

A photograph of a hotel poolside area. In the foreground, there are several white lounge chairs with red flower arrangements on small wooden tables. The pool is in the center, reflecting the sky and surrounding buildings. On either side of the pool are traditional Thai-style pavilions with dark wooden frames and tiled roofs. In the background, a city skyline with various high-rise buildings is visible under a clear sky. The overall atmosphere is peaceful and luxurious.

# HOTEL REVENUE MANAGEMENT ANALYSIS



A person in a light blue suit and tie is pointing with a pen at a large, complex dashboard. The dashboard features various charts, including a pie chart, a bar chart, and a line graph, along with a data table. The background shows a blurred cityscape.

# OUTLINE

- 1.Executive Summary
- 2.Introduction
- 3.Methodology
- 4.Result
  - 4.1.Charts
  - 4.2.Dashboard
- 5.Discussion
- 6.Conclusion
- 7.Appendix

# 1.EXECUTIVE SUMMARY

- Overview about Hotel Revenue Management (Revenue, ADR...).
- Hotel Revenue (City Hotel and Resort Hotel) by year.







## 2.INTRODUCTION

- Specify total revenue, average of ADR, average discount and car spaces.
- Compare the difference between City Hotel and Resort Hotel. How does it affect revenue?
- Impact of Covid-19 on the Travel Industry.

# 3.METHDOLOGY

- Data Collection
  - + Collecting Data from website (Appendix)
- Data Wrangling
  - + Using Union (SQL) to combine data from multiple csv files
- Exploratory Data Analysis
  - + Analyze, explore data (using CTEs, Join...)

