A photograph of a tropical resort pool. The pool is a vibrant blue, with a curved edge in the foreground. In the background, there are several palm trees and thatched huts, suggesting a tropical setting. The sky is blue with some white clouds. A large, curved, light blue graphic element is on the right side of the image, partially obscuring the pool and sky.

HOTEL BOOKINGS

Group 7 :
Aayushi Gandhi
Harshi Thaker
Manthan Mehta
Rushit Shah

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CANCELLATION
TRENDS

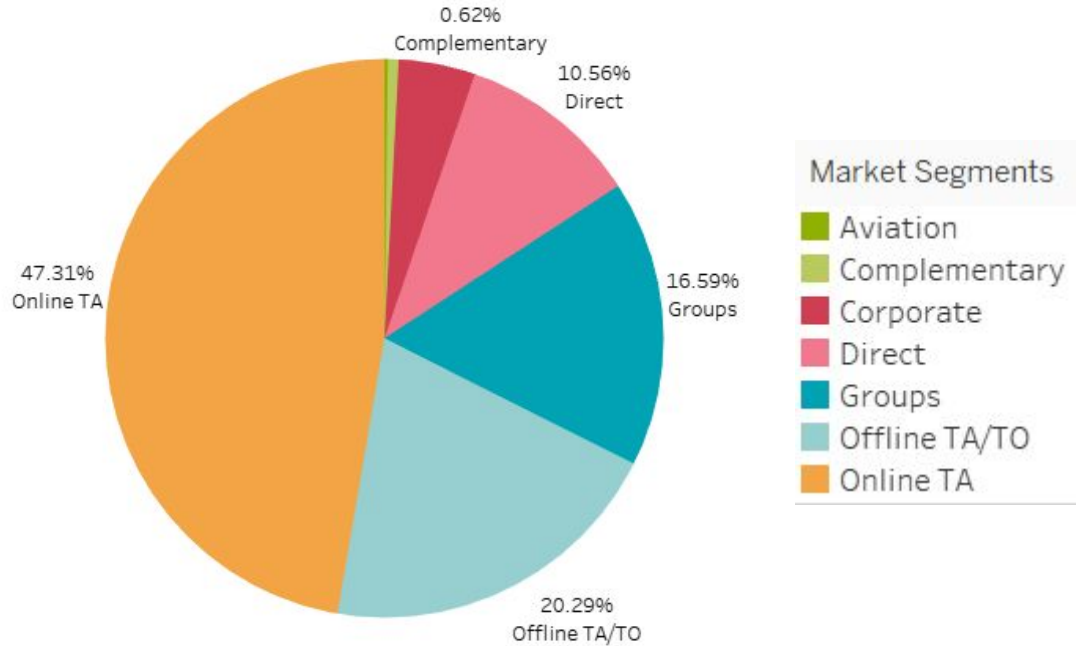


01

Market Segment Analysis

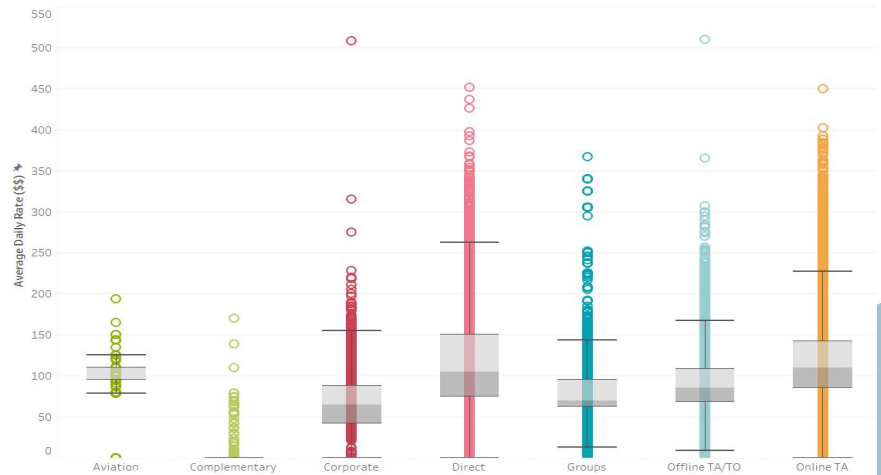
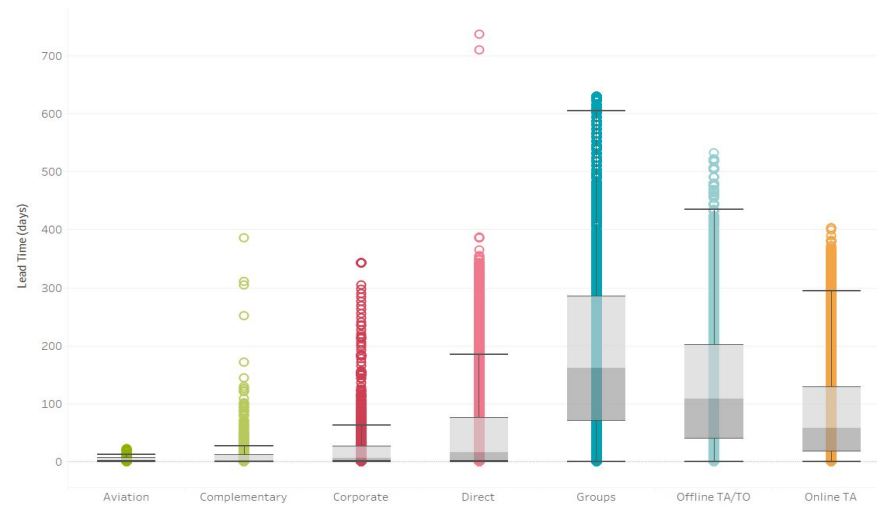
Distribution of Bookings

