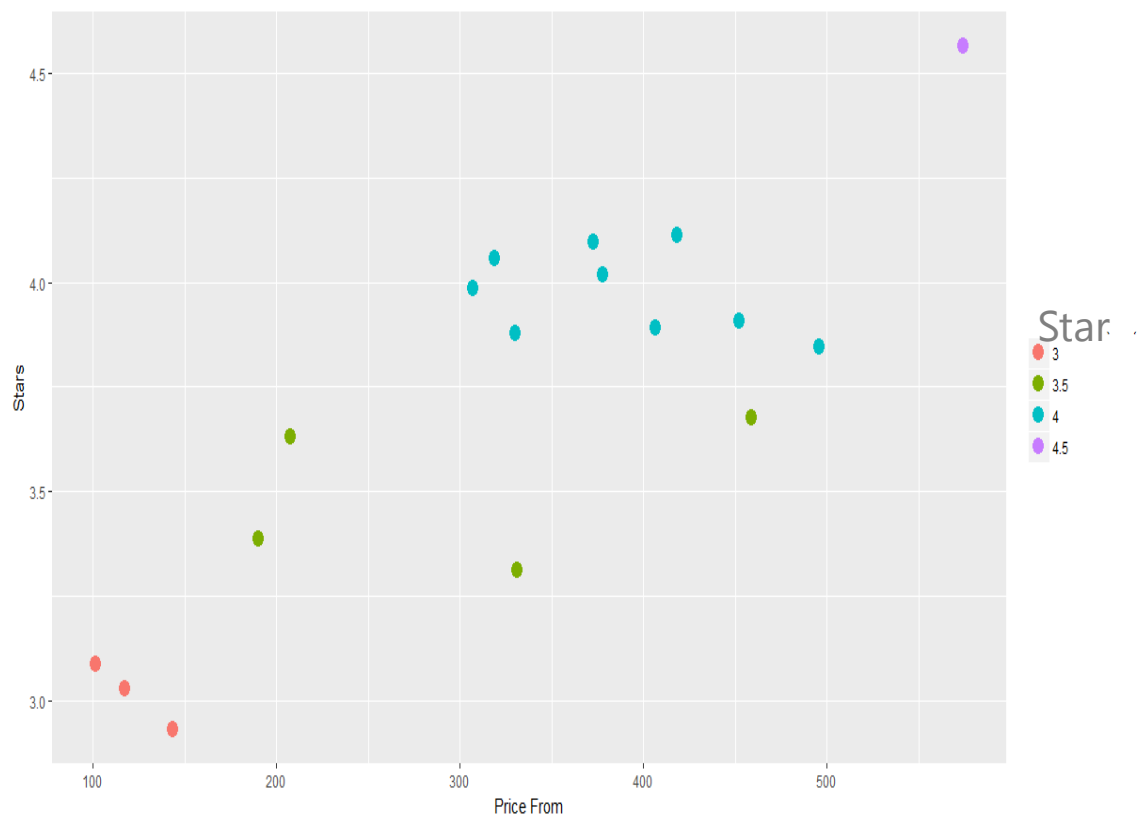


Now, we focus on the price start point for hotels. Here are some findings :

1.  The brand set their main products (4 stars hotel) starts from $300 to $500 per night. Almost equal to the price you can find in New York.

2.  The highest variance of price goes to 3.5 stars hotels, a number surpass $250. This might caused by the location, the convenience might effects the price. But here we can't see.