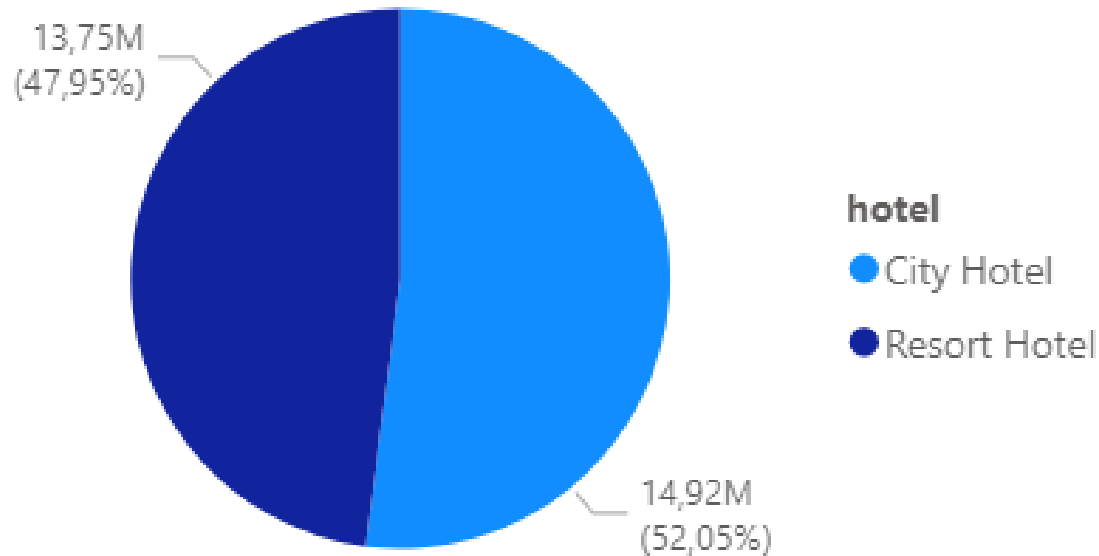


# 4.RESULT

	hotel	is_canceled	lead_time	arrival_date_year	arrival_date_month	arrival_date_week_number	arrival_date_day_of_month	stays_in_weekend_nights	stays_in_week_nights	adults	children	babies	meal	country	mar	
1	City Hotel	0	0	2019	February	8	15	1	3	1	0	0	BB	PRT	Avia	
2	City Hotel	0	0	2019	July	28	8	0	0	1	0	0	BB	PRT	Avia	
3	City Hotel	0	0	2019	July	30	20	0	1	1	0	0	BB	GRC	Avia	
4	City Hotel	0	0	2019	July	30	20	0	1	1	0	0	BB	PRT	Avia	
5	City Hotel	0	0	2019	June	24	6	1	2	1	0	0	BB	PRT	Avia	
6	City Hotel	0	0	2019	June	26	20	1	3	1	0	0	BB	FRA	Avia	
7	City Hotel	0	0	2019	June	26	21	0	2	1	0	0	BB	GRC	Avia	
8	City Hotel	0	0	2019	June	26	22	0	1	1	0	0	BB	GBR	Avia	
9	City Hotel	0	0	2019	May	19	2	1	3	1	0	0	BB	ESP	Avia	
10	City Hotel	0	0	2019	May	19	2	1	3	1	0	0	BB	PRT	Avia	
11	City Hotel	0	0	2019	May	19	2	1	3	1	0	0	BB	SVN	Avia	
12	City Hotel	0	0	2019	November	46	8	0	0	1	0	0	BB	PRT	Avia	
13	City Hotel	0	0	2020	April	14	5	0	2	1	0	0	BB	PRT	Avia	
14	City Hotel	0	0	2020	January	3	17	0	2	1	0	0	BB	AUT	Avia	
15	City Hotel	0	0	2020	January	3	17	0	2	1	0	0	BB	BEL	Avia	
16	City Hotel	0	0	2020	June	22	1	0	1	1	0	0	BB	BEL	Avia	
17	City Hotel	0	0	2020	June	23	7	0	1	1	0	0	BB	PRT	Avia	
18	City Hotel	0	0	2020	June	23	8	0	3	1	0	0	BB	PRT	Avia	
19	City Hotel	0	0	2020	June	24	12	1	0	1	0	0	BB	PRT	Avia	
20	City Hotel	0	0	2020	June	24	17	0	1	1	0	0	BB	PRT	Avia	
21	City Hotel	0	0	2020	June	25	19	1	1	1	0	0	BB	FIN	Avia	
22	City Hotel	0	0	2020	June	25	22	0	1	1	0	0	BB	BEL	Avia	
23	City Hotel	0	0	2020	June	25	23	0	1	1	0	0	BB	DEU	Avia	
24	City Hotel	0	0	2020	June	25	23	0	1	1	0	0	BB	FRA	Avia	
25	City Hotel	0	0	2020	June	25	23	0	1	1	0	0	BB	PRT	Avia	
26	City Hotel	0	0	2020	June	25	23	1	2	1	0	0	BB	PRT	Avia	
27	City Hotel	0	0	2020	May	19	9	0	1	1	0	0	BB	DEU	Avia	
28	City Hotel	0	0	2020	May	20	10	0	1	1	0	0	BB	PRT	Avia	

# 4.1.CHART

Revenue by hotel

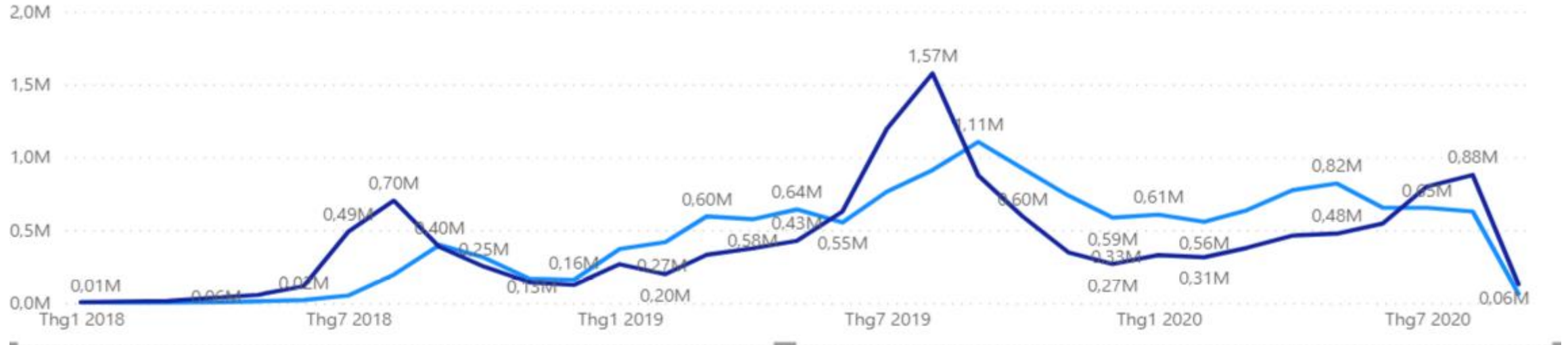


- From 2018 to 2020, Total Revenue is **28,67M**. City Hotel accounts for **52,05%** and Resort Hotel is **47,95%**.
- Average of ADR (Average Daily Rate) and average discount respectively is **104,6** and **25,8 %**. Total number of required car parking spaces are **8425** in 2020.