- The hotel chain sees majority of its bookings (~68%) through travel agents, online and offline.
- Despite presence in the City as well as Resort options, the company saw only 4.5% of the bookings through Corporates.



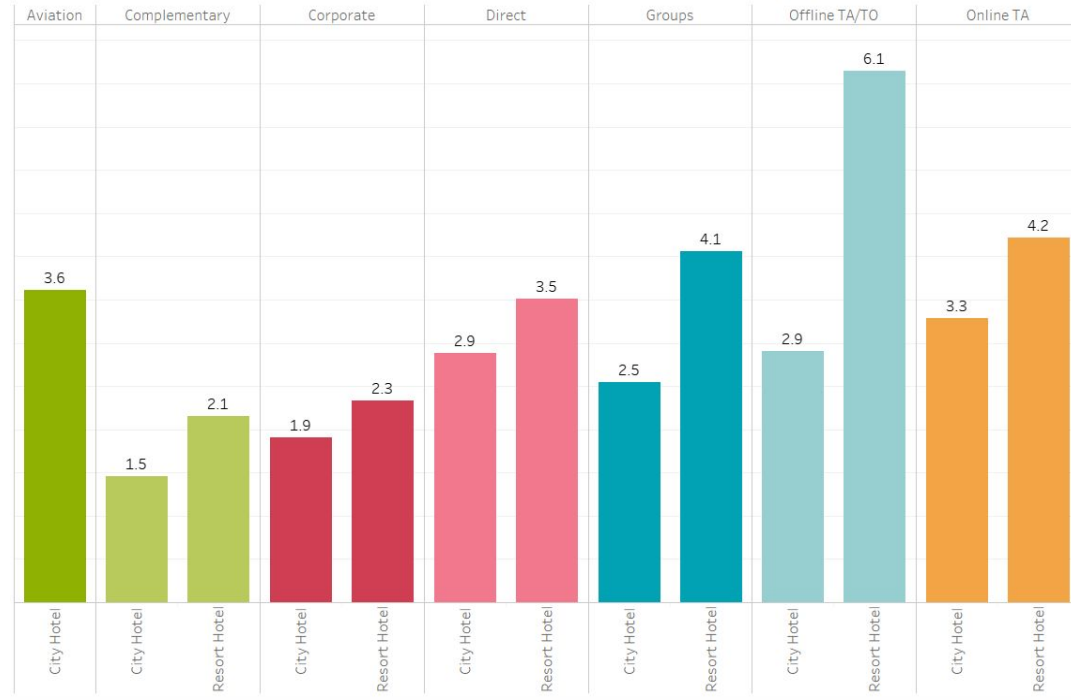
Lead Time Vs Average Daily Rate

- General trend shows that when lead time, i.e., time between booking and check-in date is less, the daily rate is higher.
- Even though Corporate bookings have a similar lead time to Direct bookings, due to partnerships the daily rate is lesser for Corporates.
- Surprisingly, bookings through Online TAs have the largest daily rates.



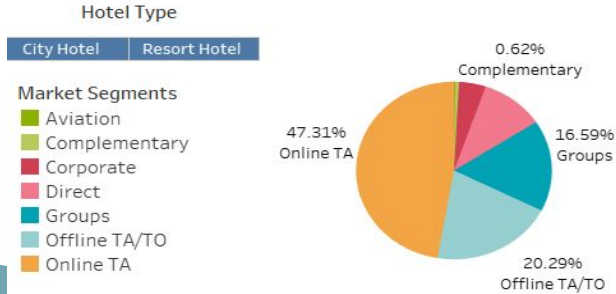
Nights Spent per Hotel Type

- In general, the customers prefer to stay for a longer duration at the Resort compared to the City Hotel.
- As expected, the Corporate customers have a shorter stay and so do the Complementary bookings.
- There is no business done at the Resort through the Aviation market.

