

L HOTEL

WORLDWIDE
PORTUGAL

Hotel Booking Analysis:
Creating opportunities from data - How the hospitality sector increase revenue through
predictive analysis and enhanced customers travel experiences

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WELCOME TO L HOTEL - PORTUGAL COMPANY REVIEW

L Hotel Worldwide is the trading entity of L Group Chain, a Swiss-headquartered multinational hospitality company that owns, manages, and franchises hotels, resorts, residences and vacation properties. Founded by Indonesian entrepreneur Y. Hidayat, the company operates 28 properties in 18 countries, one of which is in Portugal which started operating in 2015.



92.8K Total Booking

53.2K Guests of City Hotel
39.5K Guests of Resort Hotel
{July 2015 – August 2017}



€1.1B of Total Revenue

607.7M of City Hotel
569.8M of Resort Hotel
{July 2015 – August 2017}



178 Countries of Guests Origin



332 Total Agents



BACKGROUND

Digital technologies are creating value and rearranging roles in the travel industry. Over the past 20 years, advances in digital technologies have driven numerous innovations and disruptions in the travel industry. As hotels and travel companies seek to respond to travelers' evolving habits and preferences, technology will play a central role.

Predictive analytics is the science of taking a wealth of data and applying a combination of algorithms and machine learning to make predictions about which future outcomes are most likely.

Over the last few years, **hospitality companies have begun to deploy predictive analytics to better anticipate and meet customer needs and preferences**. For example, in 2013-14, the US economy-hotel chain Red Roof Inn used public weather and flight data to predict which customers would face flight cancellations.

With advances in data modelling and predictive analytics, hospitality companies will be able to create unique offers and experiences in real time (and at scale) that appeal to the needs and desires of each individual traveler.



OBJECTIVE

Hotel businesses today forced to implement more costumer-centric approach strategy and to be able respond swiftly, and make better, faster business decisions, also enhanced customer travel experiences.

This analysis **aims are to understand holistic view of customer behaviors of L Hotel & Resorts in Portugal, and analysing some important aspects of hotel booking to create better costumer centric approach and increase the profitability of the hotel.**

The goals of this projects is **to create seamless hotel reservation also solve the loopholes of staying experiences and to increase 40% revenue to the end of year.**



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INQUIRY

GUEST

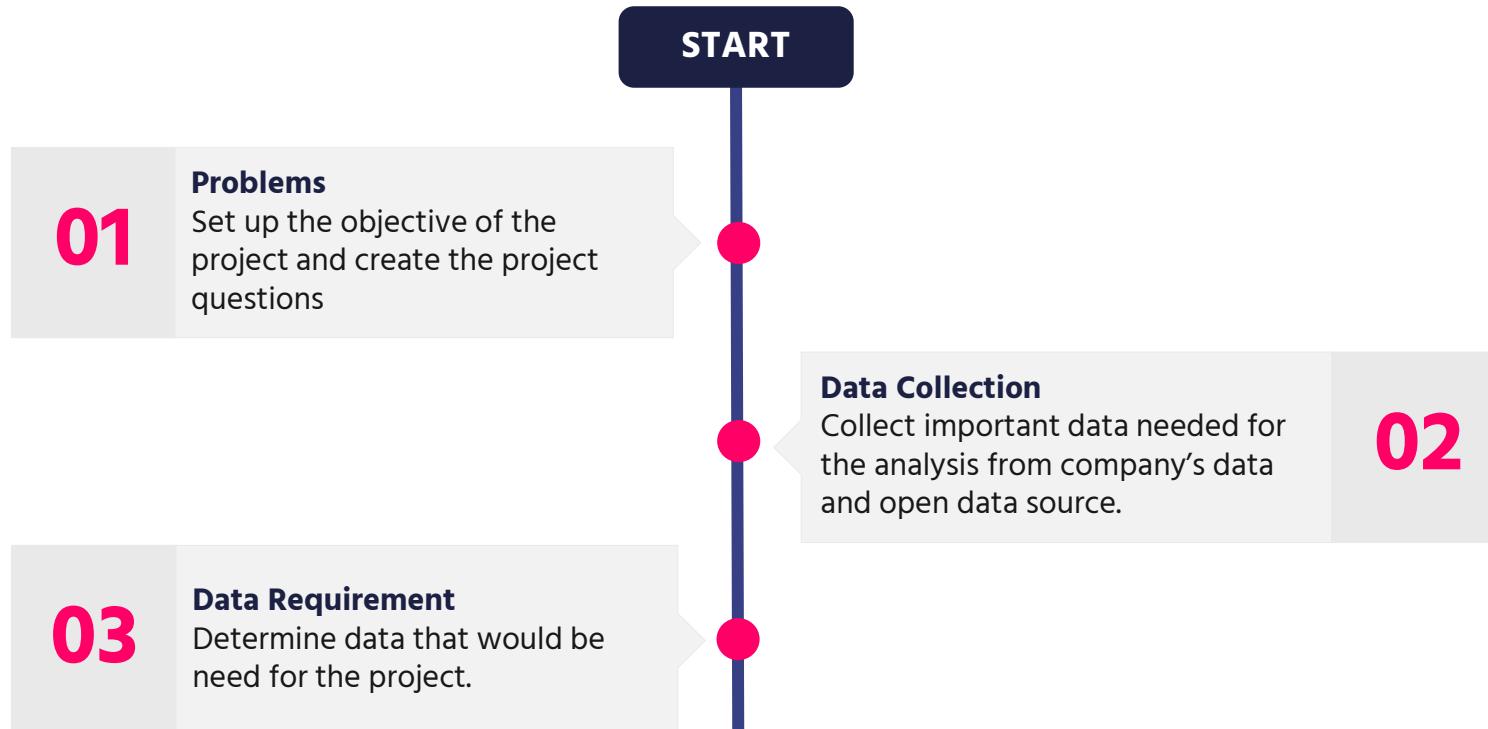
- Where do the guest come from?
- How much do the guests pay for a room?
- Which are the most-busy month?
- How long do people stay at the hotel?
- How do bookings differ by different market segment?

REVENUE DRIVERS

- What is relationship between Lead Time and Cancellation Rate relate to each other?
- Do cancellations differ by type of hotel?
- Do cancellations rate have a time trend?
- What kind of booking procedure that the customer more prefer to choose?
- How to increase hotel revenue through the obstacles?



METHODOLOGY





05

Data Analysis

Analyse cleaned data using tools,
e.g., Python and Tableau

Data Cleaning

Cleaning raw data using some tools,
e.g., Spreadsheet, Python.

04

07

Insights and Recommendation

Project question's answers,
summary of insights & actionable
recommendation..

Data Visualisation

Deliver visual exploratory data, result
analysis trend to capture insights..

06

END



DATA OVERVIEW

HOTEL
City
Resort

COUNTRIES
178 Countries

CANCELLATION RATE

City Hotel

2015	21.7%	25.9%
2016	29.2%	26.8%
2017	34.1%	30.9%

LENGTH OF STAY

Stay at week night
Stay at weekend

NUMBER of BOOKING
53,264 at City Hotel
39,582 at Resort

REVENUE

1.17 B Total Revenue
607.7M at City Hotel
569.8M at Resort

AGENT
332 Agents

COMPANY
347 Companies

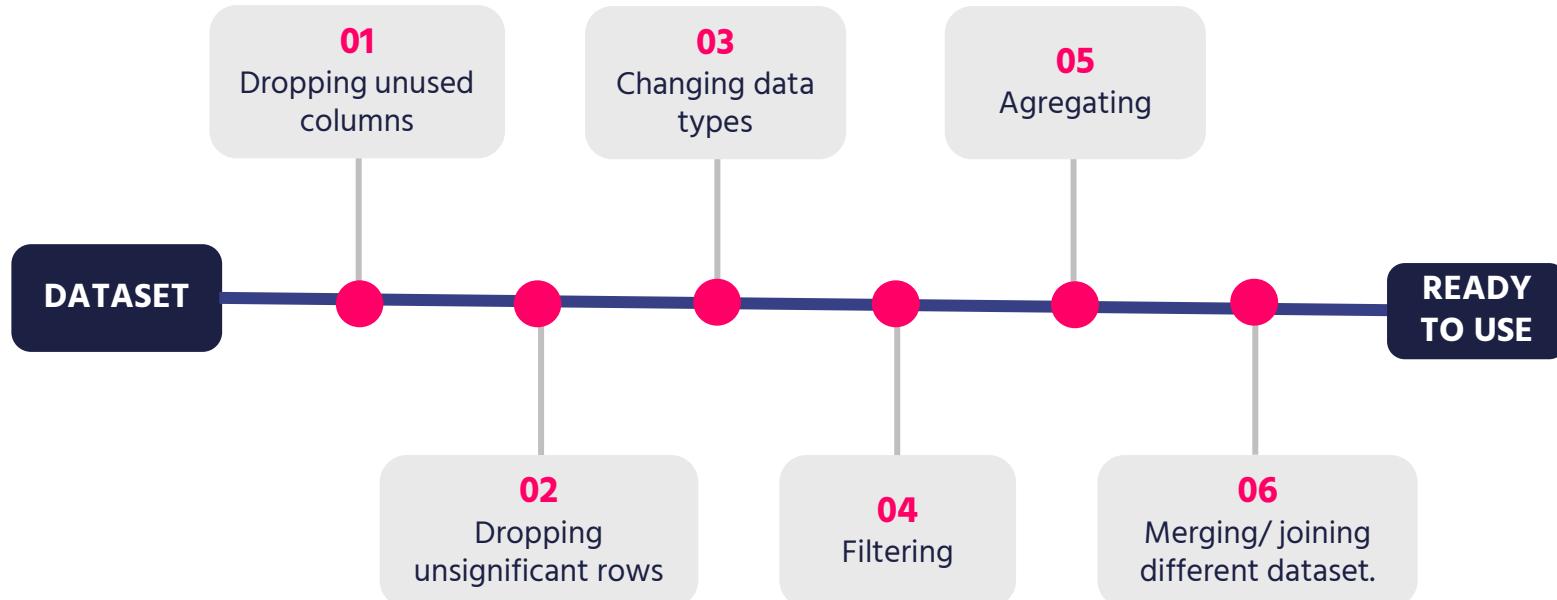
MARKET SEGMENT
7 Segments

DEPOSIT TYPE
3 Types

CUSTOMER TYPE
4 Types

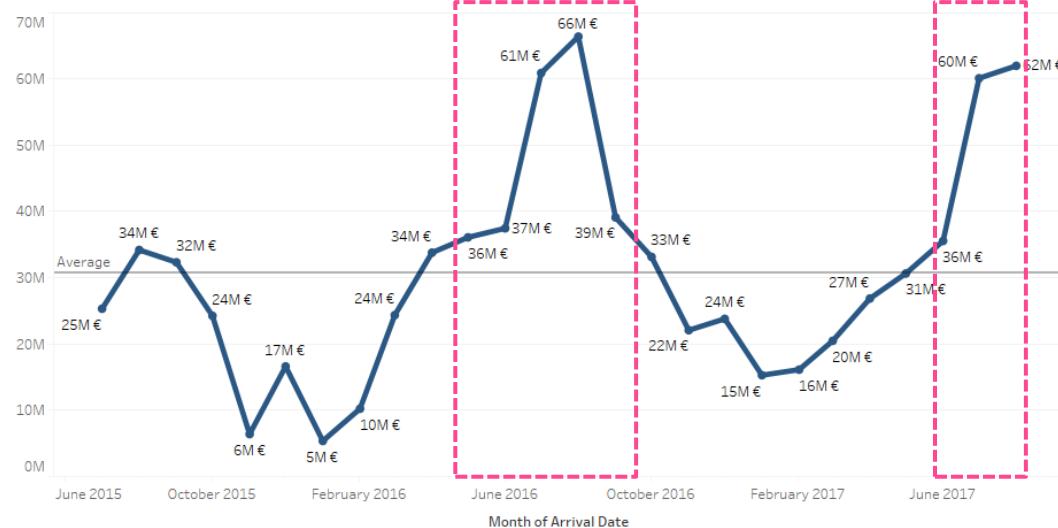


DATA CLEANING



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MONTHLY REVENUE (in Million Euro)



50%
of L Portugal's **Total Revenue** in **8 out of 26 months**, with **revenue increasing** in 2016 and 2017.

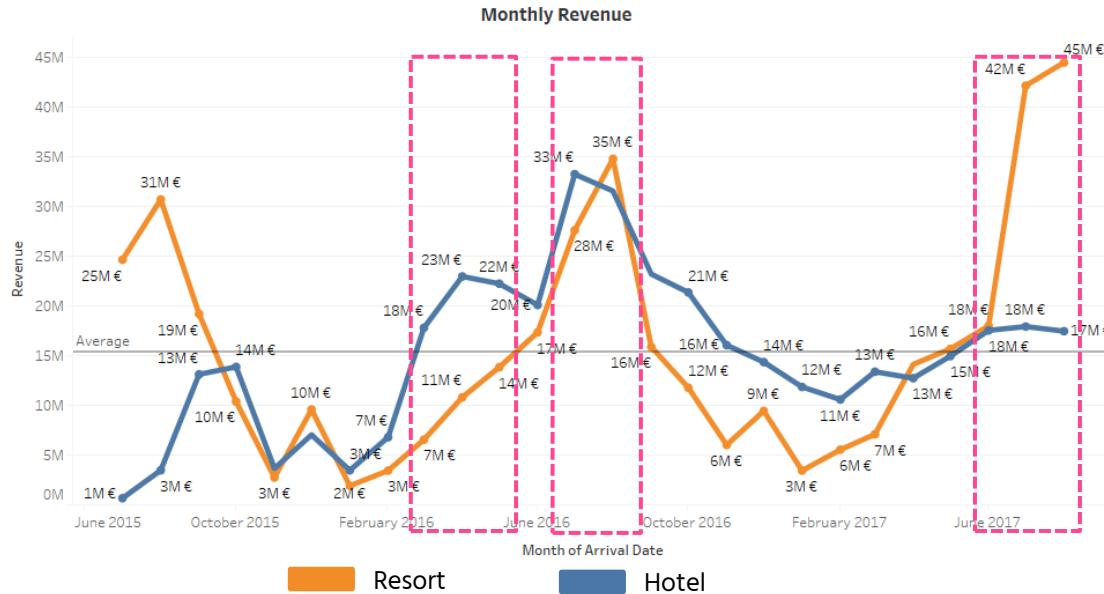
Higher yields occur in late Spring (May), Summer (June to August) and early Autumn (September).



