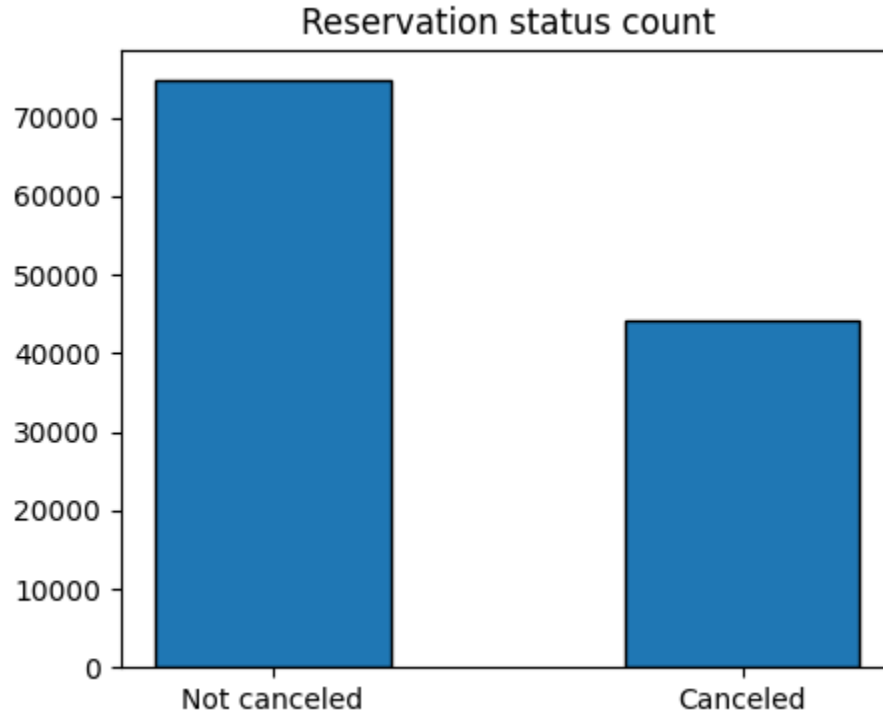




# **HOTEL And RESORT**

**Cancellation rate  
analysis report**

# Analysis and Findings

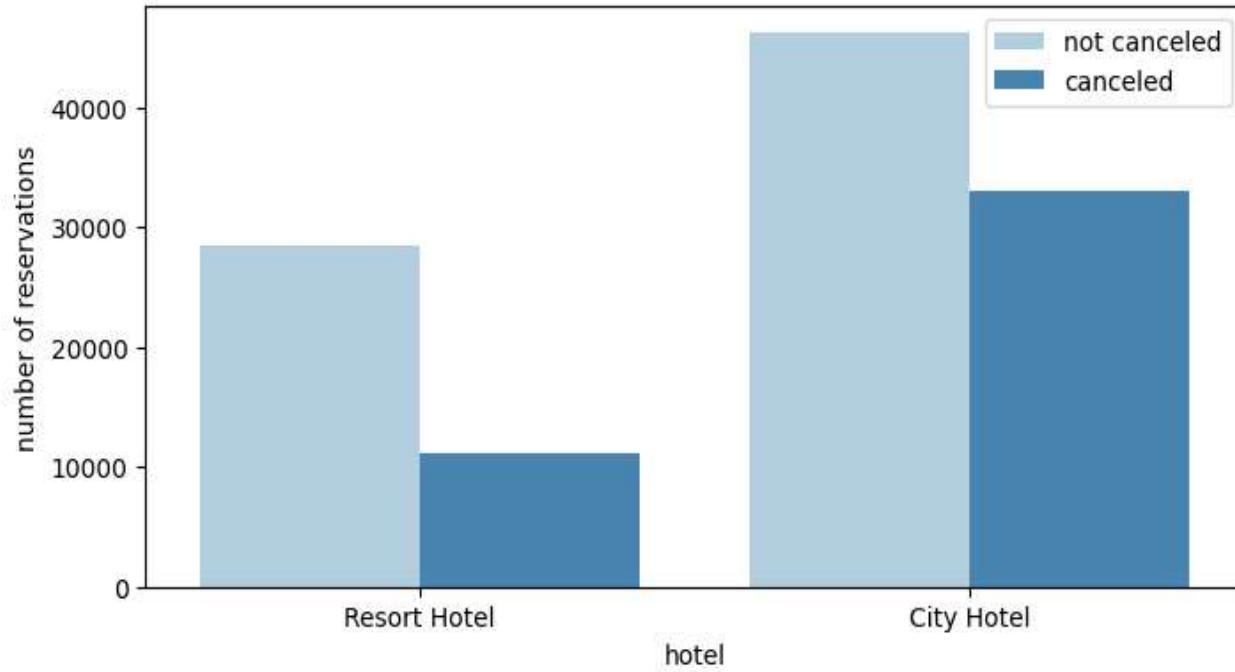


The accompanying bar graph shows the percentage of reservations that are canceled and those that are not.