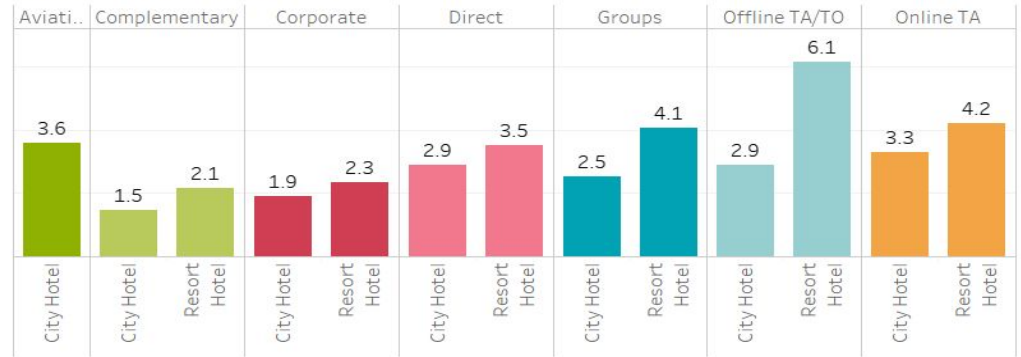


Market Segment Analysis

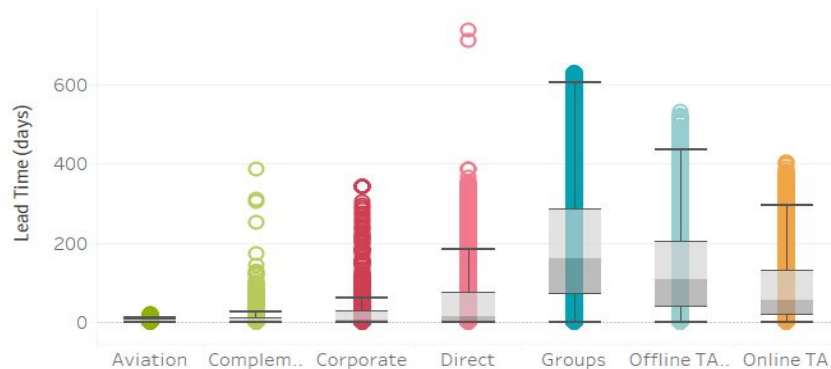
Distribution of Bookings



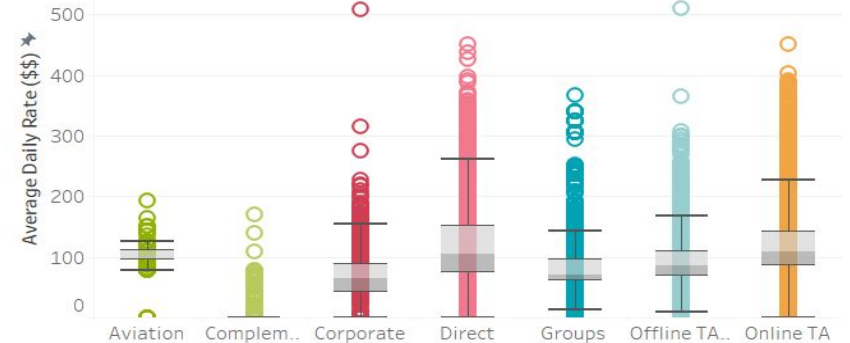
Average Nights Spent



Lead Time Distribution



Average Daily Rate Distribution



02

Customer Type & Preferences

Total Number of Bookings by Customer Type

Pairs lead with **81,557** bookings.

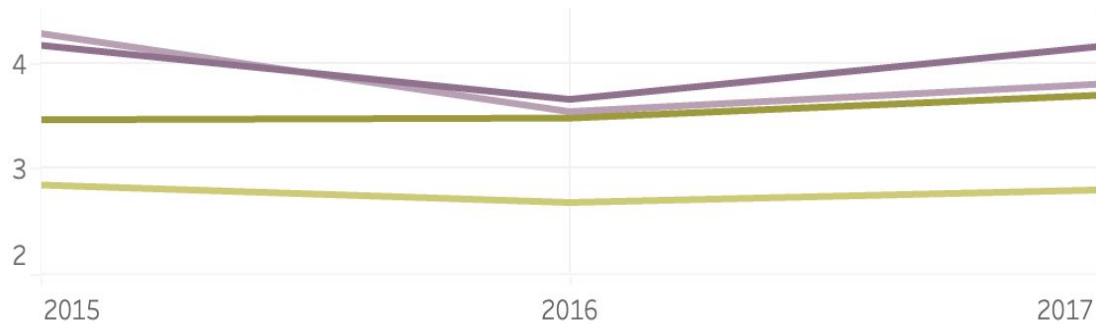
Single Travelers contributed to **23,973** bookings.

Families had **8,170** bookings.

Groups had **5,130** bookings.