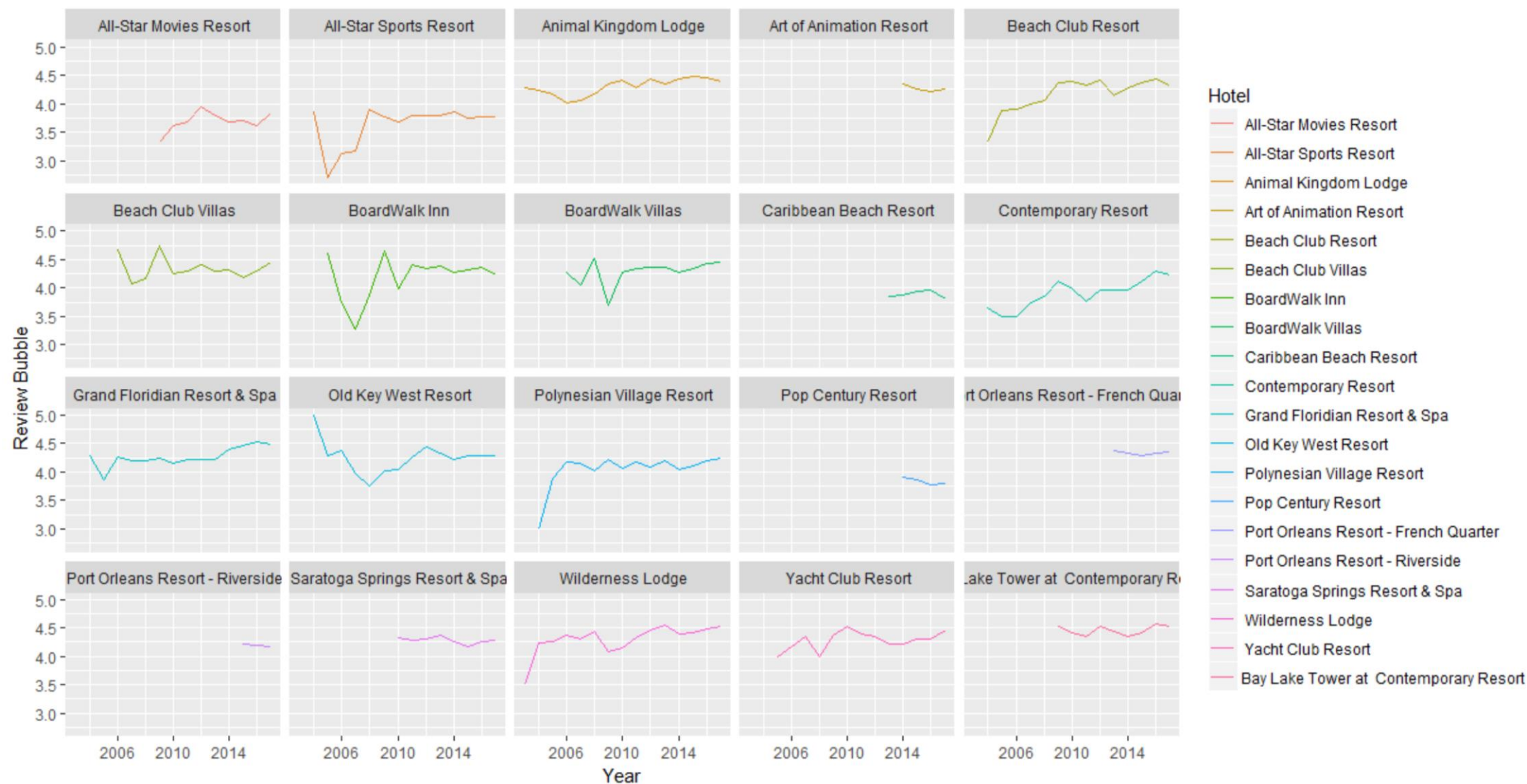3.  By this graph, we might can say the price and stars are correlated.

