Introduction

The management of a luxury hotel chain is facing several business challenges. They aim to identify issues to optimize revenue, reduce the room cancellation rate, and improve the guest experience.

Booking hotel data has been recorded from February 2023 to February 2025 during which the company documented:

- Booking detail information of each customer

- Detail data of 200 rooms and additional services

This report aims show case the overall booking performance of the company, as well as providing detailed analysis about operational of hotel such as: occupancy rate, cancelled rate, RevPAR, ADR, ...

Target: Gaining the important insight to help management of hotel to optimize revenue and reduce the room cancellation rate.

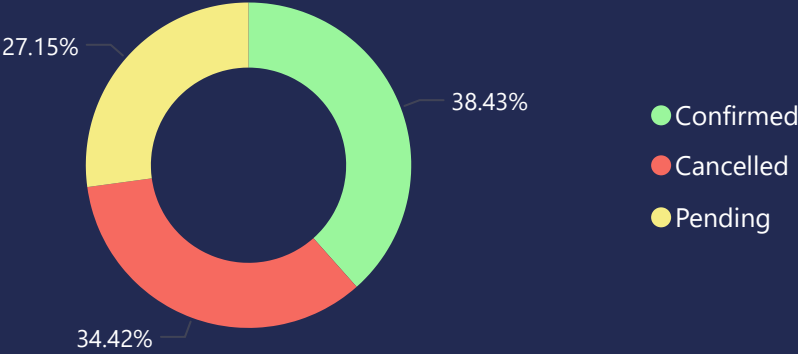# Operational Overview in Year 2024
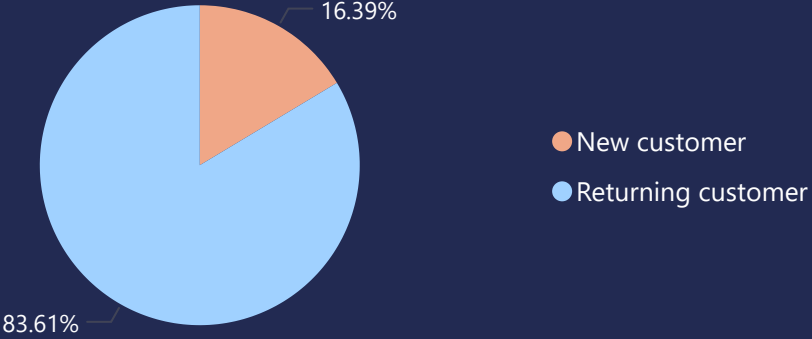
Overview | Booking Performance Analysis

Occupancy Rate

9.53%

0% | 100%

$2.70M
Total Revenue

$24.36
RevPAR

$255.40
ADR

Booking Status Percentage

- Confirmed — 38.43%
- Cancelled — 34.42%
- Pending — 27.15%

Proportion of New & Returning Customers

- New customer — 16.39%
- Returning customer — 83.61%

Revenue Proportion

- Room Revenue
- Service Revenue

100%

50%

0%

Service Revenue: 34.05%
Room Revenue: 65.95%

Services Revenue

Service	Revenue
Spa	$165K
Airport Pickup	$139K
VIP Lounge	$127K
Breakfast	$123K
Tour Package	$112K
Mini Bar	$99K
Laundry	$96K
Room Service	$35K
Gym	$26K