- Hotels see significantly more Pairs and Single Travelers as compared to Families and Groups

Duration of Stay by Avg. Nights Stayed



- Families and Groups stay at a hotel or resort, on average longer than Pairs and Single Travelers
- The same trend follows over the years

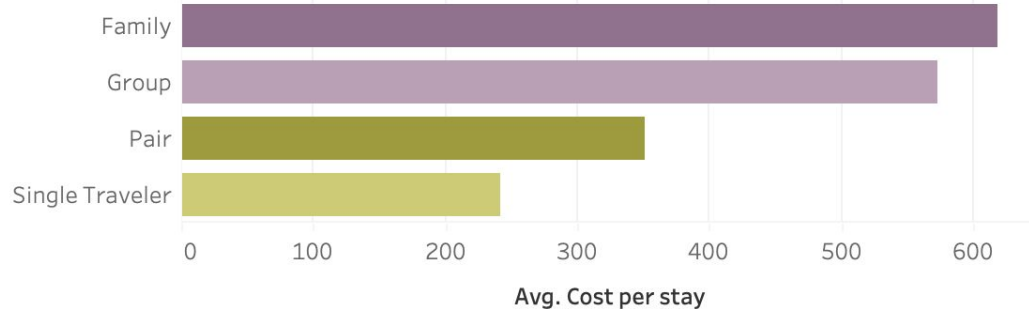
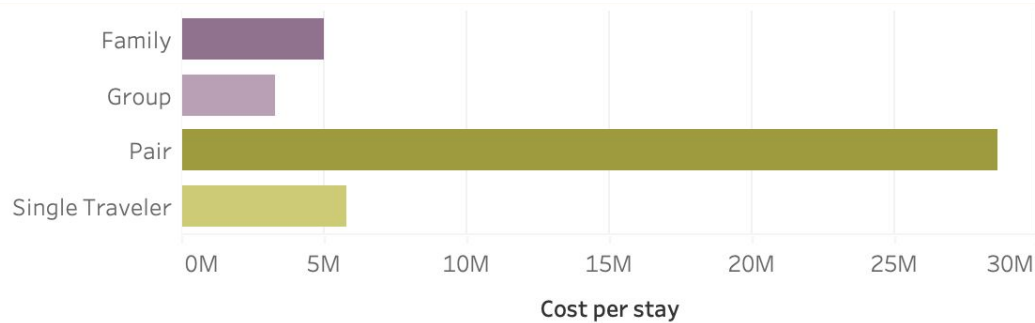
Meal Plan Preferences

- Meal preferences remain mostly similar across all customer types
- On a closer look, Pairs and Single Travelers score slightly higher on having no meal plan selected with their booking

	BB	FB	HB	None
Family	81.50%	0.97%	14.96%	2.56%
Group	86.25%	0.68%	10.80%	2.26%
Pair	74.26%	0.74%	13.16%	11.84%
Single Traveler	84.47%	0.33%	7.73%	7.48%

BB: Bed & Breakfast | HB: Half Board | FB: Full Board

Earnings per Stay comparison by Customer Type



- Since there are more bookings made by Pairs, it is no surprise that we see the highest total earnings* from them.
- However, upon taking a closer look, when we average out the earnings across all customer types, Families and Groups emerge on top.

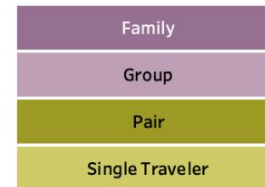
*Earnings calculated by multiplying ADR and total nights in stay

Dashboard

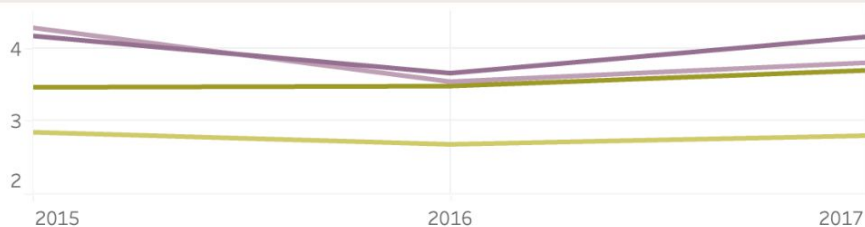
Total number of bookings by Customer Group

Pairs lead with **81,557** bookings.
Single Travelers contributed to **23,973** bookings.

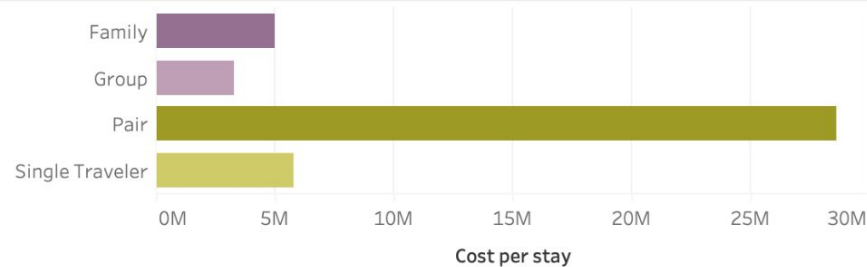
Families had **8,170** bookings.
Groups had **5,130** bookings.