# Price Box by Stars
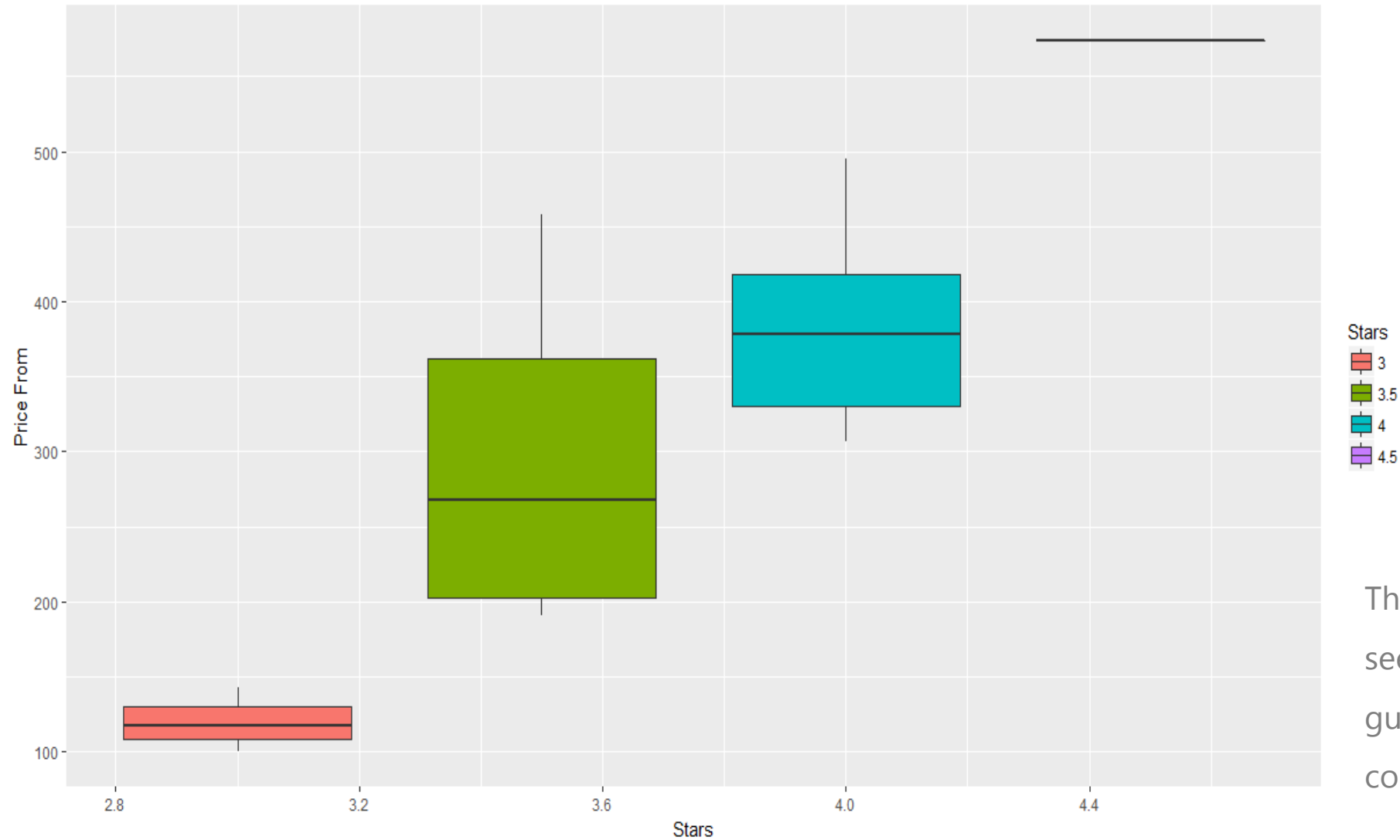


This price/star box graph seems agree with the guessing of Disney's Brand concentration strategy

# Average Review Time series

# **Average Review Time series**

What can we find in Average Review Time series :