It is obvious that there are still a significant number of reservations that have not been canceled. There are still 37% of clients who canceled their reservation, which has a significant impact on the hotels' earnings.

# City hotel and resort hotel comparison

Reservation status in different hotels

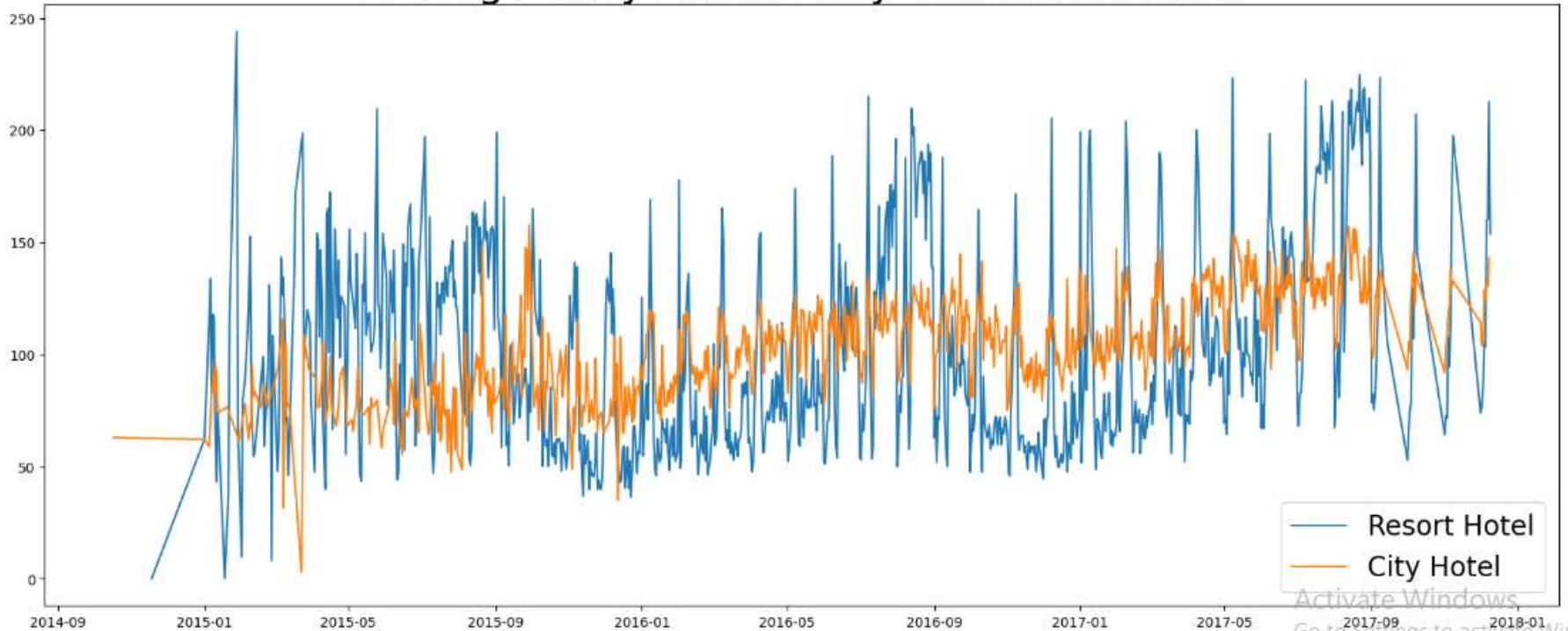


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# Average Daily Rate

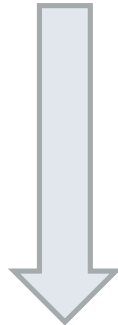
Average Daily Rate in City and Resort hotel