Duration of Stay by Avg. nights stayed



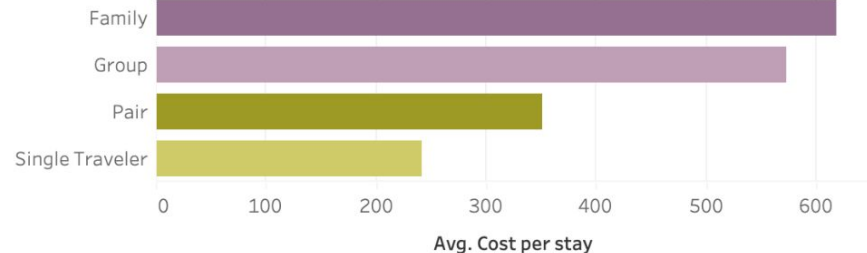
Sum of Earnings vs Avg. Earnings per stay



Meal Plan Preferences

	BB	FB	HB	None
Family	81.50%	0.97%	14.96%	2.56%
Group	86.25%	0.68%	10.80%	2.26%
Pair	74.26%	0.74%	13.16%	11.84%
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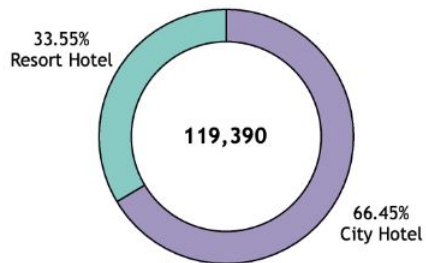
03

Hotel Booking Trends for Couples & Families

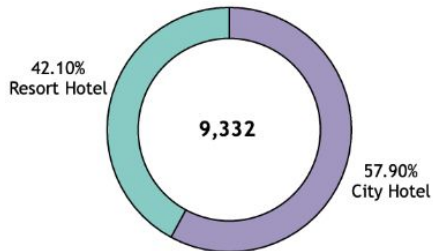
Booking Preferences

We want to see booking preferences for different groups from 2015-2017

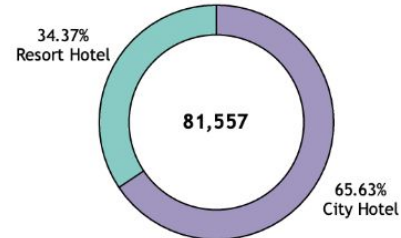
Hotel
City Hotel
Resort Hotel



Total Number of
Customers



Total Number of
Families

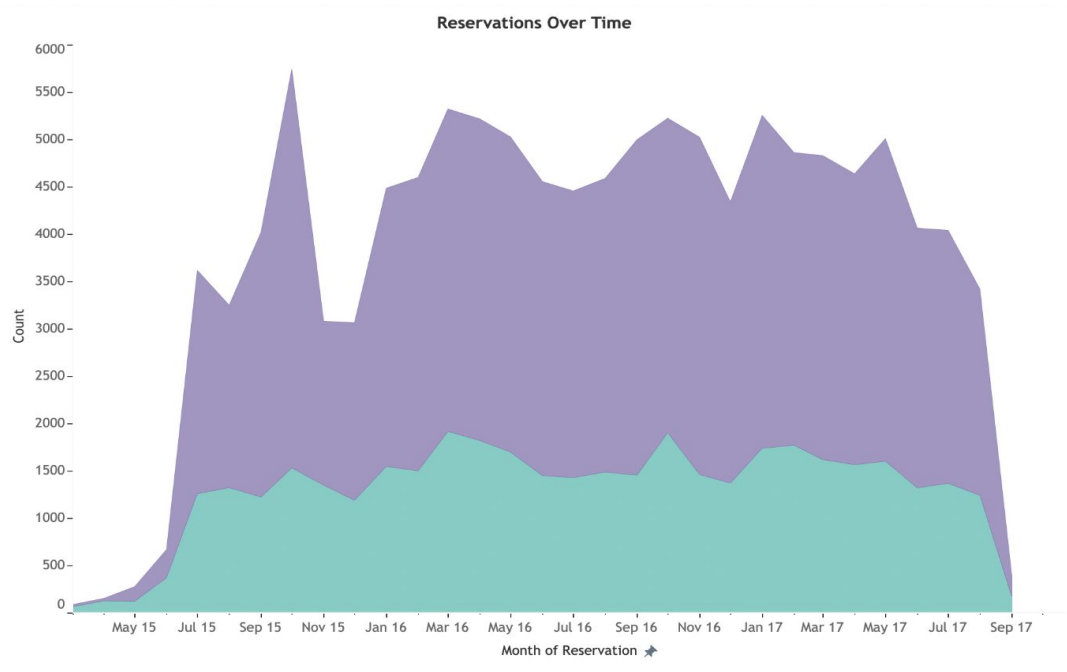


Total Number of
Couples

Reservations over Time

We want to see booking trends for different groups from 2015-2017

Hotel
City Hotel
Resort Hotel



- Number of overall bookings typically drop before the holidays.
- City hotels see a higher number of overall bookings than resort hotels.
- Families have much higher number of bookings during summer months as compared to rest of the year.