1.  High level managers can track KPIs, such as maintain reviews above certain level.

2.  Service variance can be presented by difference time period such as by year, by month or by season.

3.  Any huge drop came with a reason:
    Whiling reviewing the results, one of my fellow described to me his food poisoning experience in BoardWalk Inn in 2008.
    Then, we found a huge dive in the data, and the text mining for the hotel in certain year, for people gave low rating, reveals the same trend – people were complained about the food!
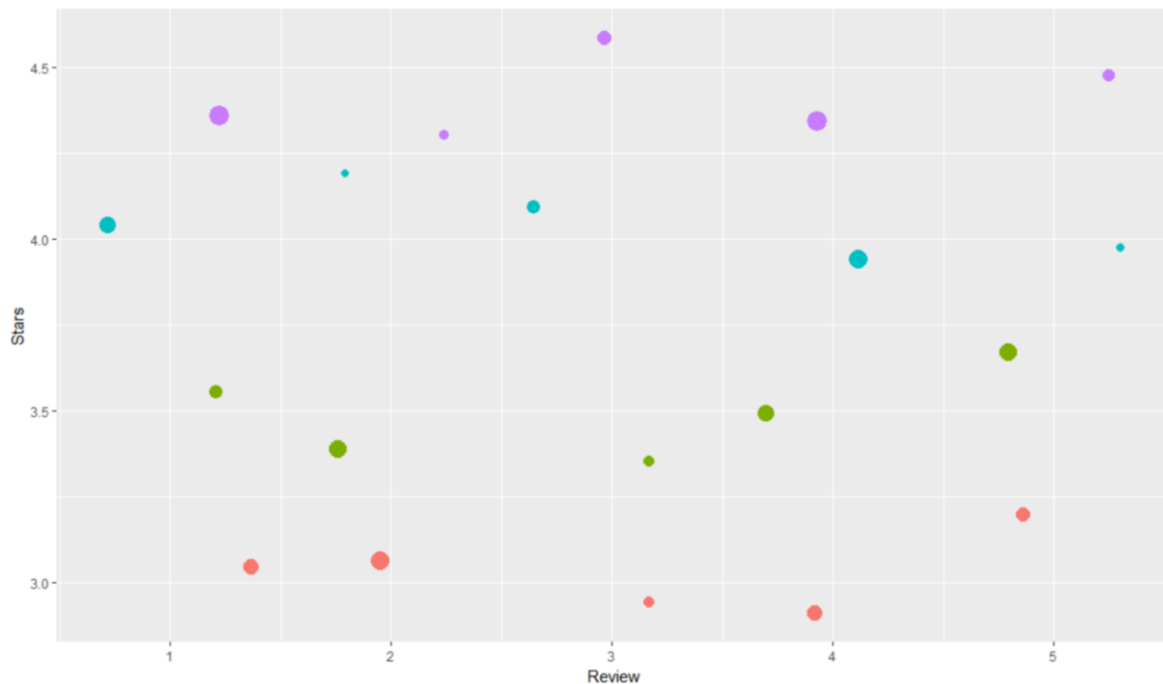