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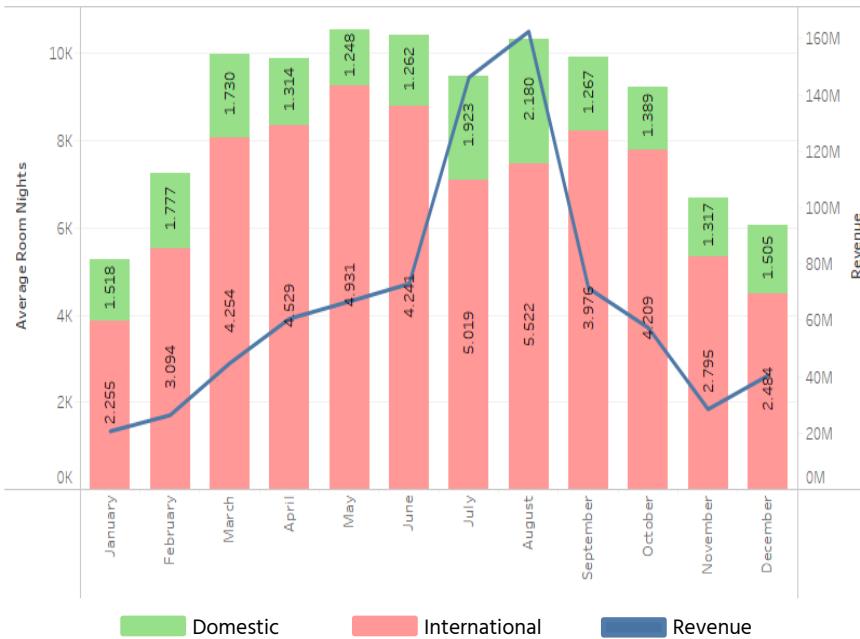
HOTEL & RESORT: MONTHLY REVENUE



- **Monthly hotel revenue is higher than resort revenue**, but there are times when it can **exceed hotel revenue**, such as when the **resort was open and during the peak season, in August**.
- Monthly **revenue increase from spring** and **decrease from autumn to winter**.



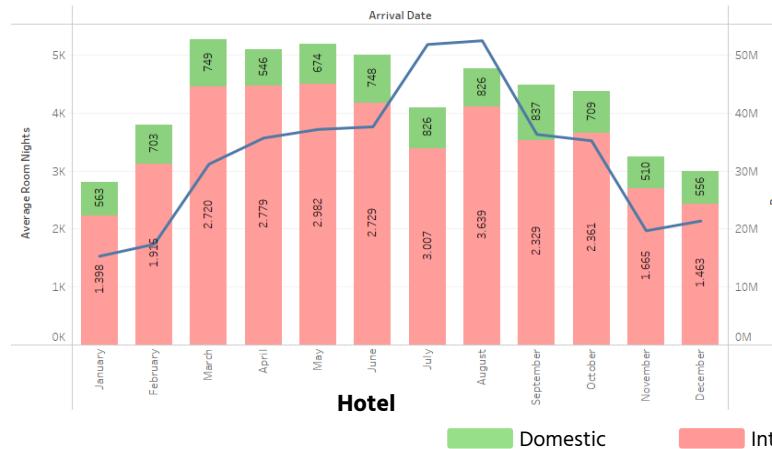
ROOM NIGHTS vs REVENUE



- **Revenue increased** significantly during the **summer period**, reaching a peak in **August**. In the off-season (**autumn and winter**) the speed was **reduced**.
- The total number of **overnight stays increased in the spring** and **decreased from autumn to winter** (November to December).
- The L Portuguese team should **increase services during the peak seasons** (spring and summer) to make guests return and should **focus on the low seasons** (autumn to fall) to make more revenue.



HOTEL & RESORT: ROOM NIGHTS vs REVENUE



- L Hotel is **dominated by international guests**, with the number of **guests increasing during the spring** (March to May) and **decreasing during the summer high season** (July to August).
- From **July to August**, there are **significant increase in ADR**, which resulted in **revenue increasing** despite a **decrease** in the number of **guests**.
- Guests number at **resort increase from the start of the spring season and peak in August**. There are **more domestic guests** in this month compared to other months, but the number of guests starts to decrease from October, which is from autumn to mid-winter. **July and August** are the peak seasons and therefore have the **highest sales**, but in other months the ADR is lower.

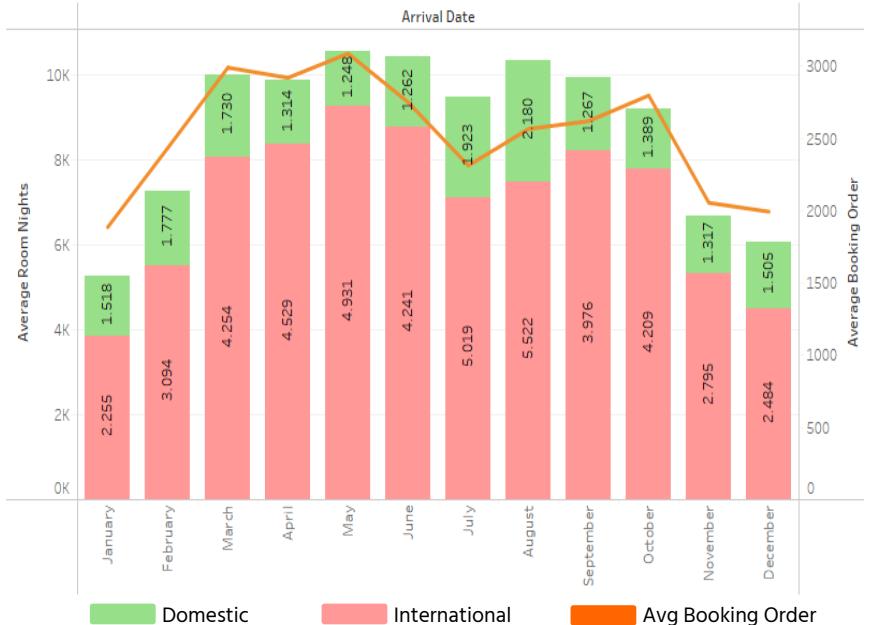


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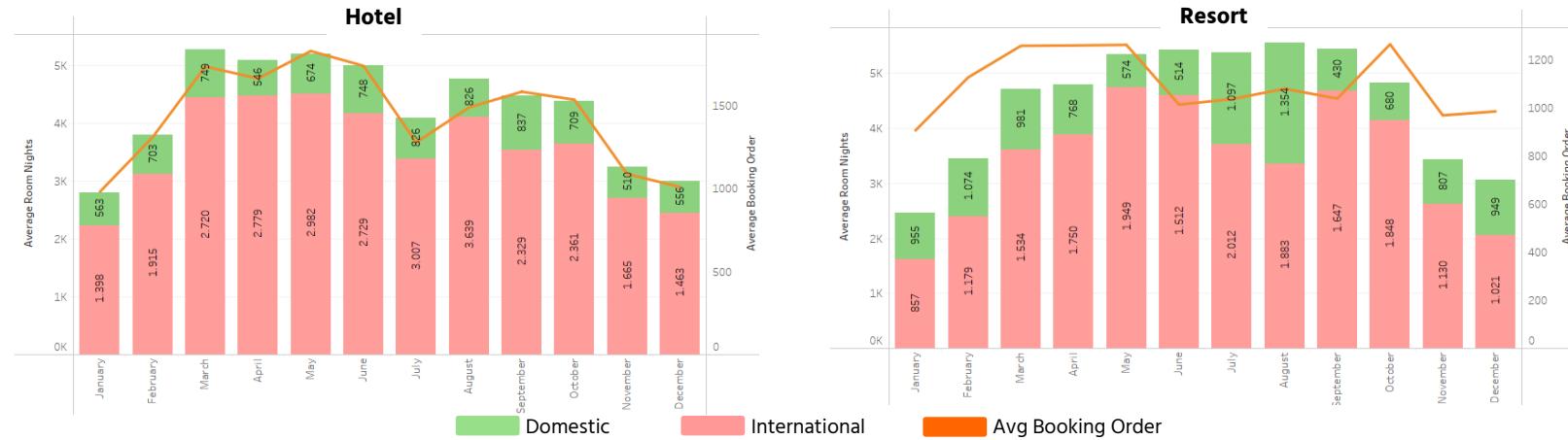
ROOM NIGHTS vs BOOKING ORDER



- The **spring season had a higher number of reservations**, indicating that guests were **staying for a shorter period**, while the average number of reservations **decreased in the summer** as guests were **staying longer**.
- **From November to February**, the average number of **reservations was low due to the low season** (late autumn to winter), which was reflected in the number of nights stayed.



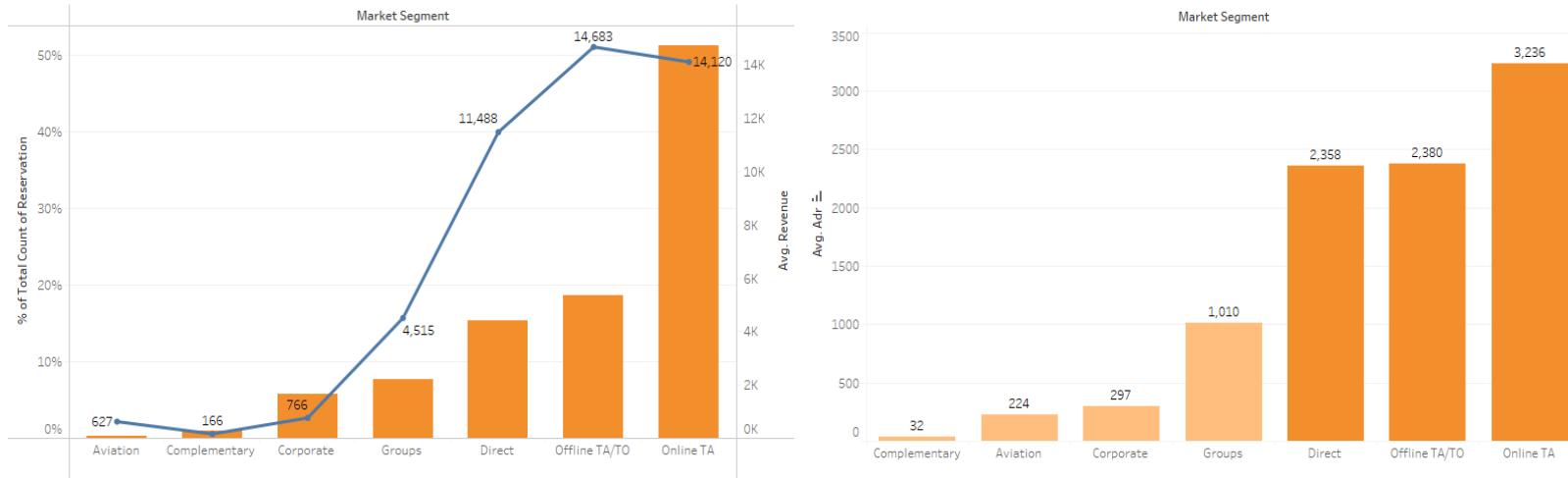
HOTEL & RESORT: ROOM NIGHTS vs BOOKING ORDER



- The **average number of hotel stays changes each month**, and the trend in average reservation orders changes accordingly.
- The average number of reservation for resort **increase starting in March**, and **tends to decrease in October**, while the average number of reservation decreases during peak season months due to guests' length of stays.



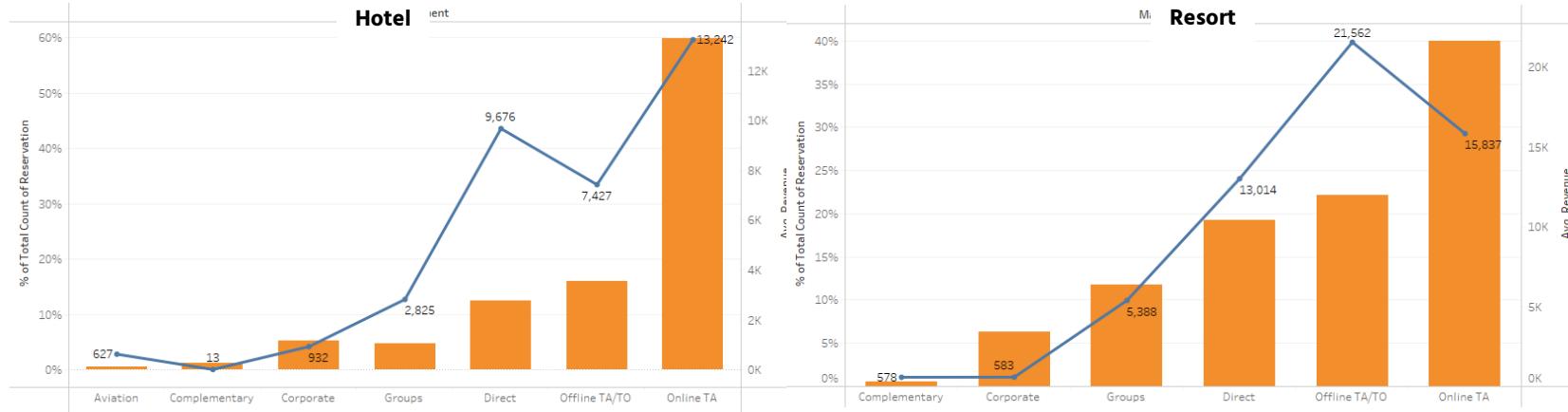
REVENUE & DISTRIBUTION



- **Offline TA/TO, online TA, and direct market segments generate the highest revenue**, so these segments should be prioritized.
- **Online TA** had the highest average ADR, with equity **commissions of around 10-15%** for this segment, but still achieved the highest ADR of all.
- Additionally, there is no need for ADR fee reductions for the second market segment, the direct segment.



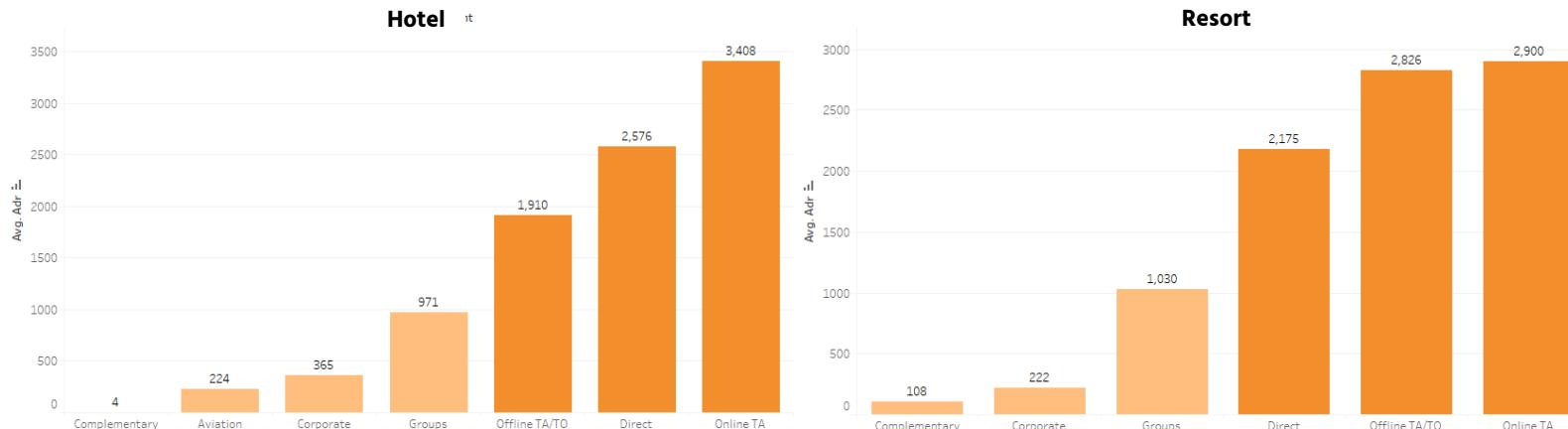
HOTEL & RESORT: REVENUE & DISTRIBUTION



- Most of hotel's guests come from **online TA segment**, which automatically **contributes the highest revenue**, and the **second highest revenue comes from the direct segment**. However, the number of revenue is slightly lower than online TA because of the following reasons: fee deduction will be made against online TA from earned revenue.
- Most resort guests come from online TA, but the largest sources of revenue come from offline TA/TO, which has a much smaller number of guests than online TA, resulted from booking time (peak season) and high ADR.