Room Types & Preferences

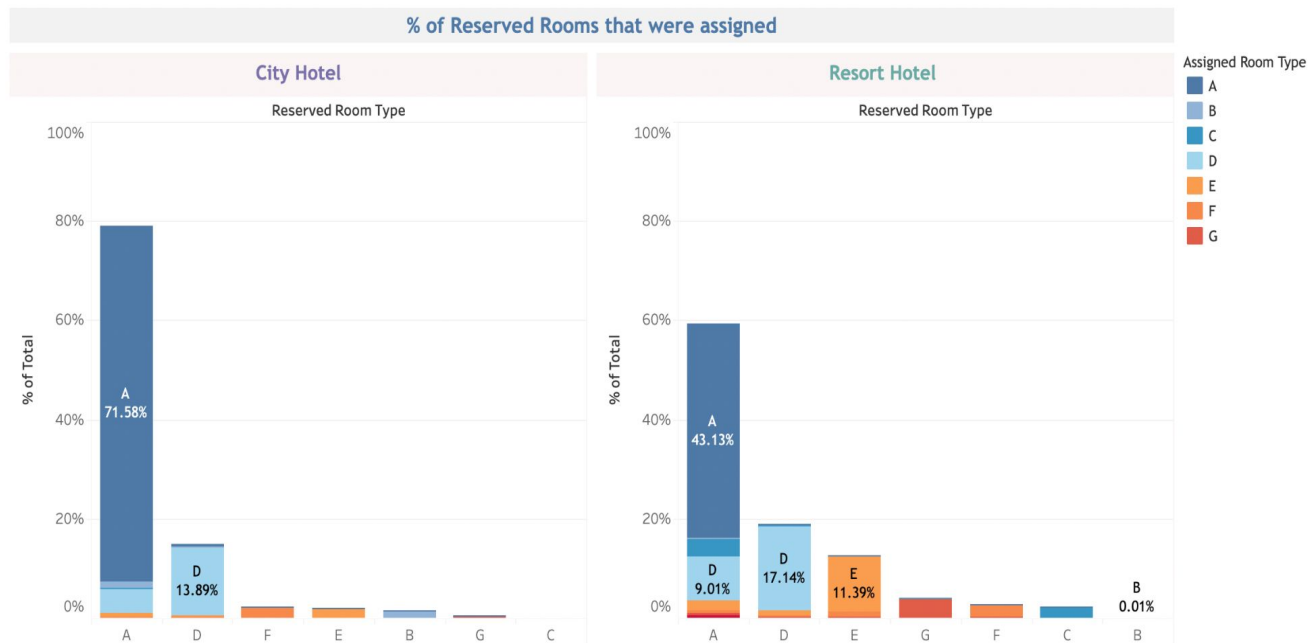
We want to see for each group & in each hotel type, what is the preferred room type & its allotment rate

Hotel

City Hotel

Resort Hotel

- Overall, customers had a higher preferences in both city & resort hotels for room type A & D.
- Since number of couples was much greater than families, we can see that room types A & D are their top choices in both hotel types.
- Families typically tend to book for room types A & F in city hotels, while G & C in resort hotels.



Dashboard

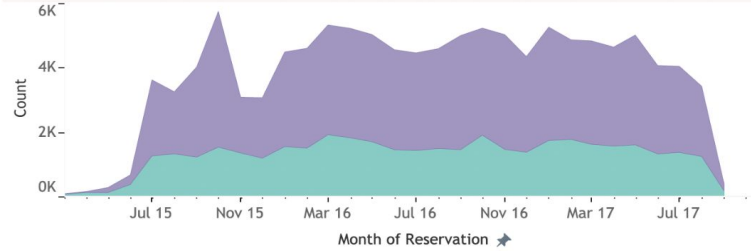
Hotel Booking Trends for Couples & Families

[Click here to filter](#)