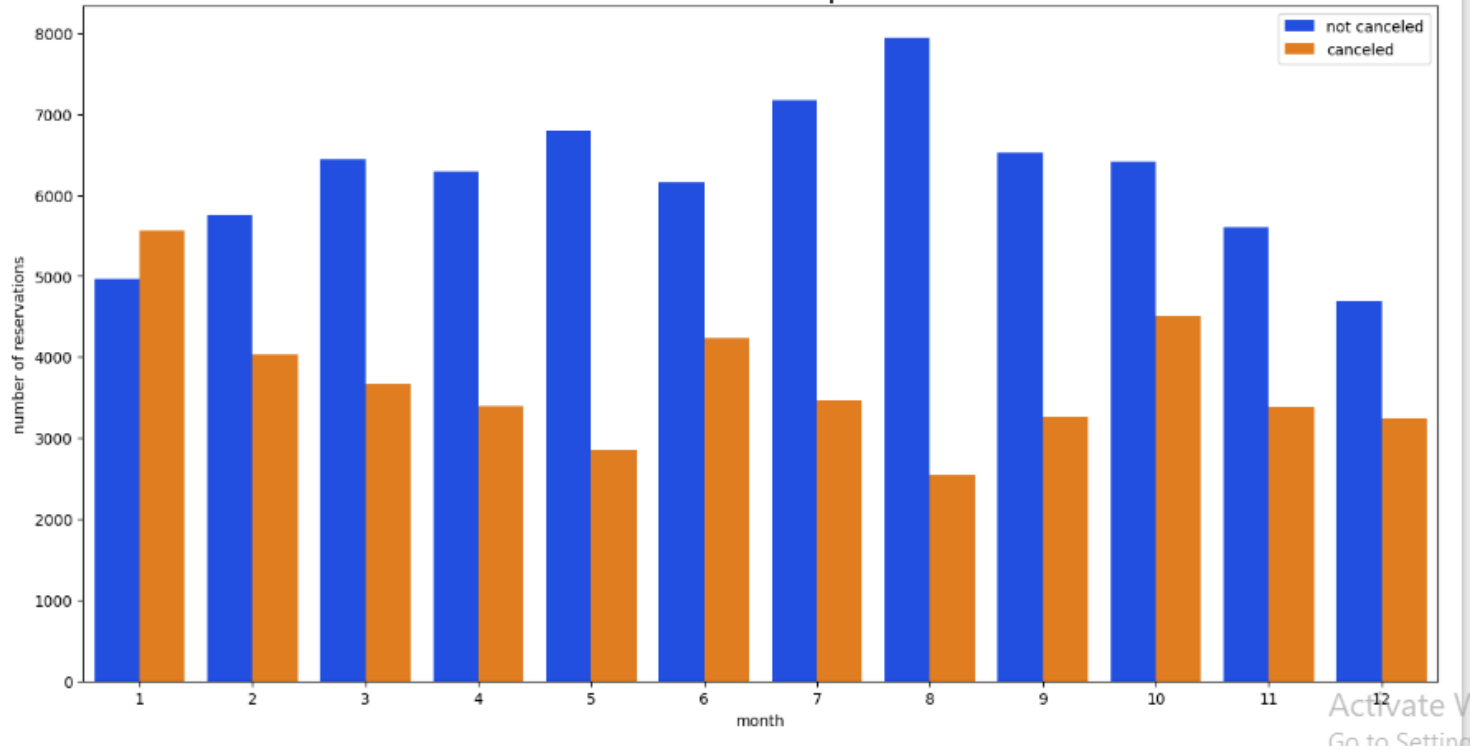
The above line graph above shows that, on certain days, the average daily rate for a city hotel is less than that of a resort hotel, and on other days, it is even less.

It goes without saying that weekends and holidays may see a rise in resort hotel rates.

