

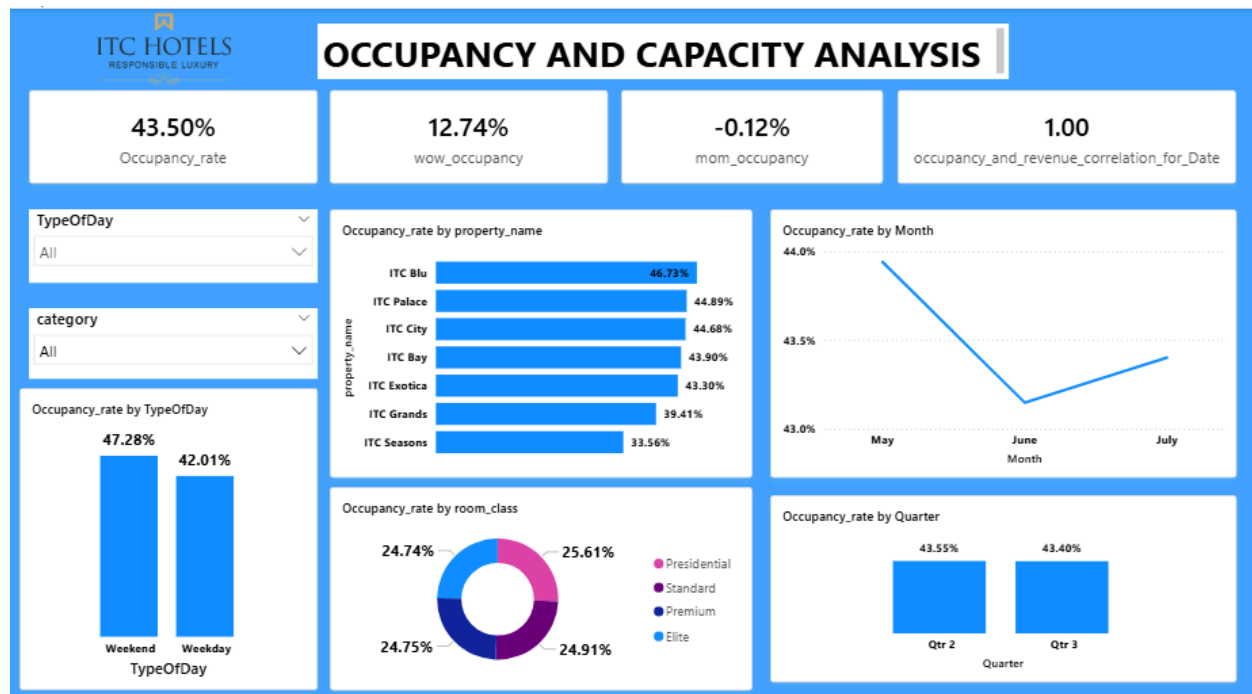
ITC Hotel Occupancy and Capacity Analysis

Project Background

This analysis examines ITC Hotel's occupancy patterns and capacity utilization across different property types, room categories, and time periods. The study focuses on understanding occupancy rates, growth trends, and the relationship between occupancy and revenue generation to identify optimization opportunities.

Executive Summary

ITC Hotel maintains a solid 43.50% overall occupancy rate with encouraging 12.74% week-over-week growth, though month-over-month occupancy dropped slightly by 0.12%. The data shows weekdays significantly outperform weekends (52.95% vs 47.05%), and there's a perfect 1.00 correlation between occupancy and revenue. Presidential rooms lead occupancy at 25.61%, followed closely by Premium rooms at 24.91% and Standard rooms at 24.75%. Property-wise, ITC Blu tops the charts with 46.73% occupancy, while seasonal trends show a concerning decline from May (44.0%) through July (43.0%) to June (lowest point).



Insights Deep-Dive

The occupancy landscape tells an interesting story about guest behavior and property performance. Weekdays dominate with nearly 53% of total occupancy, which makes sense for a business-focused hotel chain - corporate travelers clearly drive a significant portion of the business. The 12.74% week-over-week growth is impressive and suggests recent marketing efforts or operational improvements are paying off, even though the slight monthly decline of 0.12% indicates some volatility.

What's particularly striking is the perfect correlation between occupancy and revenue - every percentage point of occupancy directly translates to revenue gains, which is exactly what you want to see in hospitality. The room category distribution is remarkably balanced, with Presidential rooms slightly edging out the competition at 25.61%, but all categories clustering around the 24-25% range shows good portfolio balance.

Property performance varies significantly, with ITC Blu leading at 46.73% while ITC Seasons lags at 33.56%. This 13-point spread suggests different market conditions, property positioning, or operational effectiveness across locations. The seasonal trend shows a V-shaped pattern - starting strong in May at 44%, dropping to the lowest point in June at around 43%, then recovering slightly in July to 43.5%. This dip-and-recovery pattern suggests June faced specific challenges but the business bounced back.

Recommendations

Focus on weekend occupancy improvements since weekdays are already performing well - consider leisure packages, local partnerships, or event hosting to boost weekend numbers. The June occupancy dip needs investigation - understanding what caused that specific month's decline can help prevent similar future drops, and the July recovery shows the business can bounce back when issues are addressed.

ITC Seasons and other lower-performing properties need operational reviews to understand why they're underperforming compared to ITC Blu's success. With that perfect occupancy-revenue correlation, every effort to boost occupancy will directly impact the bottom line, so prioritize occupancy-driving initiatives.

The balanced room category performance suggests your pricing strategy is working well across segments, but consider whether Presidential rooms at 25.61% occupancy are optimally priced - there might be room to push rates higher or adjust inventory mix. Finally, build on that strong week-over-week growth momentum by identifying what's working and scaling those successful tactics across all properties.