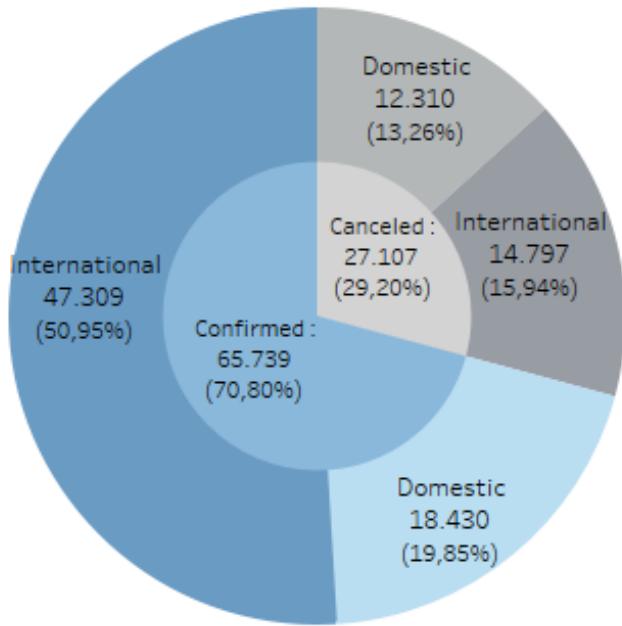
HOTEL & RESORT: REVENUE & DISTRIBUTION



- There are clear market segment differences between hotel and resort. Most of the **hotel guests come from the online TA segment**, followed by **direct** and **offline TA/TO segments**. This is a **potential direction for improving guests return strategies** and user-friendly features that encourage TA online guests to switch reservation segment.
- Most resort guests utilize **TA/TO both offline and online**, ranking 3rd in the **direct segment**, promoting strategy can focus more on website/application structure and partnerships.



TOTAL CONFIRMED & CANCELLED BOOKINGS

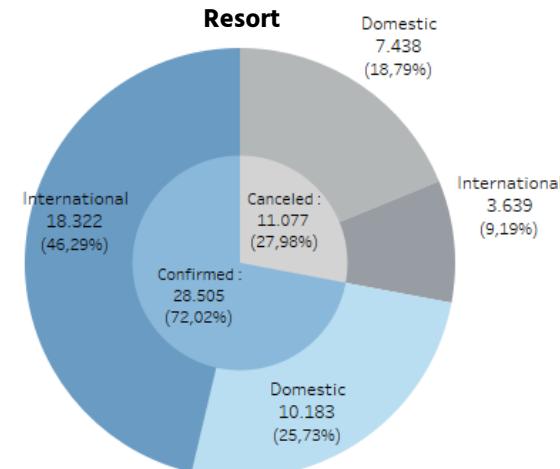
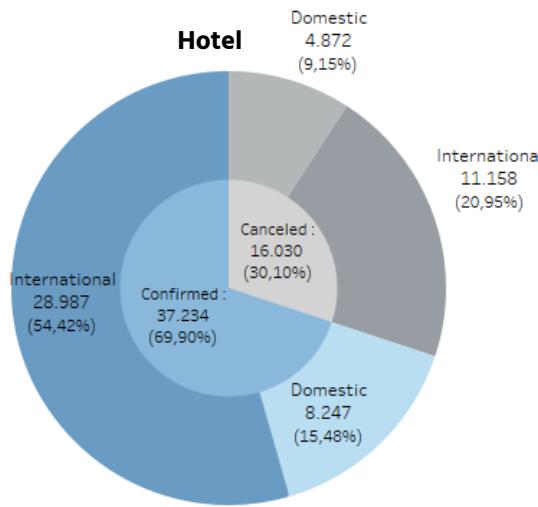


From entire reservation data:

- The **cancellation rate** for hotel & resort from July 2015 to August 2017 was **29,20%**.
- Hotel & resort **reservations and cancellations** are dominated by **international guests**.

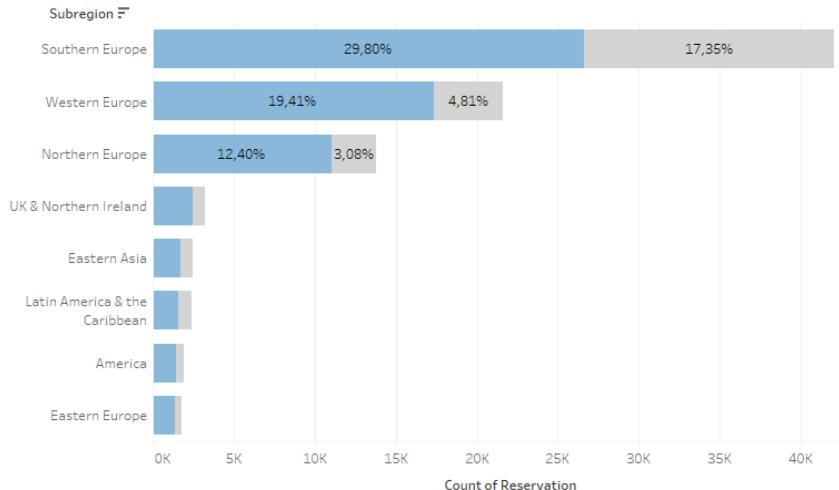


HOTEL & RESORT: TOTAL CONFIRMED & CANCELLED BOOKINGS



- The hotel has **reservations confirmed dominated by international guests**, and at the other **cancellation rate**, big numbers came from **international guests** too.
- The resort's **confirmation itself is dominated by international guests**, and **cancellations are dominated by domestic guests** as domestic tourists prefer to spend the holiday at the resort area.

GUEST ORIGIN

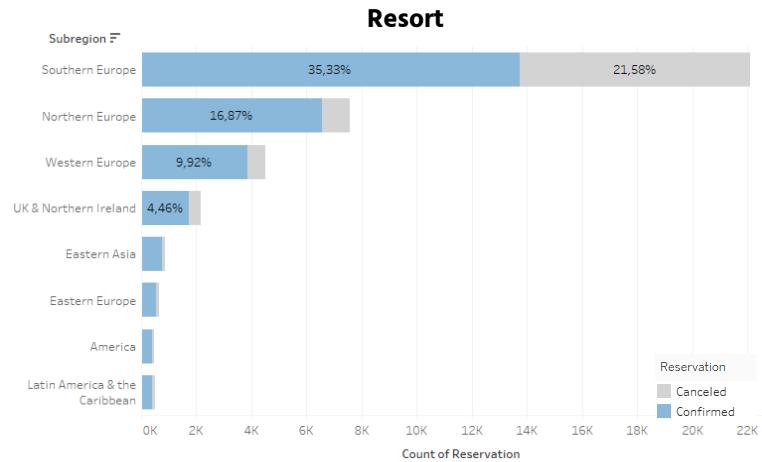
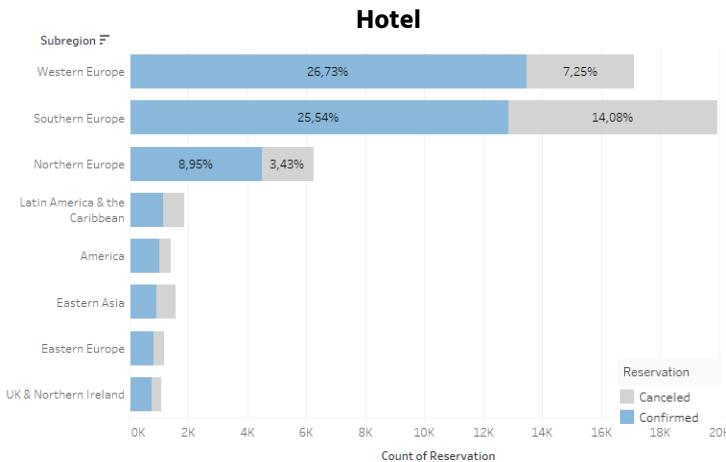


From total booking data:

- The **cancellation rate of L Portugal Hotel & Resort** from July 2015 to August 2017 was **29,20%**.
- L Hotel & Resort's** high cancellation rate was from **international guests**, whilst **Hotel cancellations** were mostly from **international guests**, and **resorts cancellations** were dominated by **domestic guests**.



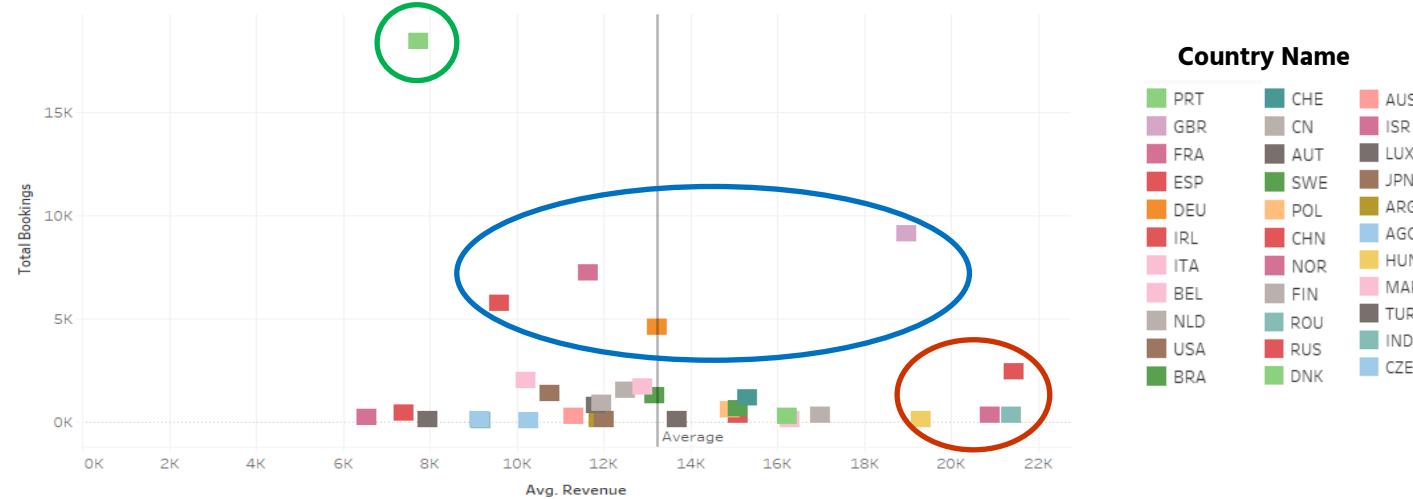
HOTEL & RESORT: GUESTS ORIGIN



- Most **hotel visitors come from western, southern, and northern Europe, and Latin America**, apart from that most **cancellations come from southern Europe**.
- Most **resort visitors come from southern Europe**, and **also contribute the most cancellations** too, then come from **Northern Europe** whose number is only half of the Southern Europe subregion, followed by Western Europe and the UK Northern Ireland.



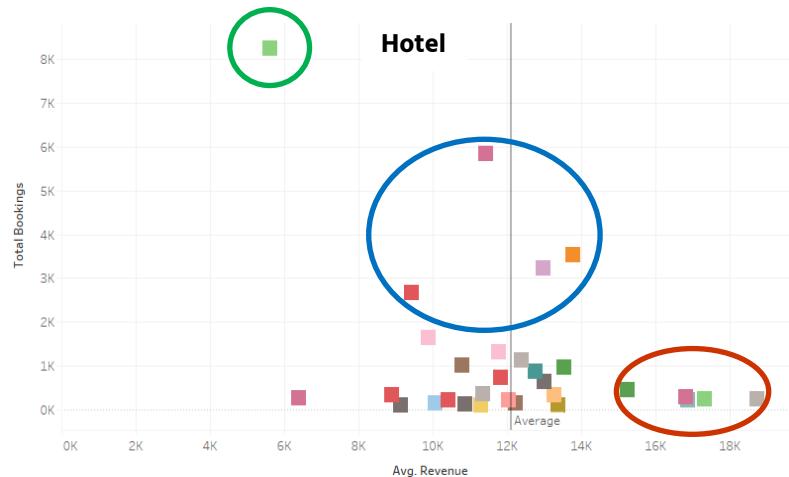
COUNTRIES



- The **highest booking volume** of guests is from domestic market, **Portugal**.
- **Frequent booked** from countries **United Kingdom, France, Spain, Germany**.
- **High spender guests** are from **Ireland, Romania, Norway and Hungary** even though average of total bookings is quite low.



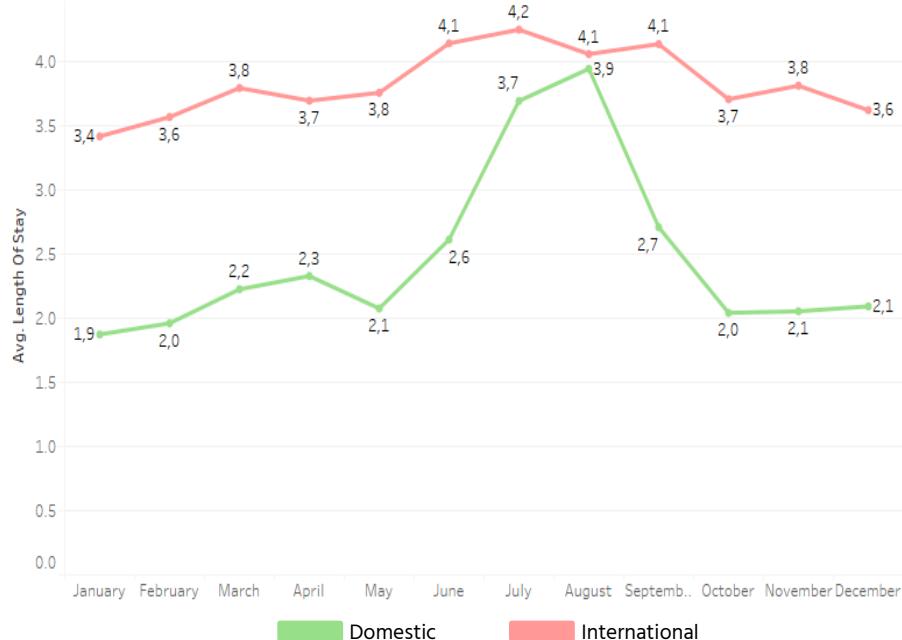
HOTEL & RESORT: COUNTRIES



- The **highest booking volume** guests at Hotel and Resort are from **Portugal**.
- Frequent booked** in Hotel are from **France, Germany, England**, and **Spain**, while in Resort's guests are from **England** and **Spain**.
- High spender guests** at the Hotel are from **Finland, Denmark, Romania, Norway**, and **Sweden**. At the Resort, the high-spender guests are from **Norway, Romania**, and **Ireland**.

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LENGTH OF STAY



- **International guests stayed longer** than domestic guests, with an **average of 3 days**, and **in summer and early autumn they stayed longer than usual**.
- **Domestic guests** showed shorter length of stay with **average of 2 days** only, while **in summer** (especially August) they **stayed longer**, as August is popular month because of its cultural significance, favorable weather, family-oriented traditions, and the alignment of school and works schedule.