$0K | $100K | $200K

Booking Trend Over Time

100

90

80

70

Month: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12

Values: 77, 88, 77, 82, 76, 96, 77, 88, 73, 73, 77, 83
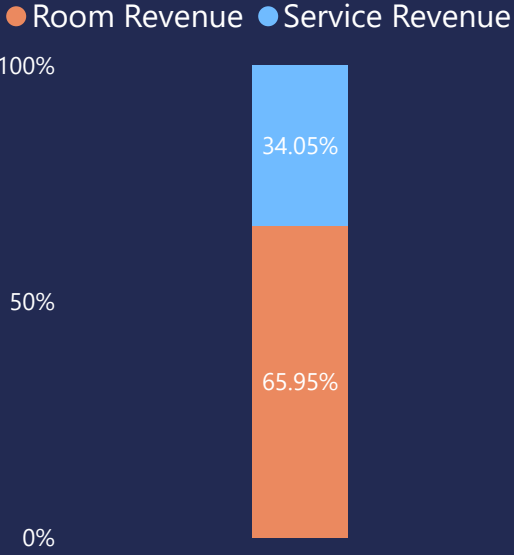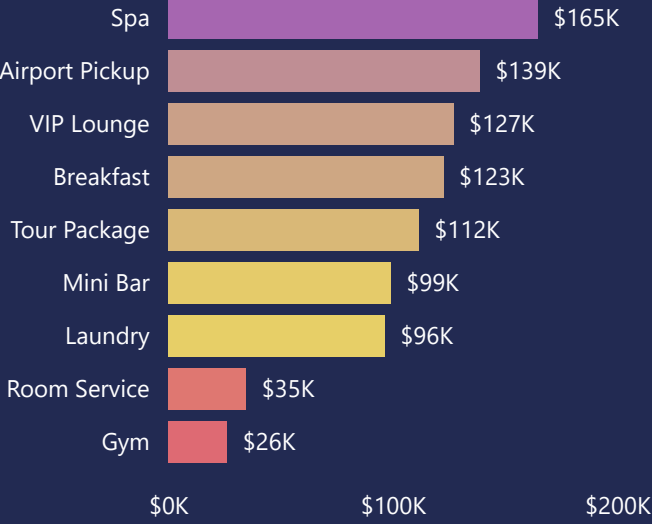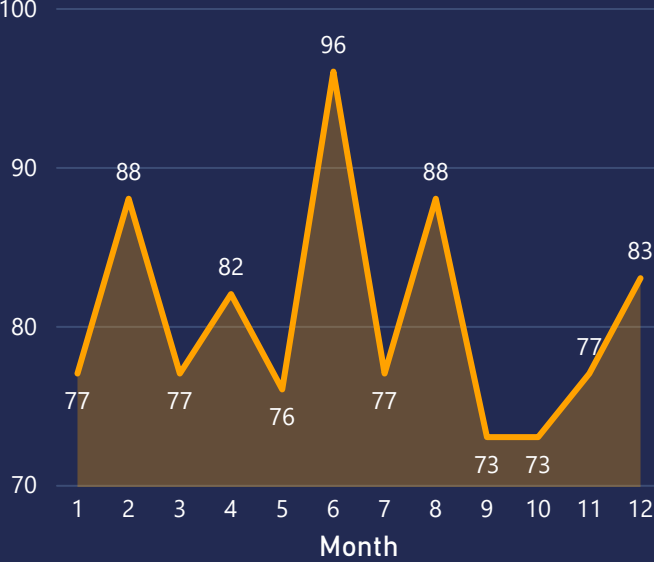
Booking Performance Analysis in Year 2024

7.52
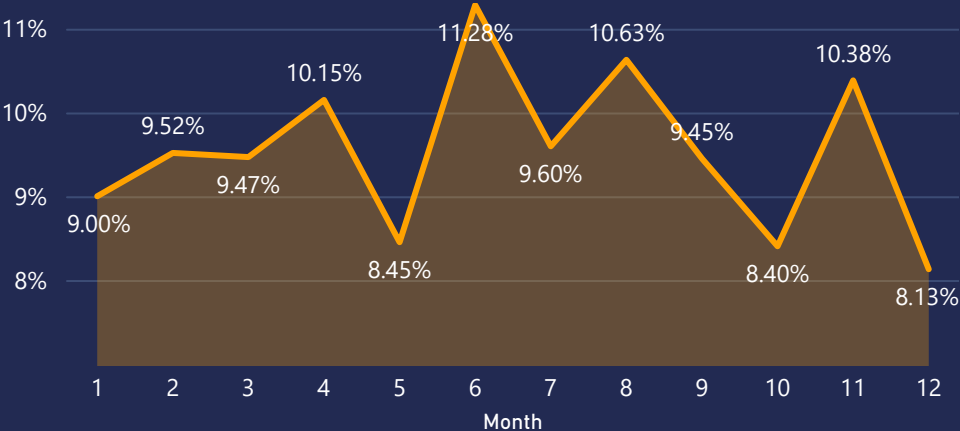ALOS (Day)

34.42%
Canceled Rate

16.00%
Highest Daily OR

3.50%
Lowest Daily OR

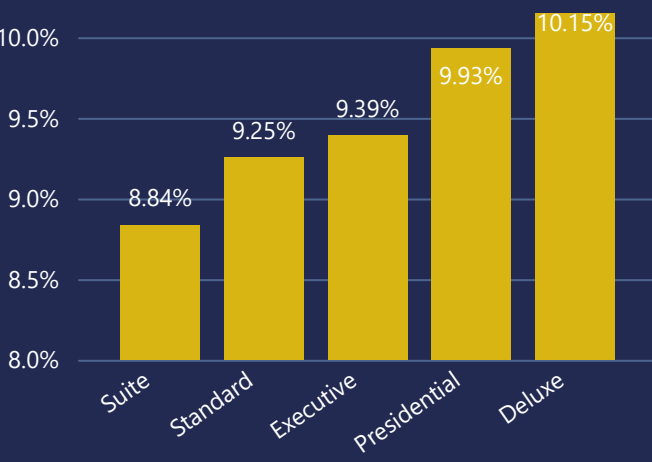## Average Occupancy Rate by Month

9.00% | 9.52% | 9.47% | 10.15% | 8.45% | 11.28% | 9.60% | 10.63% | 9.45% | 8.40% | 10.38% | 8.13%