# 4.1.CHART

Revenue by Year, Month and hotel

hotel ● City Hotel ● Resort Hotel



- From 2018 to 2020, there are 3 times the resort revenue increases significantly. It occurs in August 2018, 2019, 2020. It's summer vacation and attract vacationers who planing a long vacation with the family or want to fully relax.
- The revenue of City Hotel increased steadily until end of 2019. Because hotels focus on travellers in general. This can include tourists, business people... with many activities like shopping, spa or event, conference for business people. These activities take place all year round and it make revenue increase steadily.



# 4.2.DASHBOARD

## HOTEL REVENUE MANAGEMENT DASHBOARD

COUNTRY

All

HOTEL TYPES

All

01/01/2018 31/12/2020

YEAR

All

MONTH

All

TOTAL REVENUE

28.67M

AVERAGE of ADR

104.60

TOTAL NIGHTS

361848

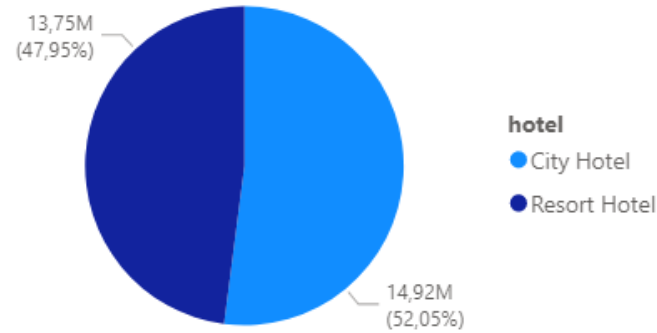
AVERAGE DISCOUNT

25.8%

CAR SPACES

8425

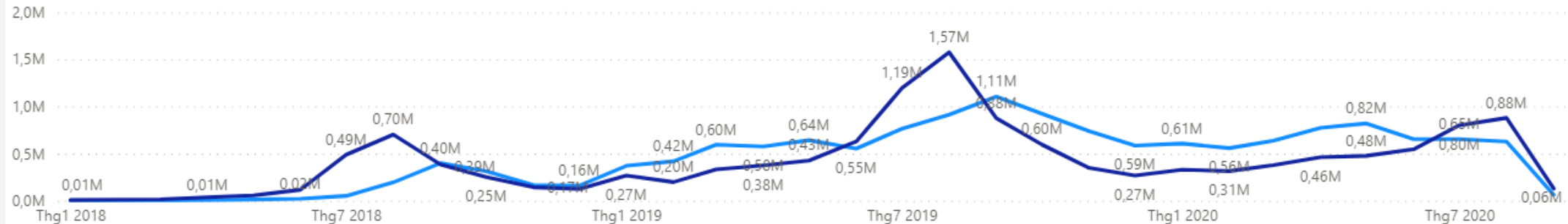
Revenue by hotel



Year	Revenue	required_car_parking_spaces	Parking Percentage
2018	3.678.603,78	1238	2,43%
Jan	12.175,02	0	0,00%
Feb	13.021,19	0	0,00%
Mar	16.319,09	0	0,00%
Apr	43.659,20	0	0,00%
May	70.113,65	0	0,00%
Jun	138.906,69	0	0,00%
Jul	540.791,66	174	2,82%
Aug	898.446,50	239	2,60%
Sep	784.497,01	216	2,12%
Oct	564.506,60	226	2,33%
Nov	311.356,92	197	3,09%
Dec	294.910,77	100	3,17%
Total	28.668.764,24	8425	2,33%

Revenue by Year, Month and hotel

Legend: City Hotel (light blue), Resort Hotel (dark blue)



# 5.DISCUSSION

- What's the difference between City Hotel and Resort Hotel. How does it affect Travel Industry?
- How to deal with challenges of Covid-19 in Travel Industry?





A tropical resort scene featuring a large, multi-story building with arched windows and a swimming pool in the foreground. Palm trees and lounge chairs are visible, creating a relaxing atmosphere.

# DIFFERENCE BETWEEN HOTEL AND RESORT

- A hotel is a place near the center downtown that provides lodgings, or sleeping accommodations, to its patrons.
- A resort is a space, similar to a hotel, that offers relaxation or recreation to its patrons. The activities in here depend upon the environment (rainforest, beach...).
- Hotels cater to travellers who need a place to spend the night at a certain destination. Resorts often have a more spacious layout, offering their guests everything they need in one place.



# Impact of Covid-19 on the Travel Industry

- In 2020, because of Covid-19 both of the revenue of City Hotel and Resort Hotel decreased.
- Revenue decreased from 6,1 million \$ in 1/2020 to 64509 \$ in 9/2020 for Hotel City. For Resort City, the number decreased from 3,3 million \$ to 130000 \$ at the same time.