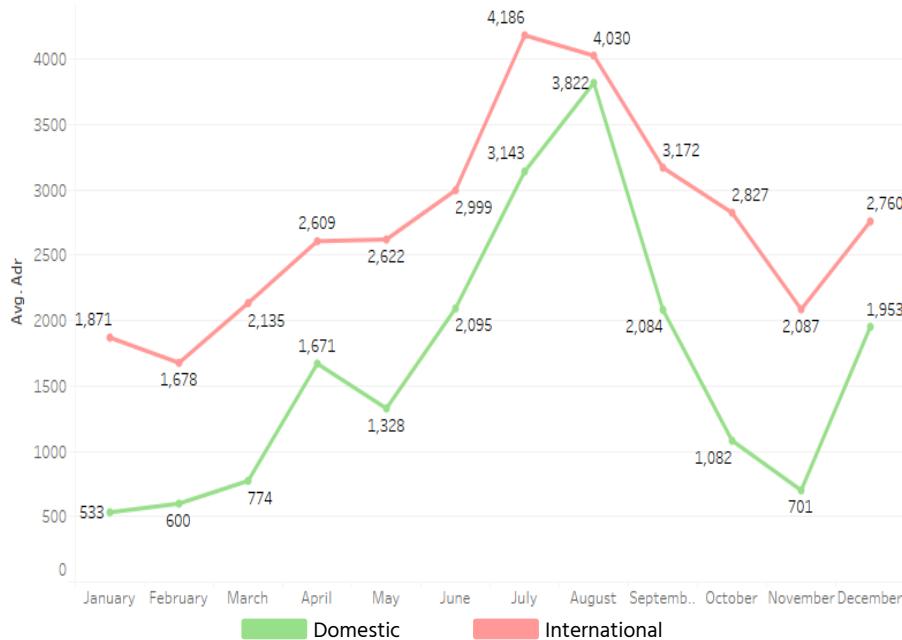
HOTEL & RESORT: LENGTH OF STAY



- At hotel, **international guests tend to spend longer** (3 days on average) than domestic guests (2 days on average).
- The length of stay for guests is quite different at resorts, where **international guests stay longer**, around **4 to 5 days**, compared to **domestic guests** who only stay around **2 days** and **5 days in peak season** months.



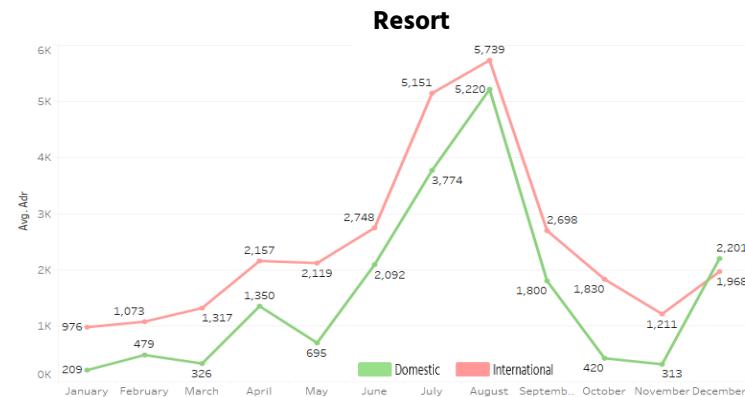
AVERAGE DAILY RATE



- The **increased number of stays** is also **followed by a higher average ADR** during **summer to early autumn** (June to September).
- **International guests** still **contributed higher average ADR** than domestic guests throughout the year.



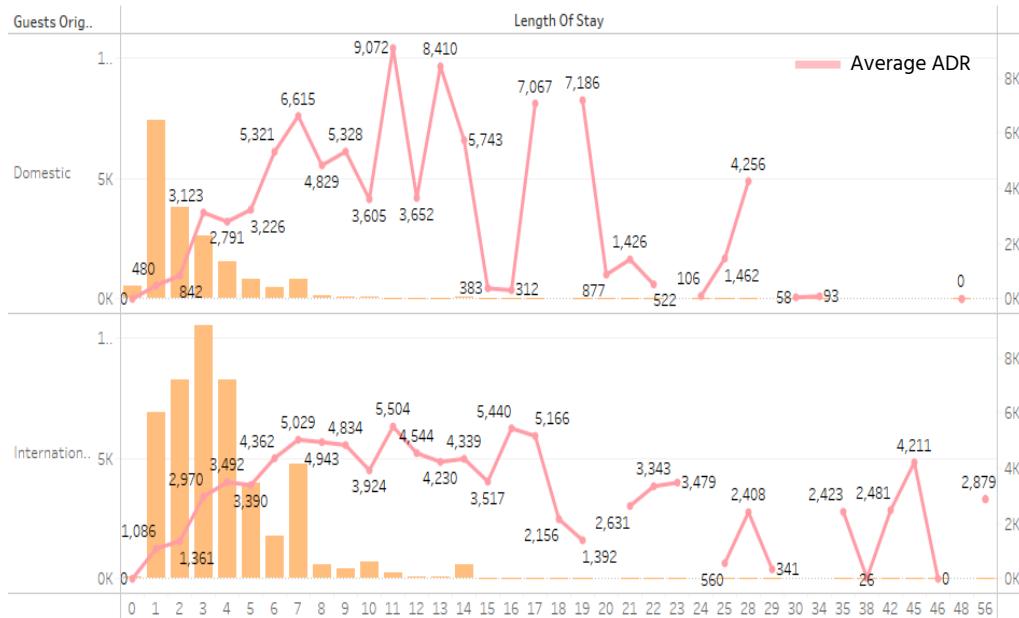
HOTEL & RESORT: AVERAGE DAILY RATE



- At the hotel, **ADR of international hotel higher than domestic**, thus caused by **reservation time at peak season or weekend, and the price of room for international guests is higher**.
- **At the resort, the ADR of international guests is higher than domestic**, and had trendline. At peak season, especially in June to August, there are spikes in ADR value caused by several of reservations.
- Many people prefer to spend their vacation in a resort area, in this case Algarve beach, especially domestic guests.



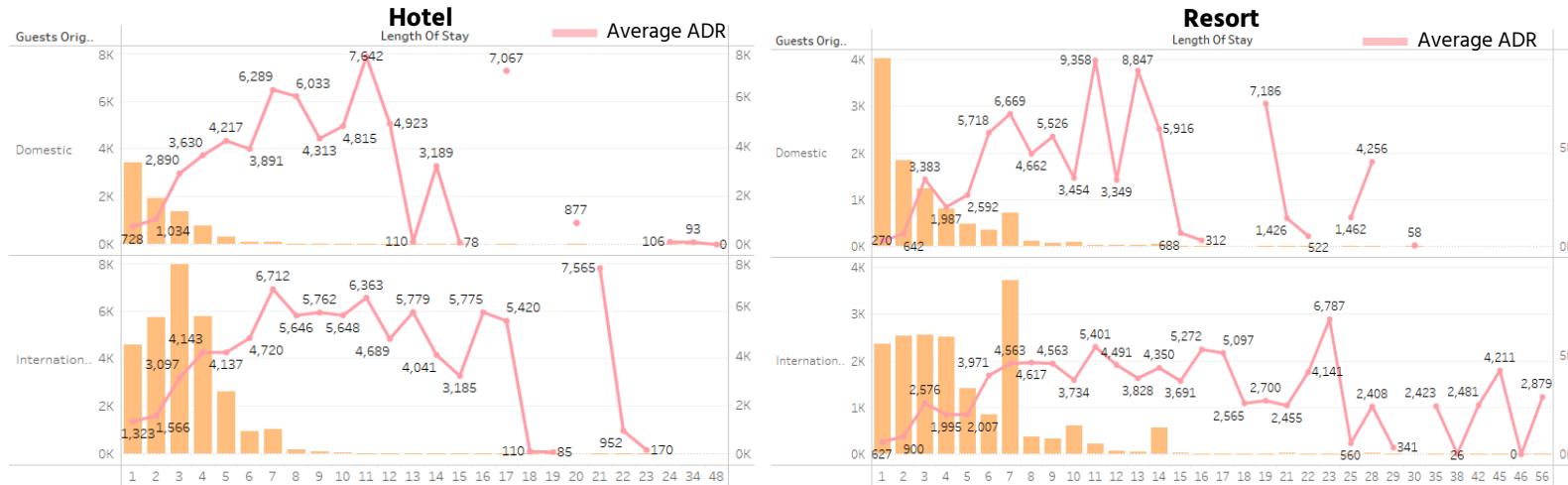
LENGTH OF STAY vs AVERAGE DAILY RATE



- **International guests stay longer**, mostly 3 days throughout the year and longer in summer season with stagnant ADR around 5504.
- **Domestic guests mostly only stay 2 days** and 3 days in summer season.
- It means when guests stay longer and several rooms sold are quite low with high price, the guests prefer to stay in a more luxurious room.



HOTEL & RESORT: LENGTH OF STAY vs AVERAGE DAILY RATE



- At the Hotel, **domestic guests had a history to stay longer with fluctuating ADR**, quite different from international guests who stayed shorter and the average ADR was quite stable and higher than 4000.
- At the Resort, **international guests tend to stay longer (mostly 7 days)** than domestic with lower average ADR but more stable, while from domestic guests side, mostly stay for 1 day.

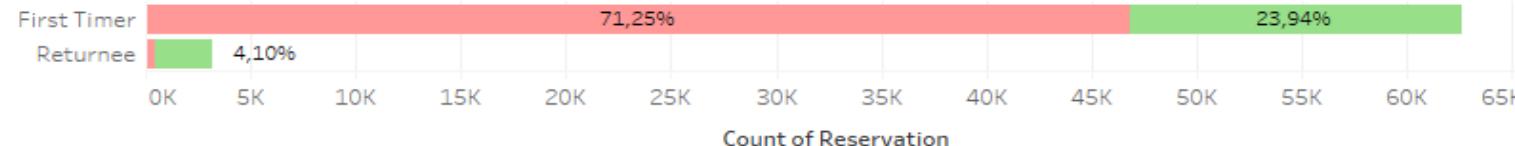
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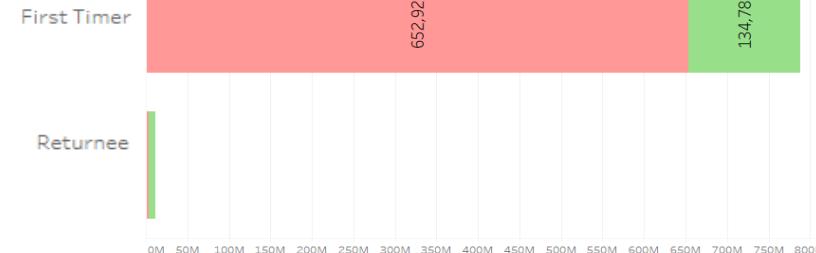
RESERVE

LOYAL GUESTS

Return Guest



Return Guest



- From total guests, only 4,8% returnee guests and dominated by domestic guests.
- First timer guests contributed revenue the most, while returnee guests contributed only 1,3% of total.
- The NEXT project should be focused on converting first-timer guests into returnee guests.

Domestic

International



HOTEL & GUEST: LOYAL GUESTS

Return Guest

First Timer

Hotel

77,15%

19,03%

Returnee 3,12%

0K

5K

10K

15K

20K

25K

30K

35K

Return Guest

First Timer

Resort

63,55%

30,34%

Returnee 5,38%

0K

2K

4K

6K

8K

10K

12K

14K

16K

18K

20K

22K

24K

26K

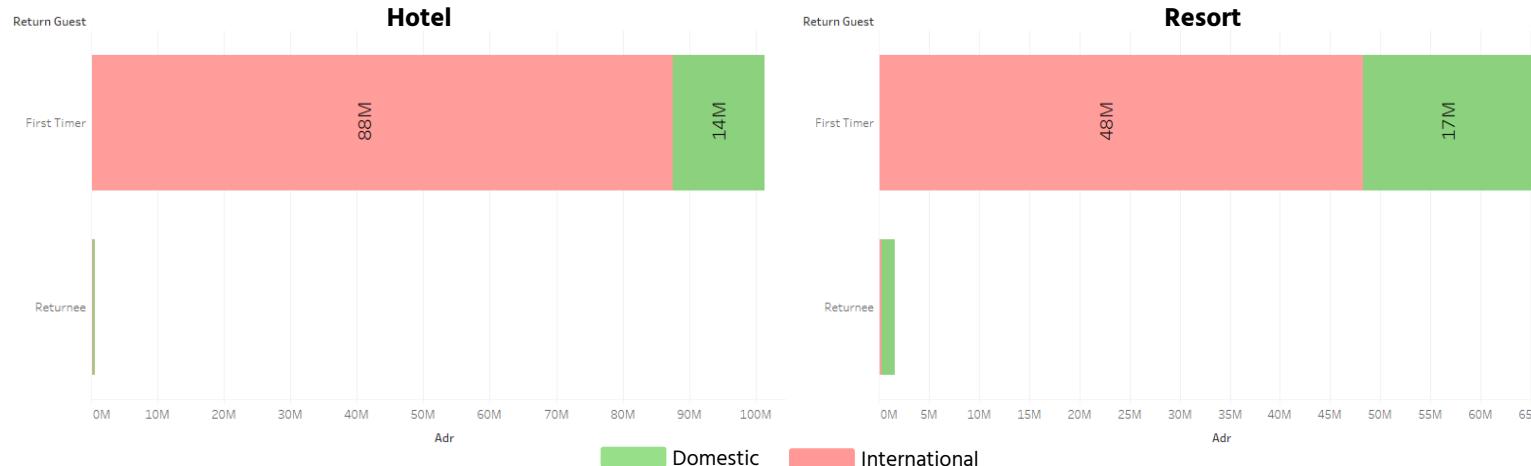
28K

 Domestic
 International

- In both **hotels and resorts**, the **majority of guests are first timers**, however, at **the resort** number of **domestic returnee guests are quite high** than the hotel.