Customer Booking Preferences



Reservations Over Time



Couples

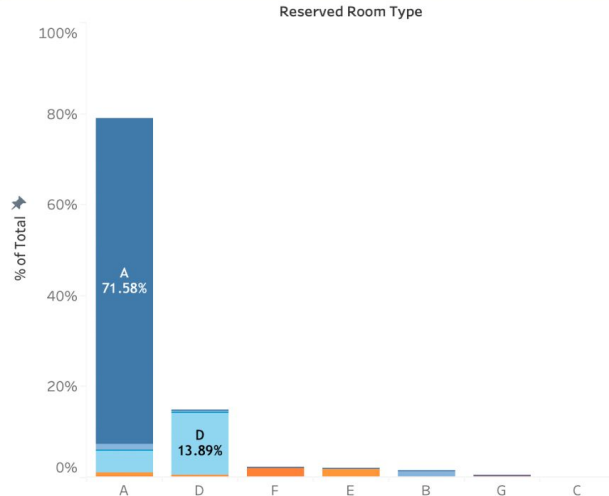
Family

Hotel

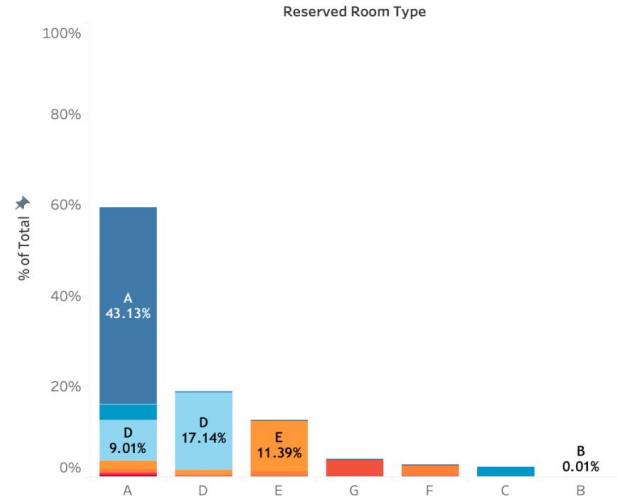
City Hotel
Resort Hotel

% of Reserved Rooms that were assigned

City Hotel



Resort Hotel



Assigned Room Type

A
B
C
D
E
F
G

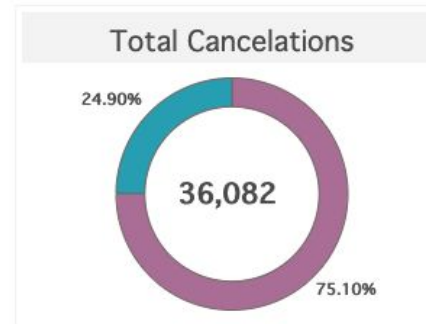
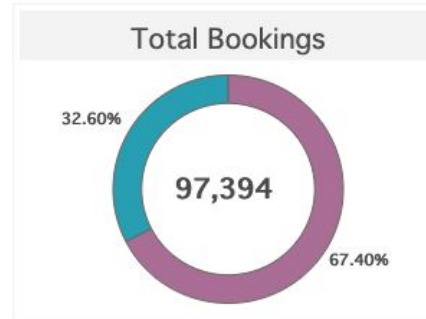
04

Booking and Cancellation Trends

Bookings and Cancellations

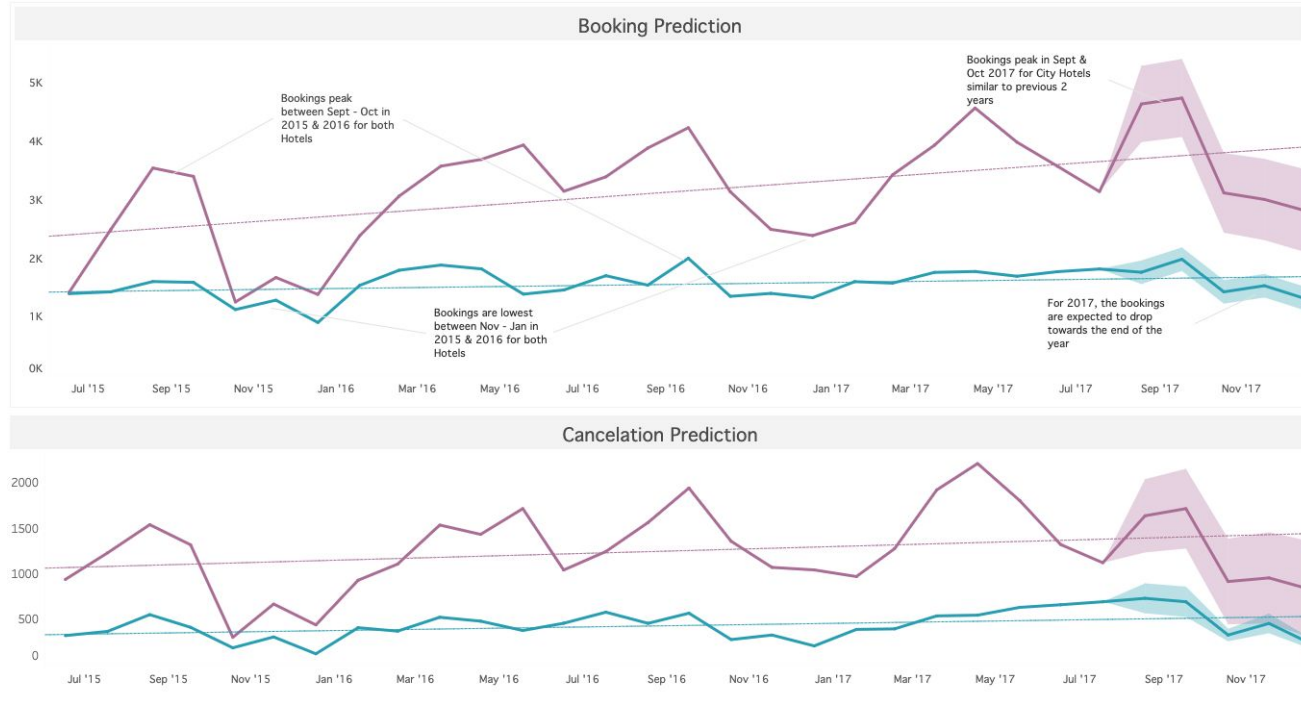
- Considering all the bookings, City hotels were in more demand than resort hotels
- There was no surprise that city hotel had more cancellations than resort hotels as the former had more bookings
- For City Hotels, 41% of the bookings were cancelled whereas for Resort Hotels only 28% of the bookings were cancelled
- Considering the timeline and numbers for both years, bookings and cancellations for 2017 should surpass 2016 numbers