BoardWalk Inn

# Average Reviews by Stars
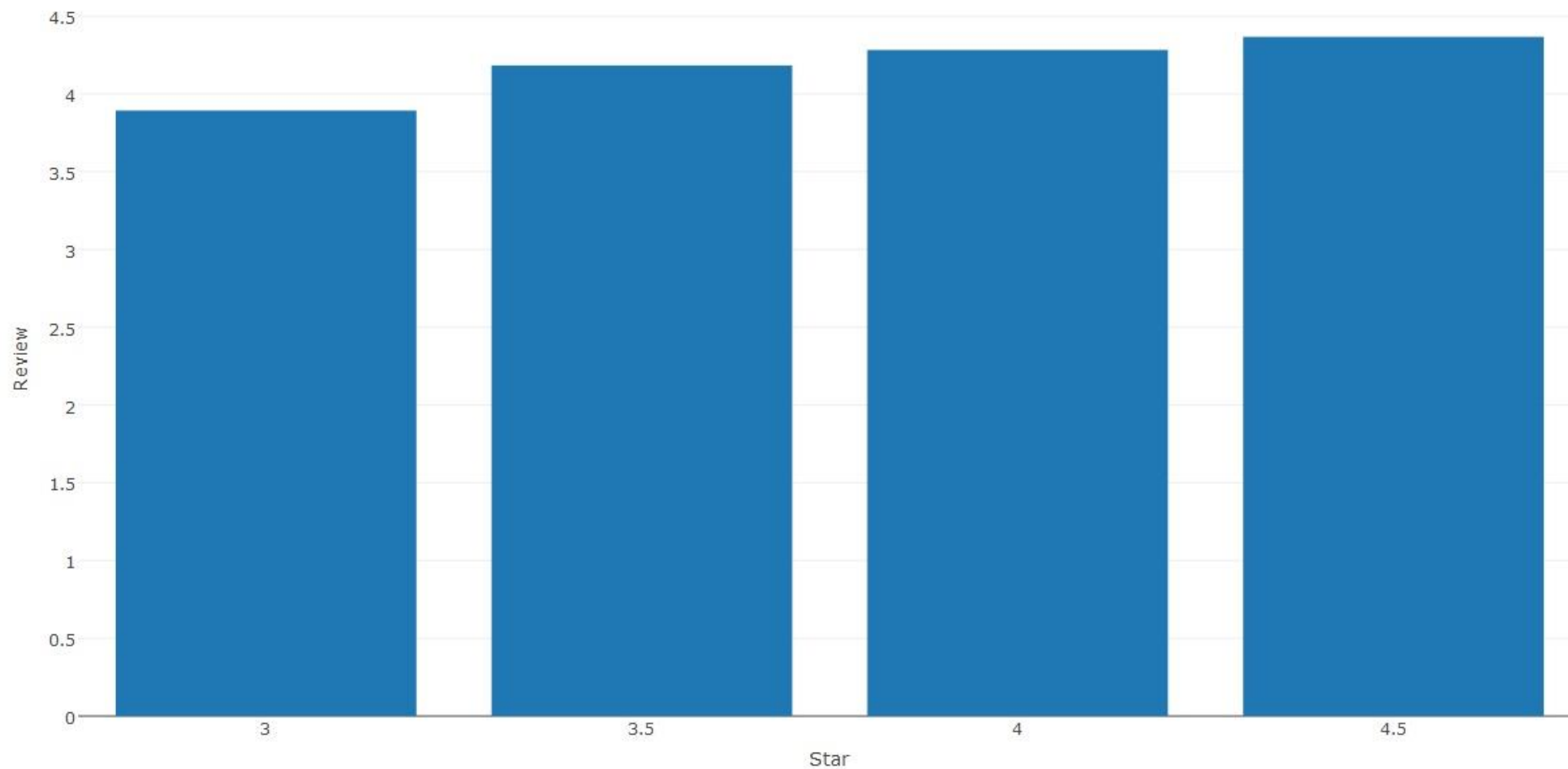
# Review – Stars Scatter



This section we compare the reviews and the stars.

Surprisingly, higher star point doesn't guarantee to a better review score.
For instance, we found that the hotels owns over 4.5 stars also gained themselves low review rating under 3.
On the contrast, low stars hotels also own pretty good reviews close to 5.
A manager might also consider strategy that to increase review in high profit hotels. Also, we need to know whether these lower reviews caused any cost of make up customers for their unpleasant experiences.

* The size of dots indicates the population of guest.

# Conclusion - Hotel Recommendation

Now, how does the project benefit myself?