HOTEL & GUEST: ADR of LOYAL GUESTS



- In both hotels and resorts, **first timer guests contributed ADR the most.**



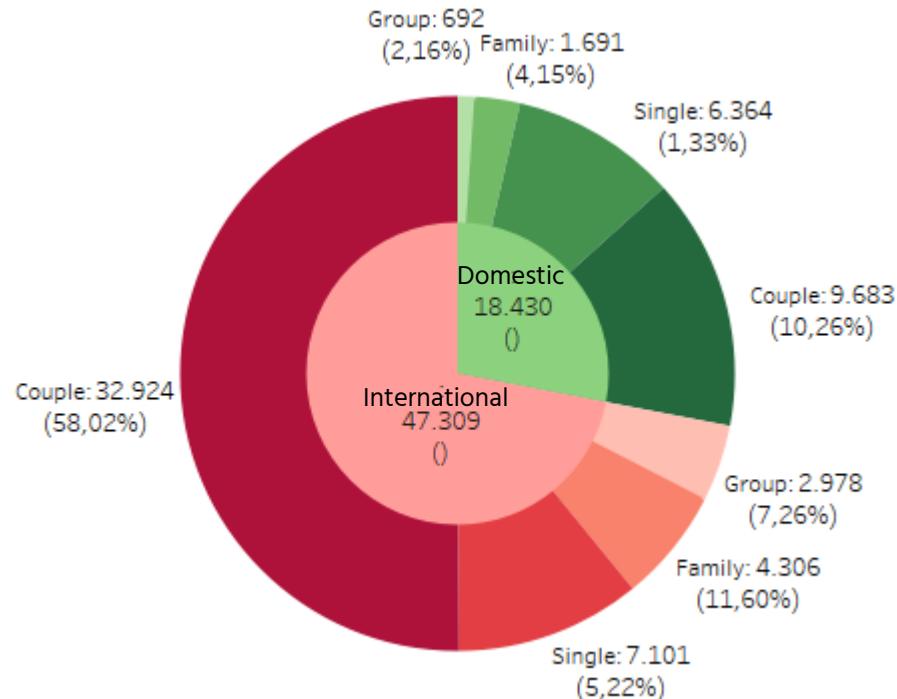
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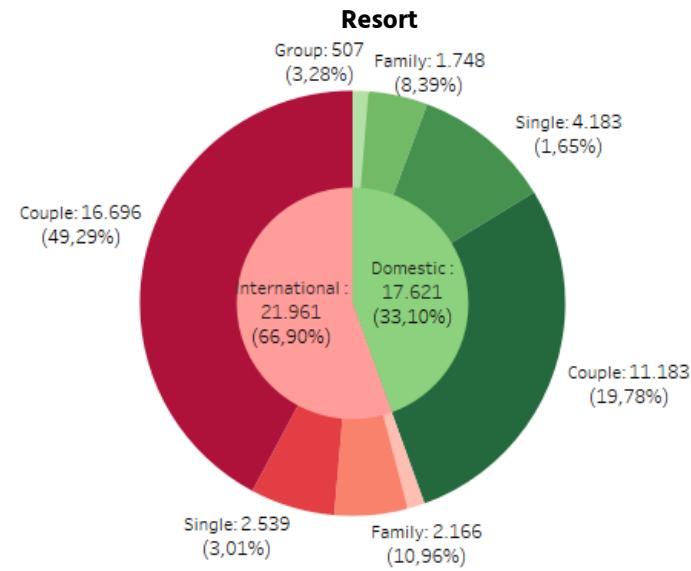
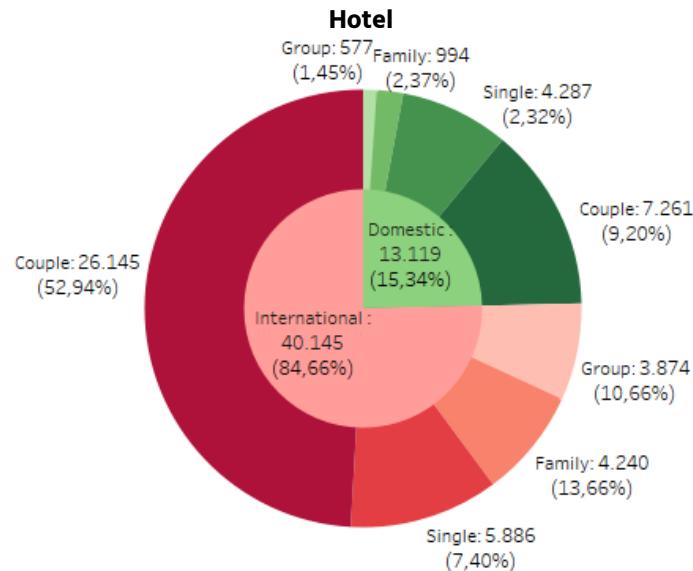
FREQUENT GUEST TYPE



- **International Couples** make up more than half, **58% of total revenue**, and **stay 4 days** on average.
- For **International guests**, the NEXT team should focus on **couple and family**.
- For **Domestic guests**, should focus on **couple status as it supply 10% of total revenue**.



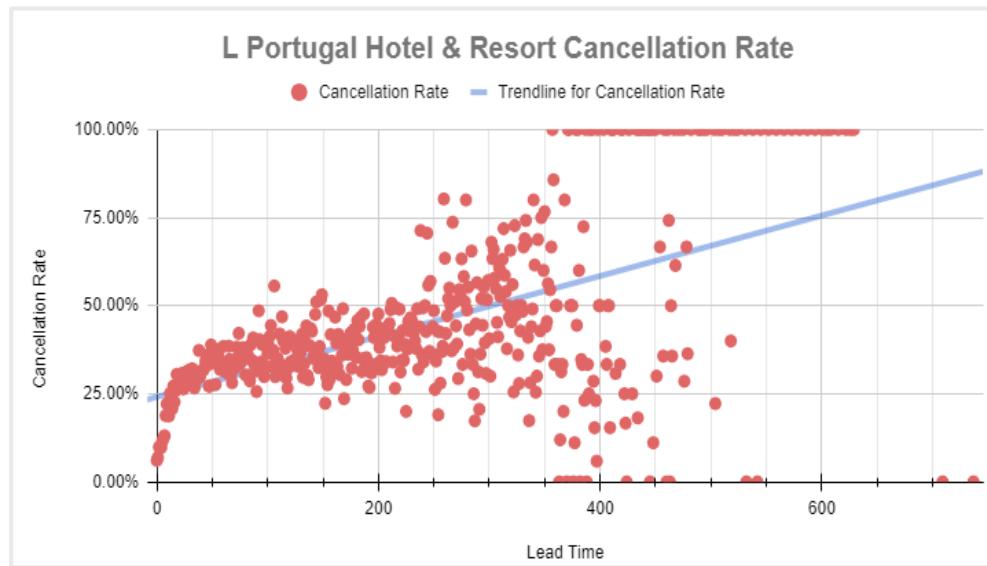
FREQUENT GUEST TYPE



- International guests dominated hotel and resort, and at resort proportions of domestic guests are much more than in hotel.
- Most guests consist of couples, singles and families.

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EFFECT of LEAD TIME



Lead time has a positive correlation with Cancellation rates, the longer lead time takes, the higher the cancellation will be.

Lead Time & Cancellation Rates Estimation Table

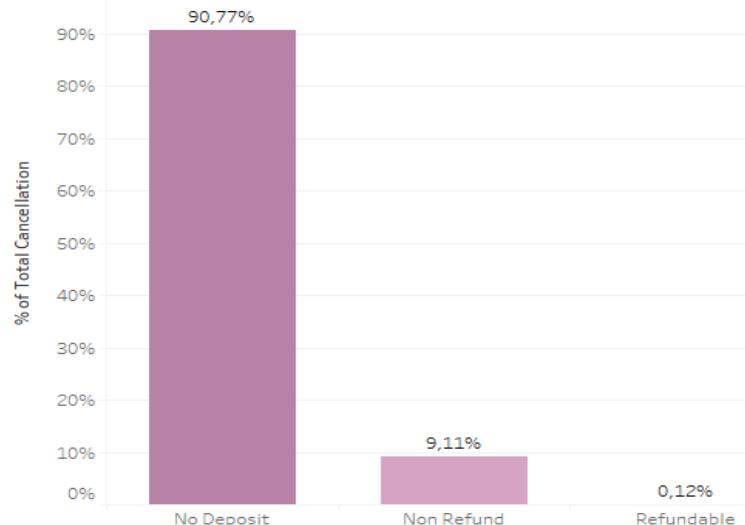
Lead Time (days)	Cancellation Rate
0 - 90	29.42%
91 - 180	37.09%
181 - 270	41.96%
271 - 360	50.24%
361 - 450	53.25%
451 - 540	71.14%
541 - 630	94%

- Most guests who cancelled their bookings tend to have a longer lead time.
- Lead time longer than 90 days, gained a significant cancellation rate and the most escalation came from lead time of more than 1 year 3 months with 17,89% gap rate.

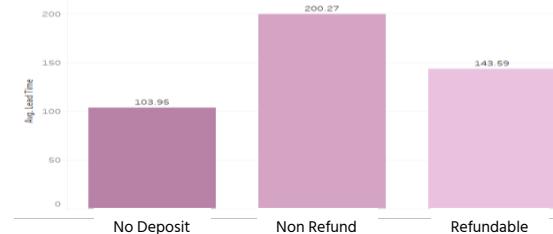


DEPOSIT TYPE & CANCELLATION RATE

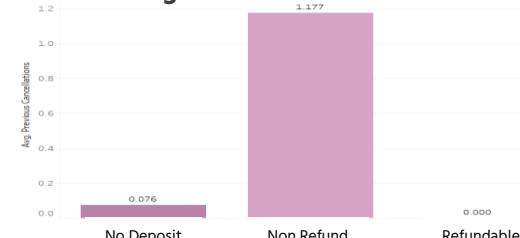
Effect of Deposit Type to Cancellation Rate



Average of Lead Time



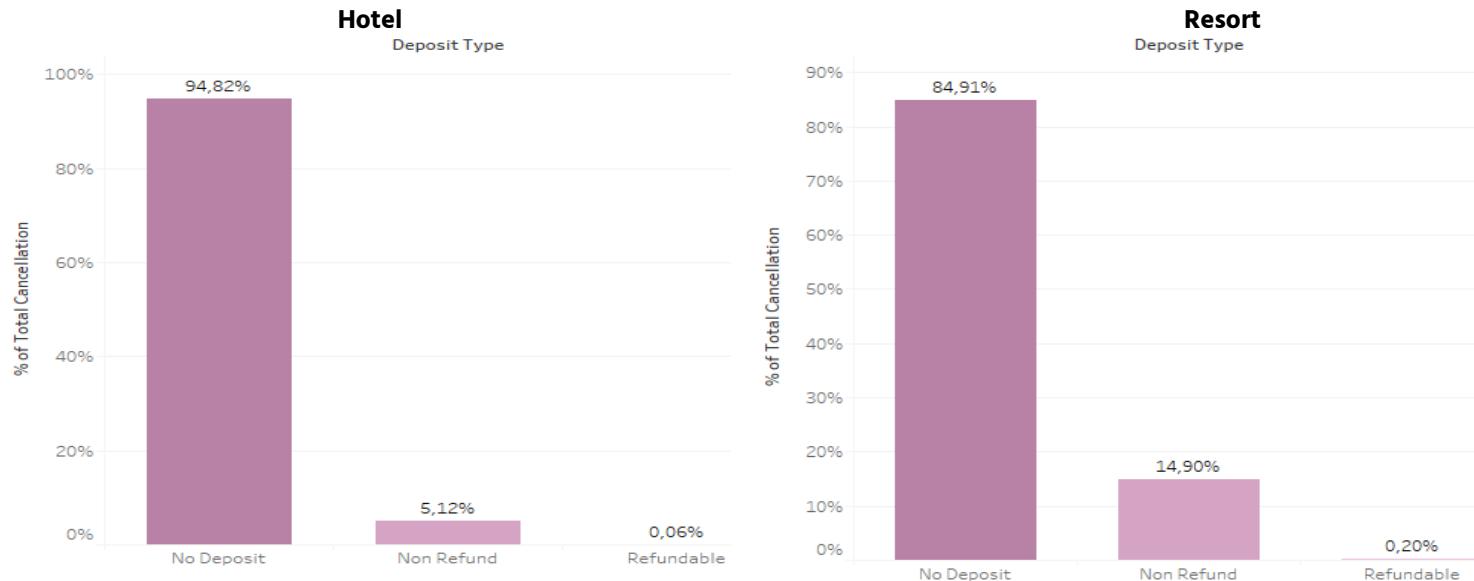
Average of Previous Cancellation



- **Refunds has the highest average lead time, and the highest number of previous cancellations**, with an average 1 time.
- On the other side, **the highest cancellations rates came from the No Deposit type**, indicating a lack of financial commitment on the part of the guest.



HOTEL & RESORT: DEPOSIT TYPE & CANCELLATION RATE

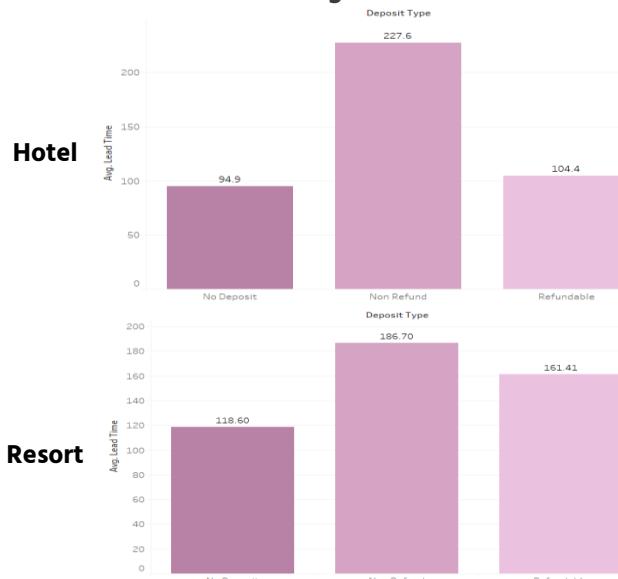


- Non Refund is the deposit type that is most often chosen, because of the convenience and practicality of ordering.
- In resorts, Non Refund options are more numerous than hotels, perhaps guests choose this option to lock the reservation.

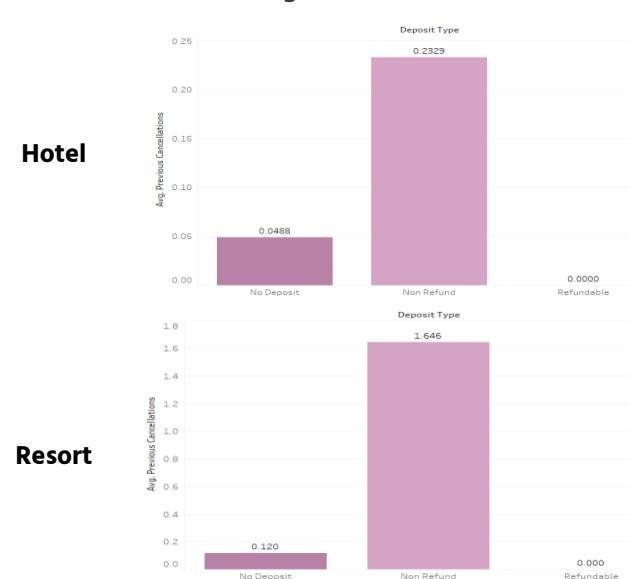


HOTEL & RESORT: DEPOSIT TYPE & CANCELLATION RATE

Average of Lead Time



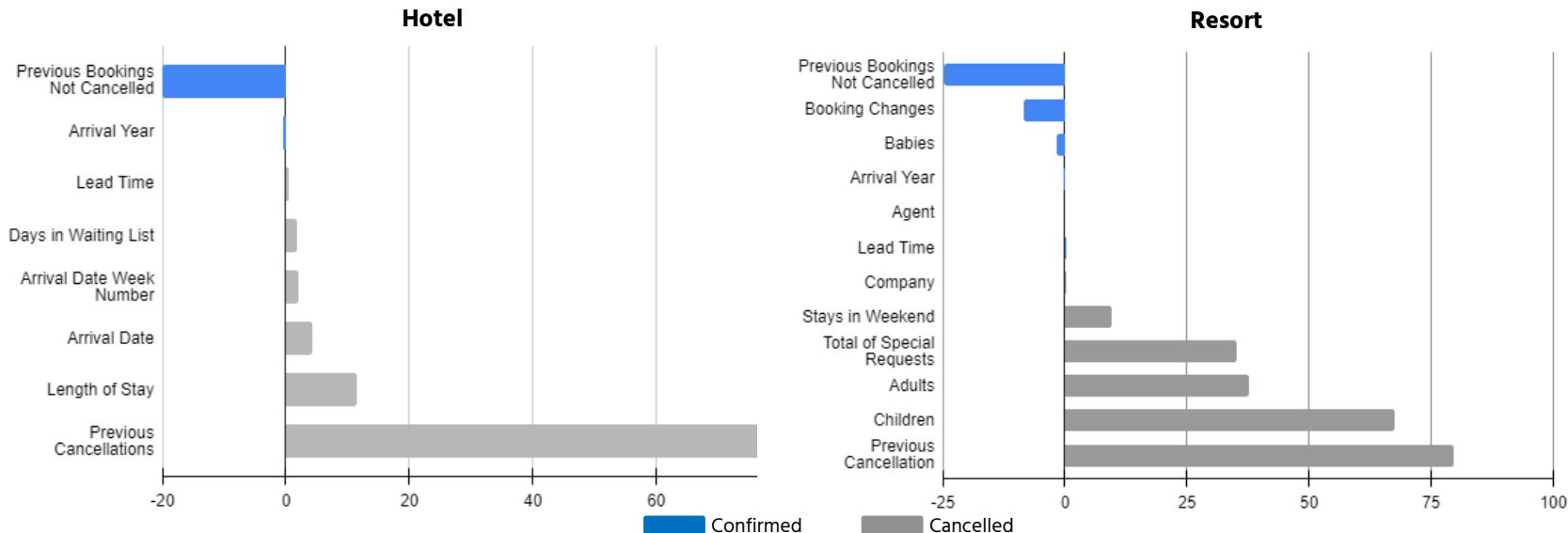
Average of Previous Cancellation



For both hotels and resorts, the average lead time is the longest, namely Non Refund, and No Deposit has the lowest average lead time, indicating that the booking was made shortly. Also, Non Refund has the most previous cancellation, for both hotel and resort.