## **Reservation Status per Month**

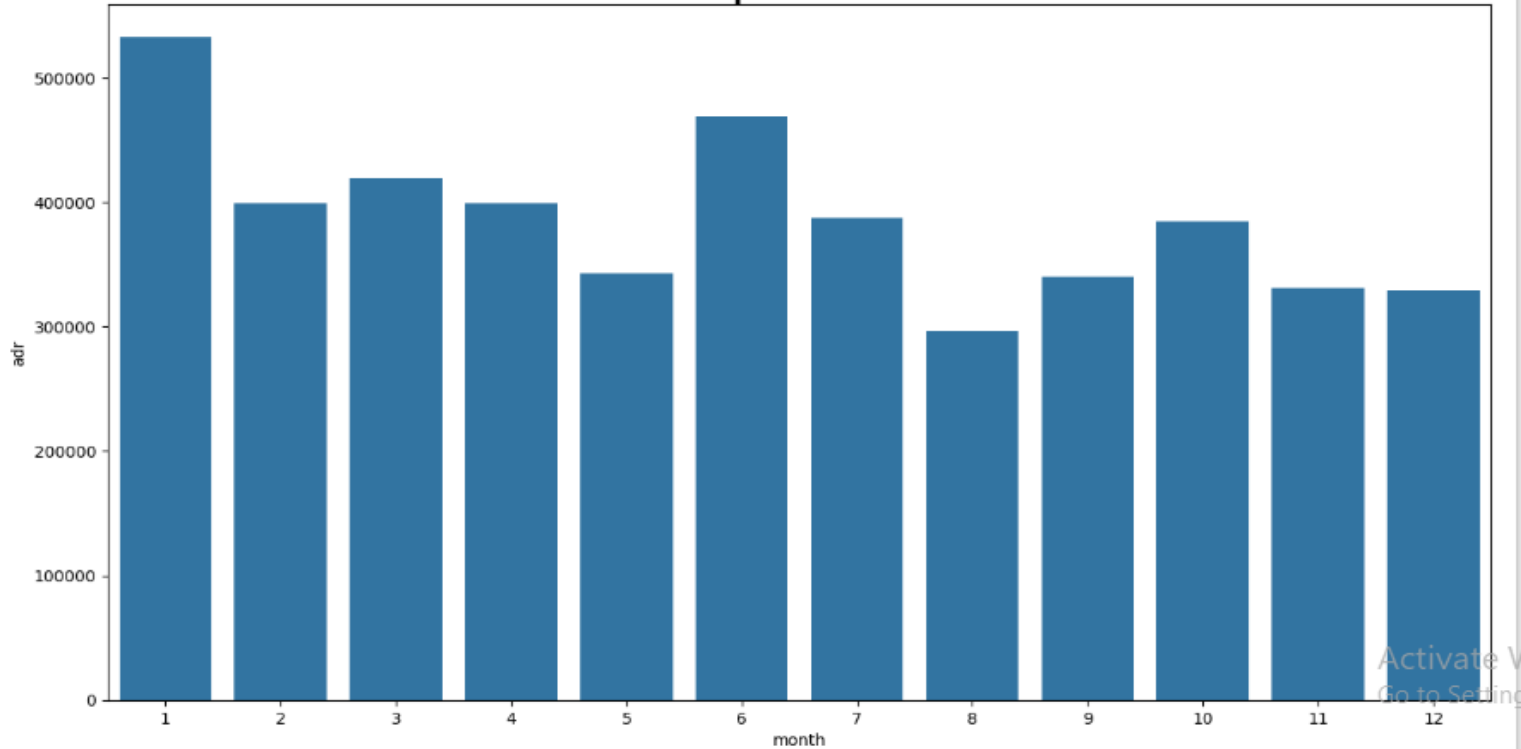


Reservation status per month



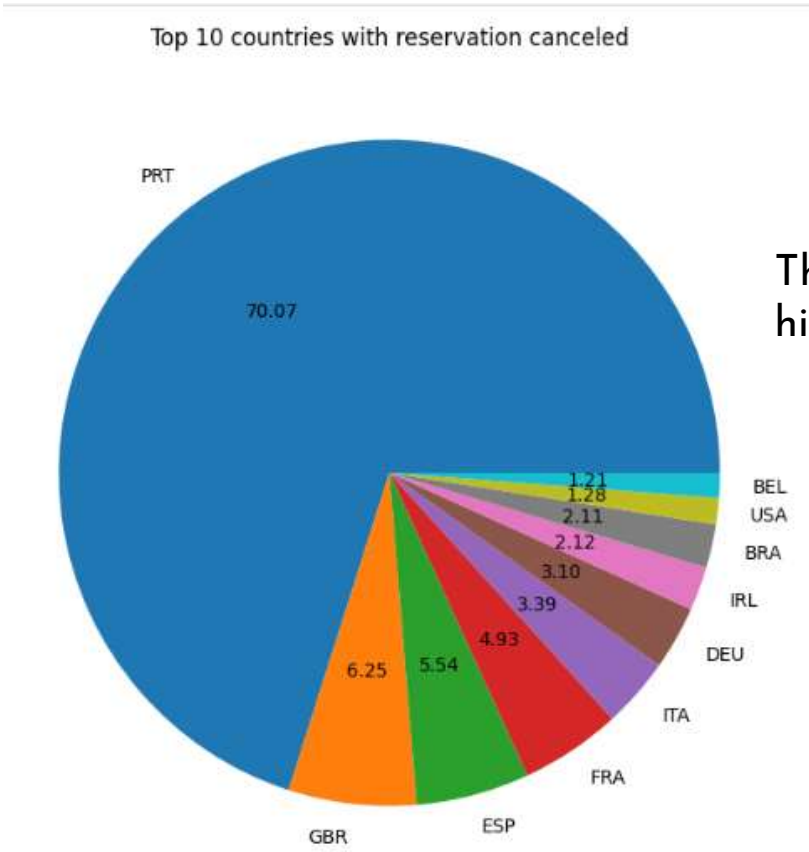
We have developed the grouped bar graph to analyze the months with the highest and lowest reservation levels according to reservation status. As can be seen, both the number of confirmed reservations and the number of canceled reservations are largest in the month of August. whereas January is the month with the most canceled reservations.