By analyzing the price and the review, recommendation to my own or friends' trips can be made.
Where to go if you expect highest review but more reasonable price?
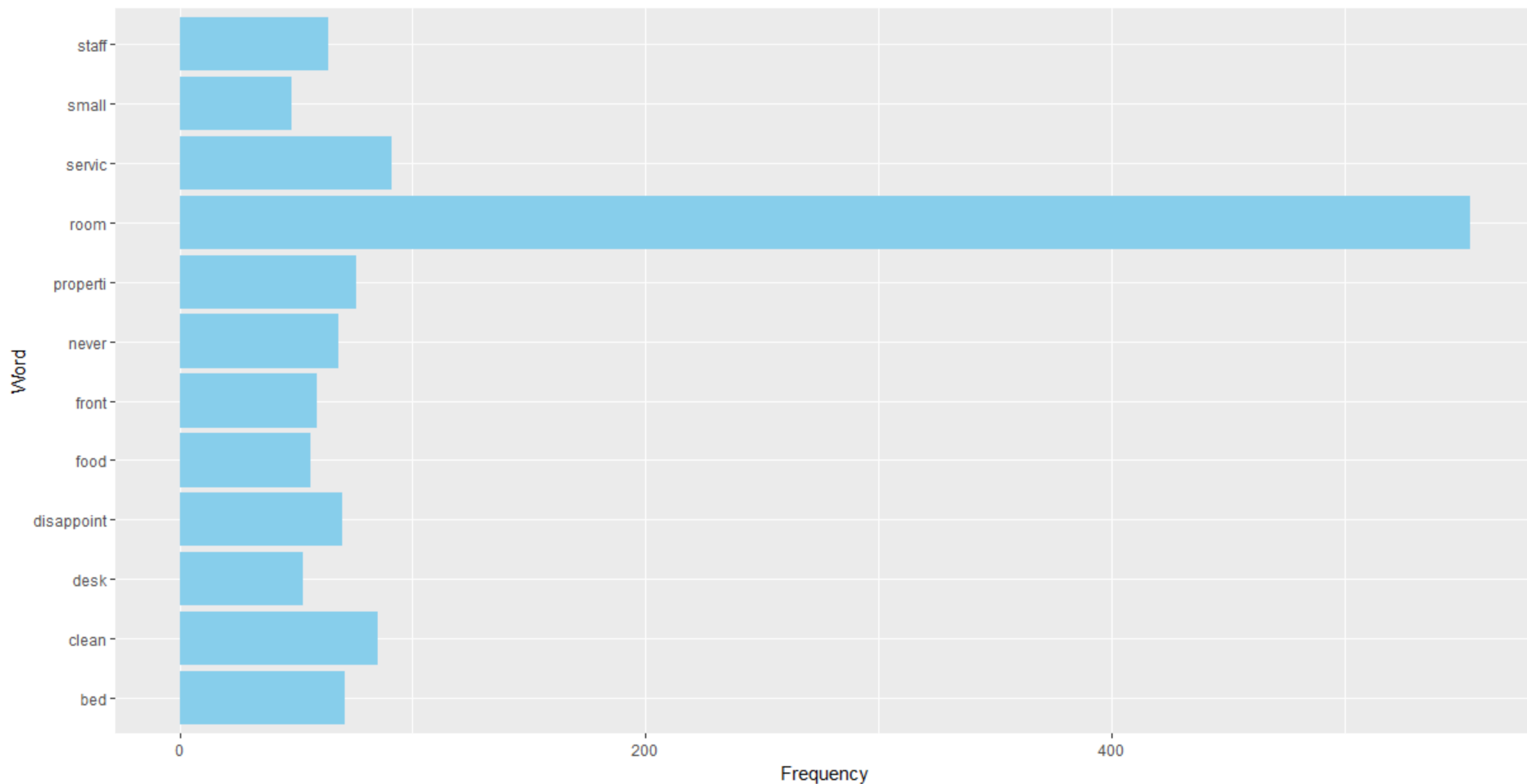
**Go to Wilderness Lodge**



