interoffice memorandum

|  |  |
| --- | --- |
| to: | the philadephia association of boutique hotels |
| from: | Group 4 |
| subject: | Data Analytics of Boutique Hotel reservations |
| date: | June 29, 2017 |
| cc: | Professor Reinhardt |
|  |  |

Due to the inception of online marketplaces, financial pressure has been put on boutique hotels. In order to better understand the Philadelphia Association of Boutique Hotels customer base we have conducted research in order to focus spending on the correct geographic areas. We have recommendations based on the data provided in order to determine how the marketing budget should be allocated.

Out of the 5,000 customers given in the Country Gender sheet only 149 customers are from North America. In other words, only 3% of the customer base is from North America. Therefore, the focus of the marketing campaign should not be geared towards North Americans. The bulk of the marketing campaign should be focused towards the countries China (19%), Indonesia (10%), and Russia (6%) because together they create 36% of the customer base.

The gender base is not particularly skewed in any way. There is approximately a 50:50 breakdown in the gender ratio.

During the first and third quarter there is a significant increase in the utilization of rooms as compared to the second and fourth quarter. This is a correlation between the peak family travel times. Advertising campaigns should be focused towards the end of the second and fourth quarter to target the peak travel times. Specifically, January and August yielded the highest utilization rate confirming the concept that family travel is highest during these months.

The pet friendly trend has been relatively steady over the years. However, recent years have shown a slight decline in customers utilizing pet friendly rooms. Marketing strategies should not change based off the findings of pet friendly rooms. The trend for smoking rooms is on the rise yet, the graph shows there to be a decrease in smoking rooms for the 30 years old age group. Marketing strategies should be geared to decrease the amount of smoking rooms.