IMPORTANT FEATURES



We create a model using **Logistic Regression** and find some **important features related probability of guests' booking cancellation**.

The model has around **99% accuracy**.

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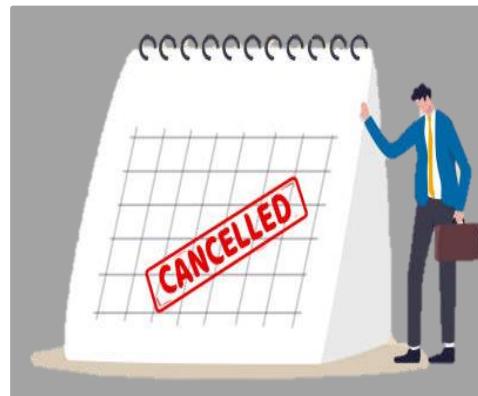
RESERVE

GUESTS CLUSTERS

Using **K-Means** and **Silhouette** analysis.



SELLOUT Cluster



CANCELLED Cluster



DELUXE Cluster



L HOTEL CLUSTER

	Sellout	Cancelled	Deluxe
Reservation Status	Full Booked	All Cancelled	94.4% Booked, 5.6% Cancelled
Guests Origin	Dominated by International guests , and 16.3% of Domestic guests .	Dominated by International guests , with 29% from Domestic guests .	International and domestic guests almost balance.
Market Segment	Online TA and Offline TA/TO	TA/TO, Groups	Direct and Corporate
Guests Priority	International couple, family, group. Domestic couple	International couple, family, group Domestic couple	International couple, family, single. Domestic couple.
Lead Time (days in average)	75 days	104 days	37 days
Length of Stay (days in average)	3 days	3 - 4 days	2 - 3 days
Average Daily Rate	2982 €	2885 €	1731 €



L HOTEL CLUSTERS: SELLOUT

As **first-time guests**, predominantly from Western, Southern and Northern Europe, with **no record of previous bookings or cancellations**, they planned their holidays well in advance. Choose peak season **Summer and Spring** (March to August) as holiday times.

Since they travel with their spouse, family, and group, they **tend to avoid the hustle and bustle of accommodation**, therefore they use TA online and TA/TO Offline for accommodation recommendations with no deposit type.

The majority of guests choose bed and breakfast, as they **prefer to have lunch and dinner at outside restaurants**.



L HOTEL CLUSTERS: CANCELLED



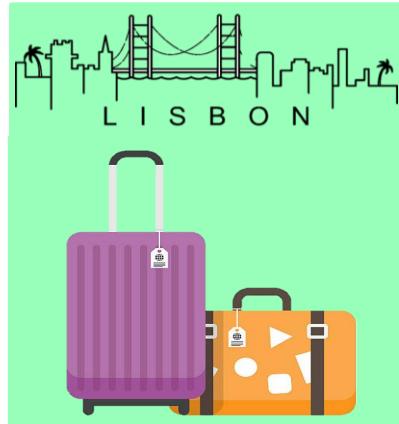
Since most guests are **first-time guests** with a **small amount of cancellation history**, mostly from the Southern, Western and Europe, they **book 3 months in advance** for **mid-Summer** and **mid-Spring**.

As they travel with couples, families and groups, they prefer easy bookings **via TA/TO agents** and **direct bookings in small quantities for groups**. They prefer reservations **without a deposit** and only a **small portion is non-refundable**, perhaps due to unforeseen events at the time of booking.

The majority of guests choose bed and breakfasts, because they prefer to **eat lunch and dinner at outside restaurants**.



L HOTEL CLUSTERS: DELUXE



The last member of cluster with the potential to become **loyal guests** because they have **more booking history** than the previous cluster. With a **fairly balanced proportion of international couples, families and singles** from Southern, Western and Northern Europe and **domestic markets with couples guests**.

They **book 1 month in advance** mostly in late Summer, Spring and Autumn through the **hotel website** and have a large reservation for **business travel reservations with no deposit options**.

Guests tend to stay for short periods, **2 to 3 days with bed and breakfast meal plans**.



L RESORT CLUSTER

	Sellout	Cancelled	Deluxe
Reservation Status	Full Booked	All Cancelled	95.6% Booked, 4.3% Cancelled
Guests Origin	Dominated by International guests , and 25.6% from Domestic guests .	Dominated by domestic market , and only 34% of international guests .	Domestic (59.7%) and international guests (40.3%) almost balance.
Market Segment	Online TA and Offline TA/TO	Online TA, Groups, Offline TA/TO	Direct, Corporate, and Group
Guests Priority	International couple, family, group , and single . Domestic couple , and family .	Domestic couple , and family . International couple , and family .	Domestic couple, family, and group . International couple, family, and single .
Lead Time (days in average)	90 days	131 days	57 days
Length of Stay (days in average)	5 days	5 days	3 days
Average Daily Rate	2667.7 €	2340 €	1619.8 €



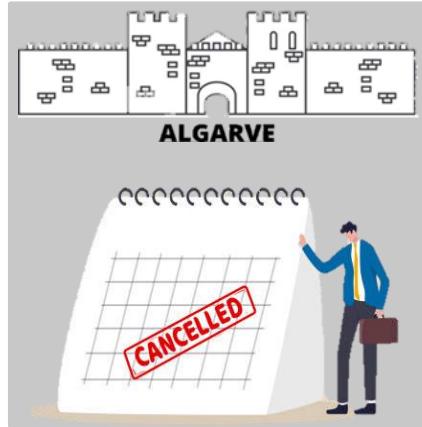
L RESORT CLUSTER: SELLOUT



An outstanding number of guests are **International**, especially from Southern, Northern, and Western Europe, and only **25.6% of total guests are Domestic**. Most of them are **first-timer guests with a very small number of booking history**. Furthermore, the guests who **drive revenue are from international couples, domestic couples, and international families**.

The guests tend to prepare the vacation well, as **they booked 3 months in advance**, and come **in Summer, Spring, and early Autumn**, also they stay for **5 days on average**.

This cluster is occupied by **Online – Offline TA/TO, and groups market segment**, via **TA/TO for reservation** and **no deposit type**, with **largely take bed and breakfast package and half-board package quite popular** along the guests.



L RESORT CLUSTERS: CANCELLED

All cancellations **dominated by Domestic guests** and **34% are International guests**. They booked long time before, around **4 months in advance** for **Summer, Spring**, and **early to mid Autumn**, with period of stay around **5 days**.

Even though they are first timer guests, **the cancellation booking history is higher** compare to other Resort's clusters, as a consequence contributed to loss revenue, with largest contributors are from **domestic couple, international couple, domestic family, and international family**, with average number of **adults and children very high among other clusters**.

This clusters combined of **Online TA. Groups**, and **Offline TA/TO segment** and made resorts booking **via TA/TO, 8% direct**, and **6% by corporate**, with mostly prefer **no deposit type**, while **15.5%** of them chose **non refund** to get the reservation. Also, the most popular meal package are **bed and breakfast, 23.5% pick half-board** and only **few** of them chose **full-board**.



L RESORT CLUSTERS: DELUXE



Of the last cluster's member with certainty **95.6% booked** and only **4.3% cancelled**, and percentage of **domestic and international was quite balanced**. As for international guests, mainly from Europe (Southern, Northern, Western Europe, and United Kingdom).

The **ADR is the lowest** among other resort's cluster, but it has the **potential into a loyal cluster** as fair number of guests have **previous booking history** and rarely cancellation history. They booked the resorts less than **2 months in advance**, and stay for short period, **3 days on average**.

Occupy by **direct, corporate, and groups market segment** and made reservation through **direct and corporate channels** and choose **no deposit type** with meal option **bed and breakfast** and small faction **half-board meal option**.



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RESERVATION

One of the most prominent problems is that guests prefer to use offline/online TAs/TOs services. Indirectly, this can have an impact on hotel/resort net revenue, because commission fees are distributed to TAs/TOs agencies and hotels/resorts have to compete on price with other hotels.

Hotel guests may prefer to book reservations through offline or online TAs/TOs agencies rather than directly on the hotel's website for several reasons:

- **Convenience**: TAs/TOs agencies offer a **one-stop-shop for travelers**, allowing them to **compare prices**, read **rating & reviews**, and book multiple aspect (**packaged deals**) of their trip, such as flights, hotels, and activities, all in one place.
- **Loyalty programs**: some TAs/TOs have **loyalty programs or reward points** that can be redeemed for future bookings or perks.
- **Reservation support**: TAs/TOs often have reservation supports, such as **customer services** that are available to assist with booking inquiries, changes, or cancellations, and also **variety of payment methods**.
- **Mobile Apps**: Many TAs/TOs have **user-friendly mobile apps** that allow travelers to book and manage reservations on the go.
- **Deals and promotions**: TAs/TOs **frequently run promotions, flash sales**, and **exclusive discount** that may not be available on a hotel's website.



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GUESTS TRAVELING JOURNEY TOUCHPOINTS

Travel experiences that show premise are focused on a few specific, discrete steps in the end-to-end traveler exhibit. Hotel management need to acknowledge which touchpoints can be most effectively disrupted? Which hold the greatest possibilities for integration? Which steps can be elevated by an immersive element, allowing for exhilarating, fantastical or efficient experiences not available in our services and scope?

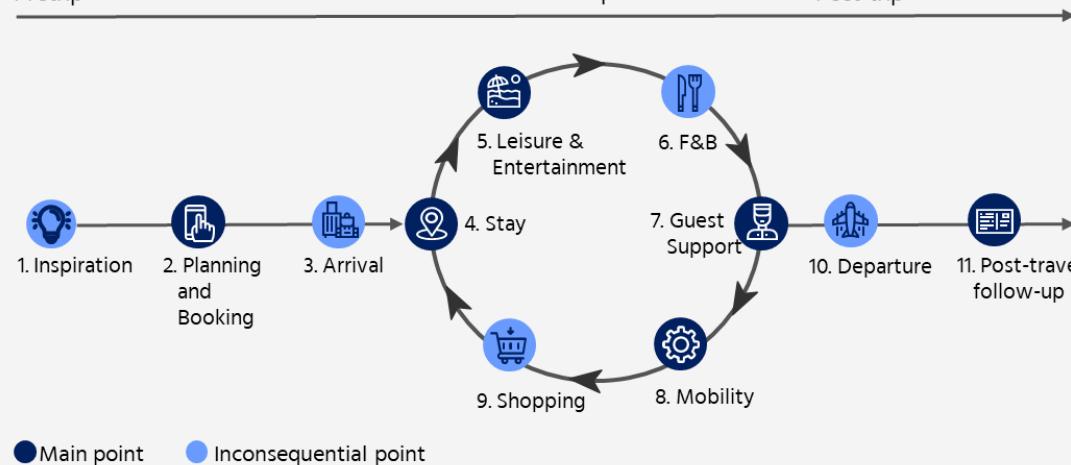
Three touchpoints show great potential: travel inspiration, travel events, and guest support.

Guest Journey

Pretrip

In-trip

Post-trip





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RESERVATION SYSTEM POINTS

More recently, mobile technologies have taken center stage as consumer behavior shifts with astonishing speed toward researching and booking travel through smartphones. Since October 2015, US consumers who book travel online have consistently spent more time engaging with travel content on their mobile devices than on their desktops, according to an Expedia Media Solutions/comScore study. Consumers want an easy but comprehensive booking process without eliminating important aspects that influence the traveling experience.

Based on the data that has been collected, several pain points that make guests prefer to book at TA/TO agencies. By reconstructing the reservation system at several stages of the journey, the new booking process can be a potential solution to the problems faced by the hotel.

Several order stages that can be upgraded are:



BOOKING



ARRIVAL



CHECK IN



CHECK OUT



CANCEL



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BOOKING

RESERVATION SYSTEM POINTS: BOOKING

Online Booking Experience	Optimize website for easy booking for guests. Make sure the online booking process is user-friendly , clear information about room types, amenities, and package . And provide rapid response since lead times are relative short , and efficient booking process for direct and corporate bookings .
Flexible Booking Options	Since guests prefer no deposit, offer flexible booking options such as free cancellations up to a certain period before the check-in date .
Agent-Friendly Booking System	Ensure your booking system is user-friendly for agents , with easy access to room availability, rates, and package options .
Personalized Upsells	When guests are booking, offer them personalized upsell options related to their preferences , for instance, if they prefer no deposit, offer them room for upgrades, spa treatments, or other add-ons that don't require upfront payments.
Easy Modification Process	Make it easy for guests to modify their reservations if needed .
Engaging Booking Confirmation	Send a personalized booking confirmation email or message as soon as the reservation is made, should not only confirm the reservation but also include details of the hotel's amenities, local attractions, information booking .
Automated Reminders	Set up automated reminder messages closer to check-in date , include details of reservation, check-in time, and any relevant policies.



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RESERVATION SYSTEM POINTS: ARRIVAL & CHECK IN

ARRIVAL	Pre-Arrival Communication	Reach out to guests a week or a few days before their arrival via email or text, with a warm welcome message, reiterate the reservation details, and offer assistance in planning their stay. This proactive approach can increase the likelihood of guests showing up and reduce no-shows.
	Pre-Arrival Information	Send a detailed pre-arrival email or message to international guests , include directions to the hotel from the airport, local currency, cultural norms , and any necessary travel documentation .
	Customized Arrival Experience	Collaborate with OTA to gather information about guests' preferences and special requirements . This could include arranging airport transfers , accommodating dietary restrictions , or preparing the room with children-friendly amenities .
CHECK IN	Efficient Check-in Process	Streamline the check-in process to minimize waiting time if guests are arriving with children. Offer a dedicated check-in line for families to expedite the process.
	Efficient Group Check-In	Streamline the group check-in process to ensure a smooth and efficient experience for larger parties.