■ City Hotel ■ Resort Hotel



Forecasts

- Corroborating the earlier assumptions, the trendline indicates that for 2017 the booking and cancellation numbers are higher as compared to previous years
- The forecast for 2017 end of year follows a similar trend like that of 2015 and 2016
- Hotels have peak bookings and cancellations between the months of September and October which is followed by a sudden drop from November to December which marks the lowest booking and cancellation months

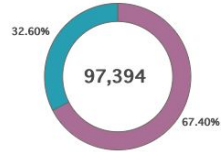


Dashboard

Hotel Booking Demand 2016-17

City Hotel Resort Hotel

Total Bookings

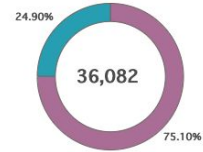


Booking Details

Resort Hotel had **18,567** bookings in 2016
v/s
13,179 bookings until Aug 2017

City Hotel had **38,140** bookings in 2016
v/s
27,508 bookings until Aug 2017

Total Cancellations

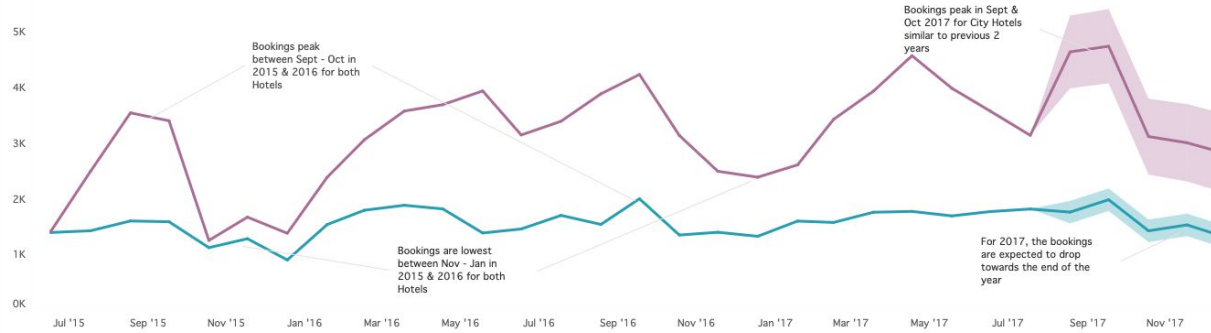


Cancellation Details

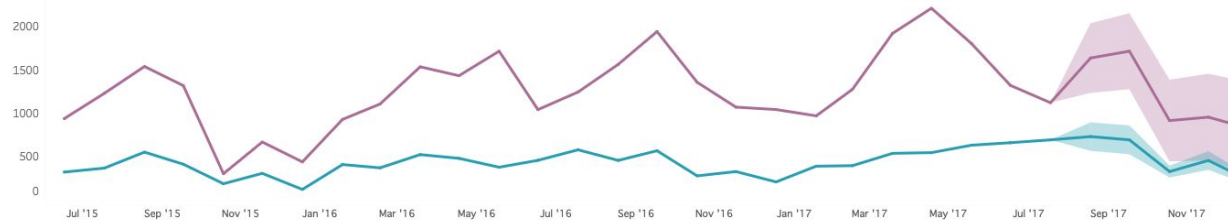
Resort Hotel had **4,930** cancellations in 2016
v/s
4,054 cancellations until Aug 2017

City Hotel had **15,407** cancellations in 2016
v/s
11,691 cancellations until Aug 2017

Booking Prediction



Cancellation Prediction



The background of the slide features abstract, flowing teal-colored shapes that resemble waves or hills, creating a modern and organic aesthetic. The central text is positioned within the white space between these shapes.

THANK
YOU