Price Review Distribution

# Over All Word Cloud

# Low Rating Word Cloud
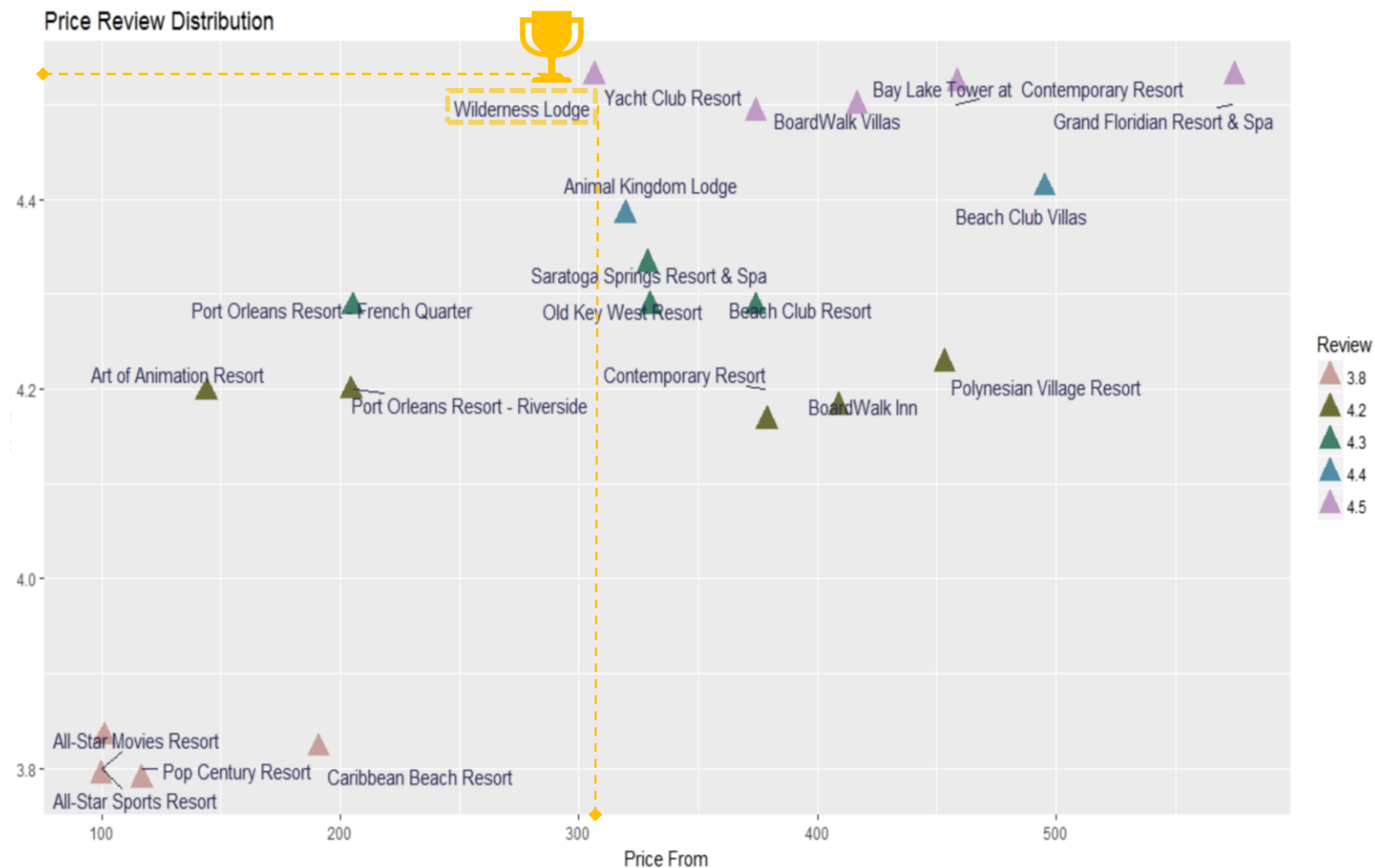
# Low Rating Word Freq

# More IDEAs

## Apply NLP

Use NLP to better analysis customers likes and dislikes about the hotel then provide accurate high level suggestion.

## Correlation

Explore customer behavior via analysis correlation between different variable such as expectation and hotel stars, disappointment and price ...etc..

## Improve Scraping Skill

Better skill to dig into deeper level of web and to gain further user information.

# Thanks