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RESERVATION SYSTEM POINTS: CHECK OUT & CANCEL

CHECK OUT	Express Check-Out	Implement and express check-out process for busy corporate travelers , allowing them to quickly settle their bills and depart.
CANCEL	Flexible Cancellation Policy	Offer a flexible cancellation policy specifically targeted at first-time and new guests. Since they might be uncertain about their travel plans, having a lenient cancellation policy could encourage them to book with your hotel. Consider offering a flexible cancellation policy , particularly for guests booking through agents. Consider allowing free cancellations up to a certain period before the check-in date.
	Emergency Preparedness	Establish clear protocols for handling unexpected cancellations and no-shows , providing a seamless experience for both guests and agents.
	Cancellation-Friendly Policies	Highlight your flexible cancellation policy , reassuring guests that they won't face penalties if they need to change their plans.



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PACKAGE

Hotel packages are a way for hotels to differentiate themselves, attract specific types of guests, and increase revenue by bundling various services. Guests can choose packages that align with their preferences and needs, making their stay more enjoyable and convenient. The contents and pricing of hotel packages can vary greatly depending on the hotel's location, star rating, and target market.

From the data, it is known that **revenue is driven by several guest statuses and market segments**, such as couple, group, family, and corporate. These packages are **designed to provide guests with added value and convenience during their stay** and may cater to specific preferences, needs, or occasions.



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PACKAGES VARIETY

Get Inspired: L Picks for You



Enchantment Getaways
Package for couple.

Develop a special package tailored to couple travelers, including romantic scenery spots, couple activities around the town, best restaurants, and photographer services.



Together, Stay and Play
Package for group.

Create packages specifically tailored to group travelers, offering them discounts, group amenities, and activities.



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PACKAGES VARIETY

Get Inspired: L Picks for You



Localize: Feel and Taste the City Experiences
Package for local adventures.

Develop packages that are appealing to guests' preferences of local taste. These could include discounts on local attractions, spa services, or partnerships with nearby restaurants, enhancing the value of their stay.



Integrated Coworking Space
Package for corporate/business trip.

Develop a special package tailored to corporate travelers, including features like high-speed Wi-Fi, amenities like meeting facilities, complimentary breakfast, and business center access and services.



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PACKAGES VARIETY

Get Inspired: L Picks for You



Familication Pleasures
Package for family.

Ensure that you have rooms suitable for families, such as connecting rooms or larger suites. This allows families to stay comfortably together.



Kidsplore Activities
Package for children.

Since guests are traveling with children and babies, offer kid-friendly amenities such as cribs, baby cots, high chairs, and age-appropriate toiletries. Consider providing a list of nearby family-friendly attractions and activities, this could be kids' clubs, movie nights, treasure hunts, or nature walks.



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PACKAGES VARIETY

L Gives More For You



Additional: Special Package

Vacation packages that highlight the unique features of your resort and offer bundled experiences, such as guided tours, spa treatments, or water sports activities.



All-Inclusive Package

Details →

Additional: All-Inclusive Package

Consider offering all-inclusive packages that include meals, drinks, and select activities, appealing to guests who want a hassle-free experience.

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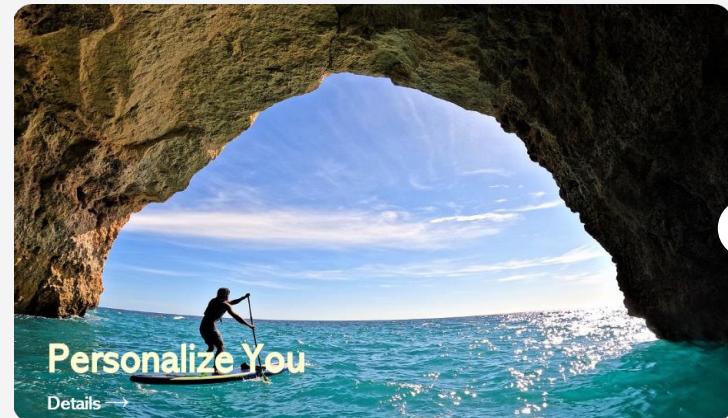
PACKAGES VARIETY

L Gives More For You



Additional: Seasonal Package

Create seasonal packages tailored to the different arrival months to attract guests during specific travel periods.



Additional: Customizable Package

Offer customizable packages to suit different guest preferences. For instance, provide options for adding meals, spa treatments, or recreational activities.



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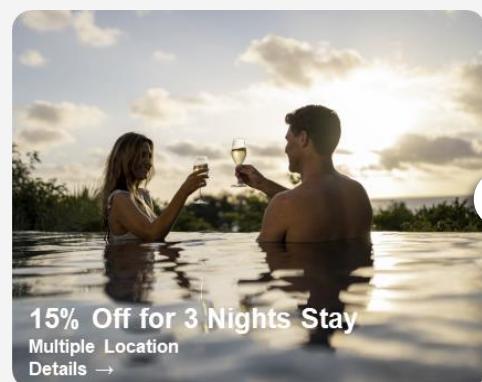
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SPECIAL DEALS

A special deal refers to a promotion or deal that a hotel provides to attract guests and encourage bookings. Special deals are used to increase occupancy rates during specific periods, fill vacant rooms, or promote certain amenities or services. These offers can vary widely in terms of what they include and how they are marketed.



Book by Monday, January 01, 2024

Moments are better when we share them. Bring the family on your next adventure and enjoy 50% off your 2nd room. Discount is applied upon arrival if the 2nd room is occupied by children aged 16 and under at the time of stay, at participating hotels across Europe, Middle East, and Africa.

Book by Friday, April 05, 2024

Book the Stay Longer rate to save more on your next getaway of 3-nights or more. Enjoy 10% off a 3-night stay, 15% off a 4-night stay and 20% off a 5-night stay or longer. Experience the spaciousness and comfort of our villa rentals, with all the conveniences of a home away from home.

Book by Tuesday, March 12, 2024

Why not treat yourself to a longer stay? Enjoy 15% off when you stay at one of our exceptional hotels or resorts for three nights. 20% off when you stay between four and six nights or 25% off when you stay with us for seven nights or more. Offer is valid at participating hotels and resorts in Europe, the Middle East, and Africa. Your ultimate break awaits.



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MEMBER BENEFITS

Member benefits are a way for organizations **to build loyalty among their members and enhance the overall value of membership**. The specific benefits offered can vary widely, so individuals considering membership in an organization or loyalty program should carefully review the terms and benefits to determine if they aligns with their needs and interests.

"Member benefits" **typically refer to the advantages, perks, or privileges that individuals receive when they become members** of a particular organization, club, loyalty program, or subscription service. These benefits are designed to incentivize people to join and participate in the organization or program.

Elite Membership Tiers

Silver Elite

Gold Elite

Platinum Elite

Titanium Elite

Ambassador Elite

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ELITE MEMBERSHIP TIERS

Compare Elite Benefits

Silver Elite
Stay 10 nights/ yrGold Elite
Stay 25 nights/ yrPlatinum Elite
Stay 50 nights/ yrTitanium Elite
Stay 75 nights/ yrAmbassador Elite
Stay 100+ nights/yr
+ \$23K+ USD
spend/yr

Ultimate Reservation Guarantee

If we can't honor your reservation for any reason, we guarantee that we'll pay for you to stay nearby and compensate you for the inconvenience. Learn more about compensation rates.



Points Bonus

Earn bonus points on eligible hotel purchases.

10% Bonus

25% Bonus

50% Bonus

75% Bonus

75% Bonus

Late Checkout

Based on availability

Priority Late
Checkout*

2pm*

4pm**

4pm**

4pm**

In Hotel Welcome Gift

Varies by brand

Points***

Points, Breakfast
Offering, or
Amenity***Points, Breakfast
Offering, or
Amenity***Points, Breakfast
Offering, or Amenity



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ELITE MEMBERSHIP TIERS

Compare Elite Benefits



Silver Elite
Stay 10 nights/ yr

Gold Elite
Stay 25 nights/ yr

Platinum Elite
Stay 50 nights/ yr

Titanium Elite
Stay 75 nights/ yr

Ambassador Elite
Stay 100+ nights/yr
+ \$23K+ USD
spend/yr

Enhanced Room Upgrade

Based on availability

Based on
Availability

Including Select
Suites

Including Select
Suites

Including Select
Suites

Dedicated Elite Support

24/7 service for all your hotel booking needs.



Lounge Access

Full lounge access and complimentary breakfast



Annual Choice Benefit

5 Suite Night Awards™ or Gift Options****

Stay 50 Qualifying
Nights

Stay 75 Qualifying
Nights

48-Hour Guarantee

Book by 3pm, 48 hours prior to arrival, and we'll
always have a room available to you. [Terms &
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ELITE MEMBERSHIP TIERS

Compare Elite Benefits



Silver Elite
Stay 10 nights/ yr



Gold Elite
Stay 25 nights/ yr



Platinum Elite
Stay 50 nights/ yr



Titanium Elite
Stay 75 nights/ yr



Ambassador Elite
Stay 100+ nights/yr
+ \$23K+ USD
spend/yr

Your24™

Flexibility to choose your 24-hour check-in and
checkout time.



Ambassador Service

Get personal assistance with your stays.



* Late checkout subject to availability at all hotels.

** Late checkout subject to availability at resorts and convention hotels.

*** In Hotel Welcome Gift varies by brand.

**** Lounge access and full complimentary breakfast subject to availability. At hotel brands that have lounges, you will have full access and complimentary breakfast.

***** Annual Choice Benefit gift options vary by brand.

[Terms & Conditions](#)



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EARN POINTS

Grow Your Points



Hotel Stays

Earn points for nights spent.

Use Your Points



Hotel Nights and More

Use points for stays, dining, golf, and more.



Credit Cards

Earn points while spending



Flights and Car Rentals

Use points with select airline and rental partners.



Everyday Activities

Earn points for golf, shopping, and more.



Marriott Bonvoy™ Moments

Use points to attend events, parties, classes, and more.



Dining

Earn points while dining



Shopping and Gift Cards

Convert points to spend on your next shopping trip.



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BUSINESS MEETINGS

We know that a successful meeting doesn't happen by accident. It takes planning. Coordination. And giving you the right support at just the right time. So we've grown and innovated meeting services in ways that have changed the industry ... and the way you meet. Delivering the impact you want and the features you need to bring people, purpose, and results together

Meeting Professionals

When it comes to great experiences, our team of trusted experts plan, anticipate, and deliver every component of your experience, no matter the size or the complexity.

Business Meetings

[Technology >](#)[Food & Drink >](#)[Spaces >](#)[Places >](#)[Meeting Size >](#)[Meeting Innovation >](#)[Just Convention >](#)



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WEDDINGS

For A Wedding Experience as Unique as You

We're committed to your dreams coming true, with expert professionals who are dedicated to getting every last detail right. This experience also means that we're on top of the latest trends in cuisine and décor. We know vendors with impeccable histories of bringing wedding ideas and venues to life. And we're always open to trying something new and fun.

[Weddings](#)

[Planning >](#)[Ceremonies >](#)[Receptions >](#)[Dining >](#)[Accommodations >](#)[Destinations >](#)[Extras >](#)



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SOCIAL EVENTS

Come Together Again

Reconnect in the most fun of ways.

Whether you're looking to host intimate family gatherings, lively dinner parties, full-fledged reunions, coming-of-age celebrations, or anything in between, you'll find the perfect place to celebrate at one of our 30 extraordinary hotel brands.

Choose from event and party venues in a variety of stunning destinations and count on our expertise to bring your vision to life.

Social Events

[Family Party >](#)[L Banquets >](#)



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GROUP TRAVEL

Whether it's an away game, tournament, or championship event, the big game is on the horizon and it's time to plan accommodations for the whole team. Consider us just another part of the team and truly win at sports travel. Across 30 hotel brands, we'll take the stress out of planning and make sure you're game-ready.

Planning Group Travel

[Team Travel >](#)[Student Travel >](#)



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DINING

Perched on southern Portugal's iconic cliffs lies a new destination for tastemakers across the globe, L Hotel & Resort invites guests to discover six socially driven bar and dining destinations, led by Portuguese legendary with a Michelin Star.

From Champagne sunset deck **CLOUD** to iconic Italian plates at **Foglie Food & Wine**, L Hotel & Resort will remix the Algarve foodie scene from dawn till dusk. Acclaimed Peruvian chefs with more than 17 years of experience working in luxury brands, brings his creativity and new flavors to the L Hotel & Resort tables, will dedicated themself to private consulting in restoration, and now brings to L Hotel & Resort the highest level of attention to detail and respect for sustainable and ethical sourcing.



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DINING



MOONCHILD

Portuguese

Portuguese coffee tradition, innovative mixology, petiscos and tapas, day and night at the heart of L Hotel&Resort.



Mon&Sun 7:00 AM-11:00 AM

12:30 PM-3:00 PM

Tue-Sat 7:00 AM-11:00 AM, 12:30 PM-3:00 PM,
7:00 PM-11:00 PM

[More](#) ▾



LES NOMAD

French

Les Nomad Restaurant has been awarded a Michelin star for its superb regional fare.



Mon,Thu-Sun 6:00 PM-11:00 PM

Tue-Wed Closed

[More](#) ▾



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DINING



CASA LUCIO

Spanish

Casa Lucio is well-known for various typical stews, huevos revueltos, great quality red meat, soups and other pot dishes.



Mon,Thu-Sun

6:00 PM-11:00 PM

Tue-Wed

Closed



FOGLIE

Italian

Italian cuisine staples serving award winning plates from Paper Moon.



Open for lunch
and dinner

More ▾



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DINING



BYBLOSS

Mediterranean

Coastal sun kissed cocktails and health inspired cuisine that bring in flair and flavour from Asian to Mediterranean coast.

Open for Lunch

More ▾



CLOUD

International

Your champagne bar for sunsets and city/ sea views. Enjoy lovely bubbles, spritzes, and punches to share. Clifftop champagne sunset lounge, and the perfect spot for receptions, wedding ceremonies and memorable events.

Everyday

7:00 PM-11:00 PM

More ▾



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EAT MORE, MORE EAT: HALF-BOARD OFFER

Buffet breakfast is served in Cloud and dinner in any of the operating restaurants.

For dinner a set 3 course choice menu is available, beverages excluded. For dishes outside the set menu, you enjoy a 50 Euro dinner credit per adult and 25 Euro for children from 4 until 12 years old. The dinner credit can also be used for room service.

Any additional persons or a change in travel party will be charged/changed upon check-in.

Please note that a full board supplement is available at an additional charge per person per day and beverages are excluded. Children from 4 until 12 years old benefit from a 50 percent discount and for children below 4 years of age no meal charges will apply.

The same meal plan is required for all room occupants and must be applied for all stay dates.

Unconsumed credits do not accumulate and cannot be used against tax, service charges or tips nor can they be exchanged for cash.



