

RELC International Hotel

Hotel Name: RELC International Hotel

Search Engines: www.agoda.com/en-sg/, www.booking.com

Hotel Location: 30 Orange Grove Road, Orchard, Singapore, Singapore, 258352 - SEE MAP

Based on the reviews from agoda.com

Total Bookings for the year: 22

Breakdown of bookings by month

Month	No. of Bookings
January	6
February	2
March	0
April	1
May	0
June	0
July	1
August	8
September	2
October	1
November	0
December	1

Top 3 Room Types

	Room Type	Total Number Of Bookings
0	Deluxe Quad	7
1	Superior Room	7
2	Deluxe Room	5

Breakdown of bookings by Number Of Nights

Nights	No. of Bookings
1 Night	17
2 Nights	2
3 Nights	1
4 Nights	2
5 Nights	0
6 Nights	0
7 Nights	0
8 Nights	0
9 Nights	0

All Group Types

	Group Type	Frequency
0	Group	10
1	Solo traveler	4
2	Couple	4
3	Family with teens	4

Categories of Ratings and its frequency

Rating Category	Frequency
Exceptional (9+)	2
Excellent(8 - 9)	13
Very Good (7 - 8)	2
Good (6 - 7)	2
Below Expectation (below 6)	3

Top 3 Popular Countries

	Countries	Frequency
0	Singapore	15
1	Philippines	2
2	Indonesia	2

Based on the reviews from booking.com

Total Bookings for the year: 76

Breakdown of bookings by month

Month	No. of Bookings
January	8
February	4
March	2
April	0
May	0
June	0
July	1
August	20
September	15
October	12
November	4
December	10

Top 3 Popular Room Types

	Room Type	Total Number of Bookings
0	Superior Twin Room	24
1	Superior Triple Room	14
2	Deluxe Quadruple Room with Two Queen Beds	9

Breakdown of bookings by Number Of Nights

Nights	No. of Bookings
1 Night	58
2 Nights	14
3 Nights	2
4 Nights	0
5 Nights	1
6 Nights	1
7 Nights	0
8 Nights	0
9 Nights	0

All Group Types

	group_name	Total Number of Bookings
0	Group	29
1	Couple	23
2	Family	20
3	Solo traveler	4

Categories of Ratings and its frequency

Rating Category	Frequency
Exceptional (9+)	22
Excellent(8 - 9)	8
Very Good (7 - 8)	22
Good (6 - 7)	18
Below Expectation (below 6)	6

Top 3 Popular Countries

	Country	Frequency
0	Singapore	63
1	Malaysia	4
2	United States of America	3

Google Ads

Clicks: 1000

Impressions: 2000

Cost: \$2000.0

Click Through Rate: 50.0%

Cost Per Click: \$2.0

Facebook Campaign

Clicks: 1000

Link Clicks: 500

Cost: \$2000.0

Impressions: 2000

Cost Per 1000 clicks: \$1000.0

Click Through Rate clicks: 50.0%

Cost Per Click: \$2.0

Link Click Through Rate: 1000.0%

Cost Per Link Click: \$4.0

Hotel Ratings Breakdown Based On Agoda.com

Hotel Rating of " RELC International Hotel " based on the 6 categories

Category	Rating
Cleanliness	7.8
Facilities	6.8
Location	7.0
Room Comfort	7.5
Service	7.6
Value for money	7.6

The average rating of "RELC International Hotel" is 7.4/10.

Hotel Rating of " Hotel Boss (SG Clean Certified) " based on the 6 categories

Category	Rating
Cleanliness	8.0
Facilities	7.5
Location	8.4
Room Comfort	7.6
Service	7.6
Value for money	7.7

The average rating of "Hotel Boss (SG Clean Certified)" is 7.8/10.

PROS and CONS of RELC International Hotel VS Hotel Boss (SG Clean Certified)

1. The cleanliness of RELC International Hotel is **deficient** as compared to Hotel Boss (SG Clean Certified).
2. The facilities of RELC International Hotel is **deficient** as compared to Hotel Boss (SG Clean Certified).
3. The location of RELC International Hotel is **deficient** as compared to Hotel Boss (SG Clean Certified).
4. The room comfort of RELC International Hotel is **deficient** as compared to Hotel Boss (SG Clean Certified).
5. The service of RELC International Hotel is **the same** as compared to Hotel Boss (SG Clean Certified).
6. The value for money of RELC International Hotel is **lower** as compared to Hotel Boss (SG Clean Certified).

Hotel Ratings of RELC International Hotel from www.agoda.com VS www.booking.com

Category	agoda.com	booking.com
Cleanliness	7.8	7.9
Facilities	6.8	7.3
Location	7.0	7.5
Room Comfort	7.5	7.8
Service	7.6	7.9
Value For Money	7.6	7.4
Average Rating	7.4	7.6

Conclusion

1. The most popular room type of RELC International Hotel is **Deluxe Quad from agoda.com** and **Superior Twin Room from booking.com**.
2. The most popular room night of RELC International Hotel is **1 night from agoda.com** and **2 nights from booking.com**.
3. The most popular group of customers booking RELC International Hotel is **Group from agoda.com** and **Group from booking.com**.
4. By comparing www.agoda.com/en-sg/ and www.booking.com/ data, we can see that more people use **www.booking.com** to book RELC International Hotel.
5. Based on www.agoda.com/en-sg/, RELC International Hotel has the most bookings in **August**.
6. Based on www.booking.com/, RELC International Hotel has the most bookings in **August**.
7. Based on www.agoda.com/en-sg/, most of the customers come from **Singapore**.
8. Based on www.booking.com/, most of the customers come from **Singapore**.

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