Correlation between Room Price and Booking Volume
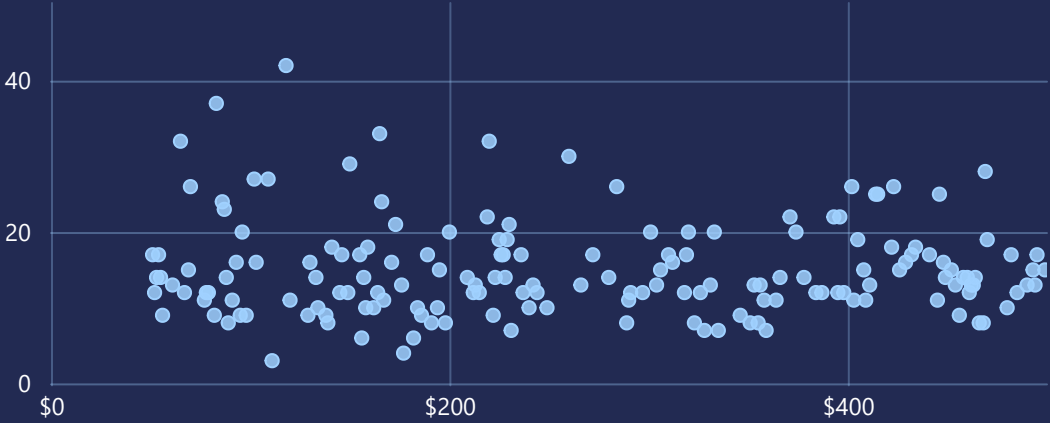
Cancelled Rate by Room Type

- Executive — 36.50%
- Presidential — 35.53%
- Deluxe — 35.29%
- Standard — 32.67%
- Suite — 31.20%
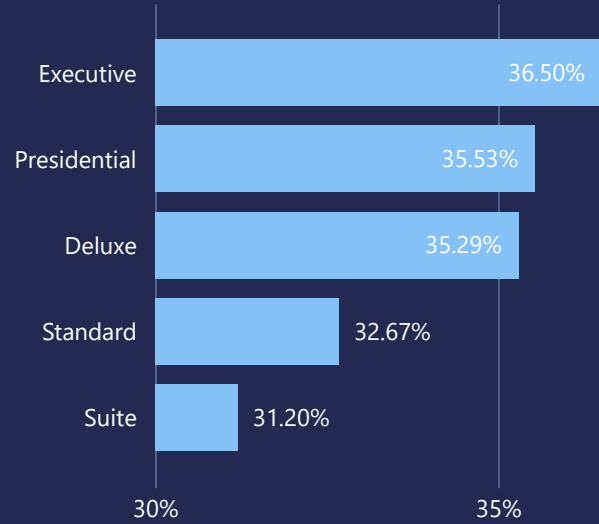
Average Occupancy Rate by Room Type

- Suite — 8.84%
- Standard — 9.25%
- Executive — 9.39%
- Presidential — 9.93%
- Deluxe — 10.15%

Room Revenue by Room Type

● Standard ● Suite ● Executive ● Presidential ● Deluxe

- $423.24K (23.73%)
- $289.47K (16.23%)
- $300.5K (16.85%)
- $404.98K (22.71%)
- $365K (20.47%)
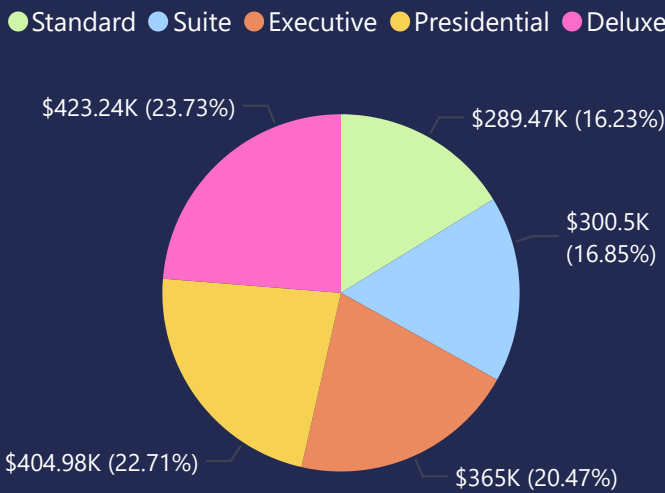
Analysis Result and Recommendation

- Important insight: low occupancy rate, high cancellation rate, low new customer rate

- The average occupancy rate in 2023 and 2024 is 8.96% and 9.53% respectively, which is relatively low and the variation between months is insignificant., with only about 18-19 rooms used out of a total of 200 rooms per day. The cancellation rate in 2023 and 2024 is approximately 34%, it means that every three bookings one customer cancels. The proportion of new customer in 2024 is 16.39% which affects the booking volume. The number of bookings per month ranges from 70 to 90, equivalent to 2-3 bookings per day. The relatively low RevPAR of only $24 also contributes to the hotel's low revenue.

=> Recommendation: Strengthen marketing efforts to enhance brand awareness and expand the hotel's reach to more customers, aiming to increase daily bookings, boost occupancy rates, and attract more new guests. Improve booking policies to enhance the customer experience, thereby reducing the cancellation rate