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EAT MORE, MORE EAT: FULL-BOARD OFFER

Benefits include:

- Daily full board experience at Island Kitchen including three meal
 - L's Breakfast Set for 2 at Moonchild Kitchen, available from 7:00 to 10:00
 - L's Brunch Royale for 2 at Moonchild (12.30 PM), Foglie, and Bybloss, available from 10:30 to 14:30.
 - L's Dinner buffet for 2 at Moonchild, Cloud (19.00 PM), Les Nomad, Casa Lucio, and Foglie available from 18:00 to 23.30 PM.
- Free access to swimming pool & resort activities.

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TASTE GUIDELINE

There are some guidelines in meal options to the guests, they are:

Flexible Breakfast Options	Given that some guests haven't specified breakfast preferences, offer flexible meal plans. Guests can decide whether to have breakfast at the hotel during their stay, providing them with more choices.
Clear Breakfast Options	Since many guests prefer breakfast, clearly outline the available breakfast options and their associated costs during the booking process. This transparency can help guests make informed decisions and reduce misunderstandings later.
Flexible Meal Options	Given the varied meal preferences, offer flexible meal plans that allow guests to choose between different dining options.
Local Cuisine Experience	Introduce international guests to local cuisine experiences. Collaborate with local restaurants to offer authentic dining options that showcase the destination's culinary delights. Feature a variety of cuisines that cater to the diverse guest origins, while also highlighting traditional Portuguese dishes and wines.



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SERVICES & FACILITIES

Whether you are traveling for business or pleasure, the luxury hotel services offered by the five-star L Hotel & Resort make it an ideal choice for your stay in Lisbon & Algarve, Portugal. The hotel's luxurious surroundings, comfort, thoughtful touches, and personalized service set it apart from any other hotel, allowing you to feel like being at home from your very first steps into the hotel.

We are geared towards the fulfillment of the needs of any discerning guest and below you can find an alphabetical overview of the most commonly-used services and facilities offered by our boutique hotel.

Services

- [Car rental services >](#)
- [Catering services >](#)
- [Concierge services >](#)
- [Courier services >](#)
- [Doctor on call >](#)
- [Dry cleaning >](#)
- [Excursions and guided tours >](#)
- [Flower arrangement >](#)
- [Ironing services >](#)

Hotel Facilities:

- [Laundry and valet service >](#)
- [Mail services >](#)
- [Room service \(24-hour\) >](#)
- [Shoeshine service >](#)
- [Ticket service >](#)
- [Turndown service >](#)
- [Valet service >](#)
- [Banquet facilities >](#)
- [Restaurant & Bar >](#)
- [Computer facility & Wi-Fi >](#)
- [Conference and meeting facilities >](#)
- [Disabled room >](#)
- [Fitness room & Sauna >](#)
- [Summer terrace >](#)
- [Luggage storage >](#)
- [Non-smoking rooms >](#)



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SERVICES GUIDELINE

Services divide into 2 sections, direct services that face the guests, and good things.

DIRECT	Multi-lingual Staff	Ensure your staff can communicate effectively in multiple languages to provide personalized service to guests from various countries.
	Enhanced Customer Service	Train staff to provide exceptional customer service, addressing guest needs promptly and ensuring a positive experience.
	Responsive Customer Services	Train the staff to handle inquiries from agents and potential guests efficiently, offering timely and accurate information.
	Quick-Response Guest Support	Offer efficient customer support for inquiries and requests. Respond promptly to emails, phone calls, and messages to ensure a smooth experience.



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SERVICES GUIDELINE

GOODS	Travel Essentials	Offer essential travel items that international guests might have forgotten to pack, such as travel adapters, chargers, sunscreen, and travel-size toiletries.
	Multilingual Communication	Since guests are arriving from other countries, communicate with them in their preferred language. Provide multilingual resources on your website, booking platform, and in-room materials. Additionally, the hotel and resort should have staff members who are proficient in various languages.
	International Power Outlets and Adapters	Equip rooms with international power outlets and provide adapters for different plug types commonly used by international travelers. This small gesture can greatly enhance guest satisfaction.
	International TV Channels and Content	Provide a range of international TV channels and entertainment options that cater to guests from various countries.
	Travel Guide Resources	Create comprehensive travel guides for each nationality, offering insider tips on local attractions, transportation, and cultural norms.



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FEEDBACK

Hotel feedback is important for several reasons, and it plays a crucial role in the hospitality industry. Here are some key reasons why hotel feedback is important:

- Improving Guests experiences,
- Quality control,
- Guests satisfaction,
- Identifying trends,
- Staff training and development,
- Online reputation management,
- Competitive advantages,
- Guests loyalty,
- Revenue growth,
- Regulatory compliance,
- Continuous improvement.

To effectively gather and utilize guest feedback, hotels often use surveys, comment cards, online review platforms, and direct communication with guests.



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FEEDBACK MOMENT

For gathering feedback, there are best time and the senses behind it.

Real-Time Feedback

Implement a real-time feedback system to capture guest sentiments during their stay. Address any concerns immediately to enhance guest satisfaction.

Post-Time Feedback

After their stay, send a follow-up email thanking guests for choosing your hotel. Request feedback and encourage them to share their experiences on review platforms or social media.



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HOTEL WEBSITE FEATURE

In the context of a hotel website, "features" typically refer to **the various elements, functionalities, and information** that the website provides **to help potential guests learn about the hotel, make reservations, and plan their stay.** These features are designed to enhance the user experience and provide essential information.

Here are some common features you might find on a hotel website:

- Booking Engine
- Online Check-in
- Room Descriptions and Photos
- Rates and Special Offers
- Amenities and Services
- Location and Directions
- Contact Information
- Reviews and Testimonials
- Virtual Tours
- Local Information
- FAQs
- Language and Currency Options
- Responsive Design
- Secure Booking
- Newsletter Signup
- Social Media Integration
- Events and Meetings
- Accessibility Information
- Blog or News Section
- Weather Information



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HOTEL PAYMENT

L Hotel & Resort offers various payment options to accommodate the preferences and needs of the guests. These payment options can vary depending on the hotel's policies and the technology they have in place. Here are some common payment options that hotels may provide:

- [Credit Cards](#)
- [Debit Cards](#)
- [Cash](#)
- [Prepaid Cards](#)
- [Mobile Payment Apps](#)
- [Online Payment](#)
- [Corporate Billing](#)
- [Traveler's Checks](#)
- [Bank Transfers](#)
- [Room Charges](#)



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PARTNERSHIP

Collaborative arrangement between a hotel or a hotel chain and another entity, such as a travel agency, airline, online booking platform, tourism board, or other businesses. These partnerships are established to create mutually beneficial relationships, leverage each other's strengths, and provide added value to customers.

TRAVEL AGENT - TRAVEL OPERATOR	Agent Partnerships	Collaborate closely with online travel agents (OTAs) and offline travel agencies/tour operators (TA/TOS) to understand booking trends and tailor your offerings to their client needs. Offer them exclusive deals, commission incentives, and detailed information about your resort's offerings.
	Tour Operator	Create vacation packages that include accommodations, meals, and guided tours. This can attract tourists looking for all-inclusive experiences.
	Corporate Partnership	Hotels may establish partnerships with corporations to provide special rates and services for their employees or clients. This can be part of a corporate travel program.
	Travel Agencies and Wholesalers	Hotels may work with travel agencies and wholesalers to distribute rooms in bulk, particularly for group bookings and events.
	Event and Conference Partnerships	Hotels often partner with event planners, conference centers, and convention bureaus to host meetings, conferences, and special events.

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MARKETING

Marketing in the hotel industry is a crucial aspect of attracting guests, increasing occupancy rates, and promoting the hotel's brand. Effective hotel marketing involves a combination of strategies and tactics to reach and engage potential guests and ultimately drive bookings. L Hotel & Resort focuses on campaign and branding for marketing.

CAMPAIGN	Collaboration with Local Influencers	Collaborate with local influencers or bloggers who can promote your hotel as an ideal leisure destination. Their recommendations can attract more local tourists and increase the chances of repeat bookings.
	Social Media Engagement	Leverage social media platforms to share guest testimonials, stunning photos, and engaging content that highlights the resort's features and unique experiences.
BRANDING	Online Reputation Management	Monitor online reviews and feedback platforms to respond to guest concerns and showcase the steps you're taking to improve the guest experience.
	Engage via Social Media	Use social media platforms to engage with potential guests, sharing informative content, guest testimonials, and special offers.
	Personalized Marketing Content	Use data from previous stays to send personalized marketing content. For example, if a guest often visits during the summer, send them exclusive summer offers and events.

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PROMOTION

Hotel promotion refers to the various marketing strategies and tactics that hotels use **to attract guests, boost occupancy rates, increase revenue, and promote their property's amenities and services**. Here are some common types of hotel promotions:

Discounted Rates	This can include discounts for booking in advance, last-minute deals, weekend specials, or seasonal discounts.
Package Deals	Hotels may create packages that bundle accommodations with additional services or amenities, such as dining credits, spa treatments, tickets to local attractions, or airport transfers.
Extended Stay Discounts	To attract longer-term guests, hotels may offer discounts or special rates for guests staying for an extended period, such as a week or more.
Free Nights	Some promotions involve offering a free night's stay after a certain number of paid nights. For example, "Stay 3 Nights, Get the 4th Night Free."
Bonus Points & Rewards	Hotels with loyalty programs often run promotions that allow guests to earn bonus points, free stays, or other rewards for booking during specific periods.
Flash Sales	Limited-time promotions, often with deep discounts, create a sense of urgency and encourage immediate bookings.
Group & Event Discounts	Hotels may offer special rates or packages for group bookings, weddings, conferences, and other events.



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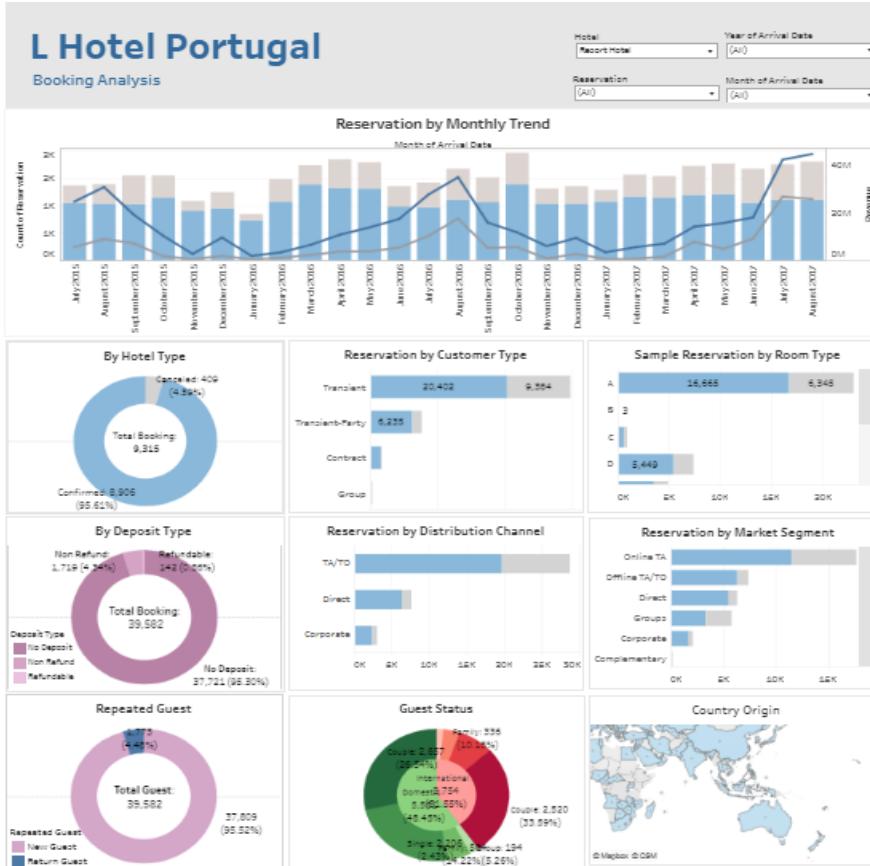
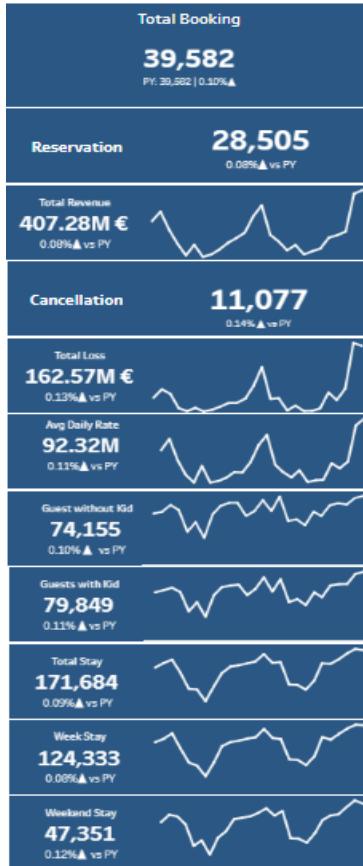
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PROMOTION

Family or Kids Stay Free	Family-friendly hotels may have promotions where children stay for free or at a reduced rate when accompanied by paying adults.
Special Occasion Packages	Hotels may offer packages tailored to guests celebrating special occasions like anniversaries, birthdays, or honeymoons.
Referral Programs	Encouraging guests to refer friends and family by offering discounts or rewards for successful referrals.
Online Booking Discounts	Hotels may provide exclusive discounts to guests who follow them on social media, subscribe to their newsletter, or book directly through their website.
Staycation Promotions	Promotions targeting residents to encourage them to enjoy a staycation at the hotel.
Seasonal and Holiday Promotions	Special offers are tied to specific seasons, holidays, or events, such as summer specials, New Year's Eve packages, or Valentine's Day deals.
Spa and Wellness Packages	Promotions that include spa treatments, yoga classes, and wellness services as part of the guest experience.
Dining Promotions	Special deals in the hotel's restaurants and bars, such as happy hour discounts, themed dinners, or culinary events.



DASHBOARD



[Link Dashboard](#)

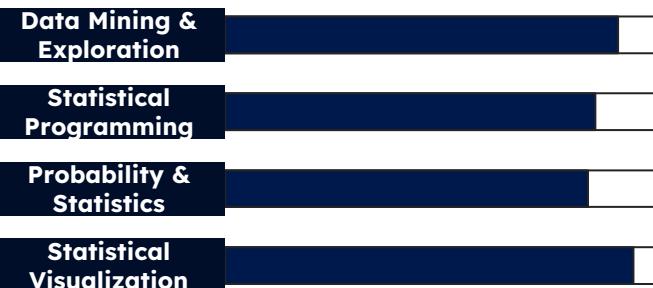
Hi, I'm
PRASHID



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BIO

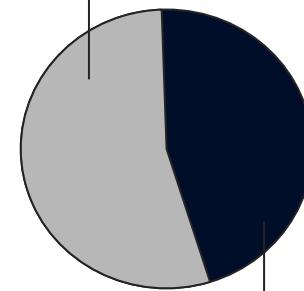
Hi, There! Thanks for having yourself enjoy the deck until this part.

My name is Sasti, and having huge interest in data analytics by implementing the methods of statistics, SQL, Python, visualizations by Tableau and Looker Studio, a big fan of geology, and earth science. You can reach me through Linkedin!

See you.

SOFT SKILLS

Communication, curiosity, analytics, teamwork, problem-solving.



HARD SKILLS

Data analysis & exploration, statistical, econometrics, data-management.