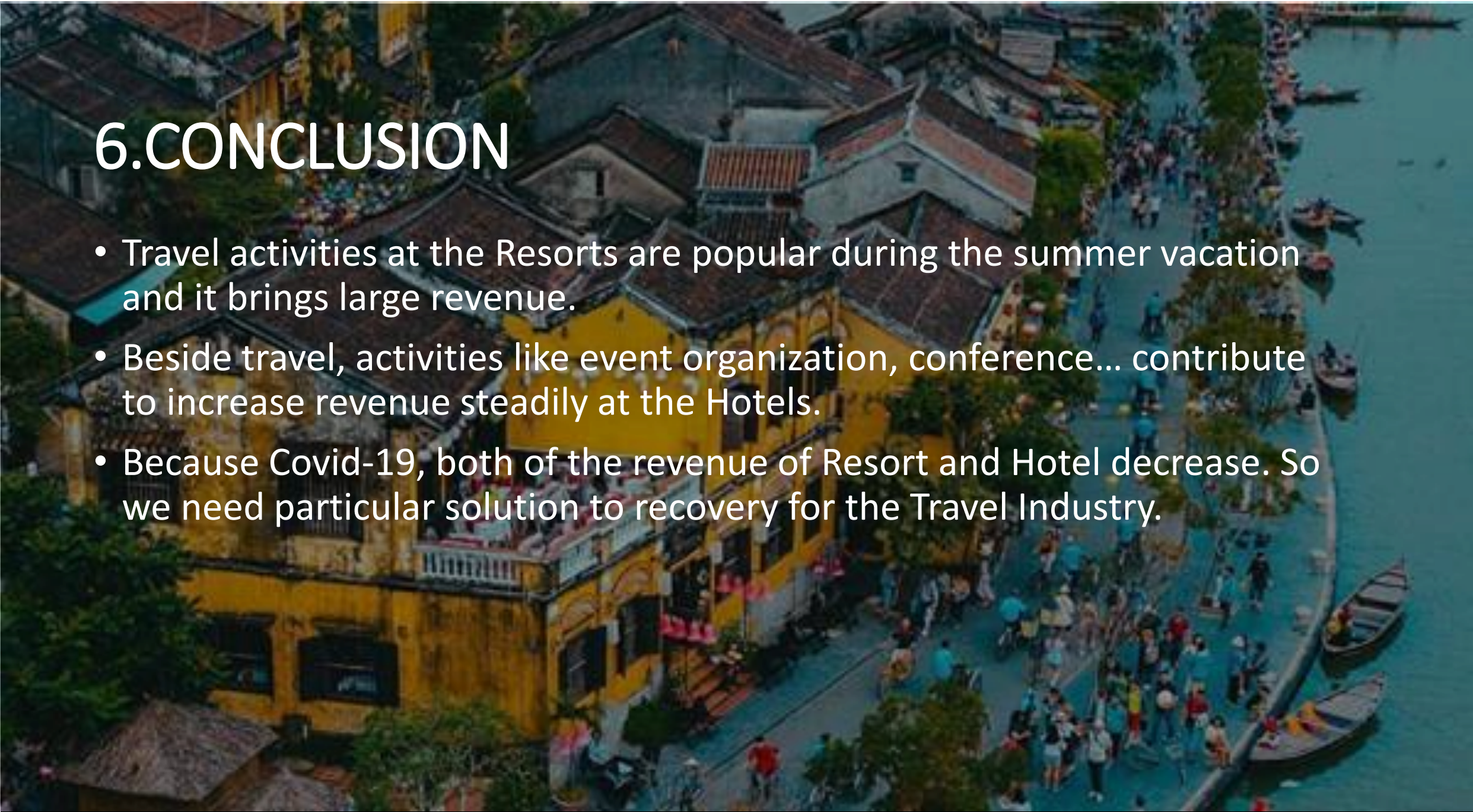
# SOLUTION

- Focus on developing domestic tourism.
- Use vaccination certificates.
- Apply preferential policies to customers
- Encourage customers using food service at room



## 6.CONCLUSION

- Travel activities at the Resorts are popular during the summer vacation and it brings large revenue.
- Beside travel, activities like event organization, conference... contribute to increase revenue steadily at the Hotels.
- Because Covid-19, both of the revenue of Resort and Hotel decrease. So we need particular solution to recovery for the Travel Industry.





# 7.APPENDIX

- Link Dataset from:

[https://www.absentdata.com/hotel\\_revenue\\_historical\\_full/](https://www.absentdata.com/hotel_revenue_historical_full/)

- More information about the difference between resorts and hotels:

<https://www.beaches.com/blog/resorts-vs-hotels/>