## ADR per month



This bar graph demonstrates that cancellations are most common when prices are greatest and are least common when they are lowest. Therefore, the cost of the accommodation is solely responsible for the cancellation.

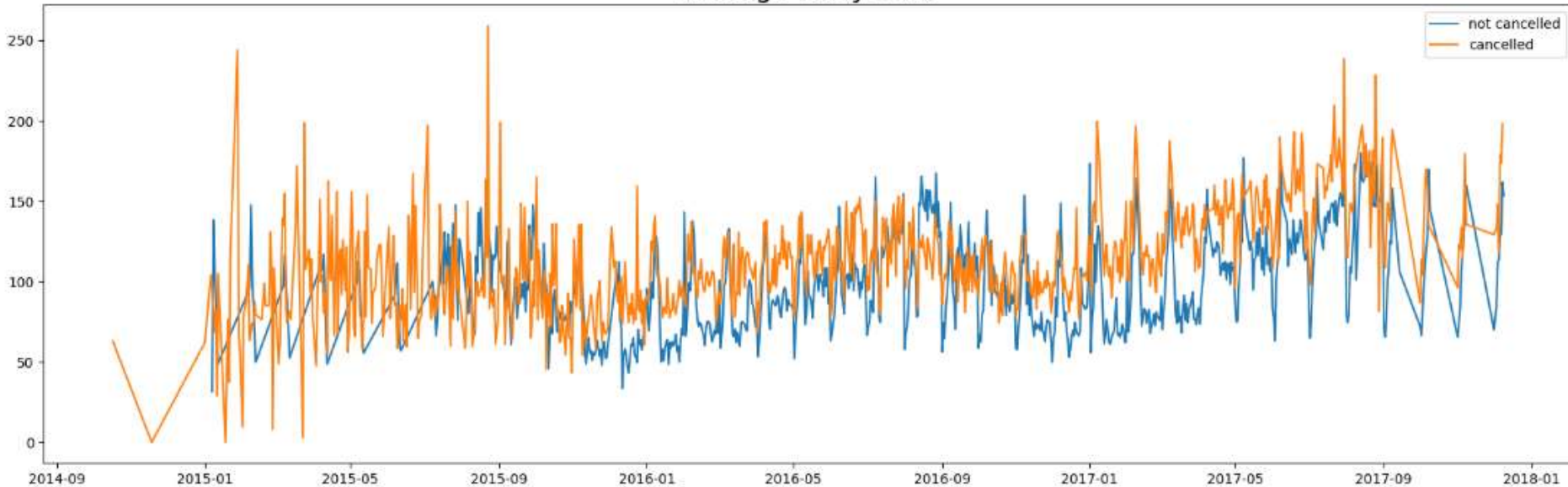
Now, let's see which country has the highest reservation canceled.



The top country is Portugal with the highest number of cancellations.



### Average Daily Rate



As seen in the graph, reservations are canceled when the average daily rate is higher than when it is not canceled. It clearly proves all the above analysis, that the higher price leads to higher cancellation.

# Suggestions

1. Cancellation rates rise as the price does. In order to prevent cancellations of reservations, hotels could work on their pricing strategies and try to lower the rates for specific hotels based on locations. They can also provide some discounts to the consumers.
2. As the ratio of the cancellation of the city hotels is higher than resort hotels. So the city hotels should provide a reasonable discount on the room prices on weekends or on holidays.
3. In the month of January, hotels can start campaigns or marketing with a reasonable amount to increase their revenue as the cancellation is the highest in this month.
4. They can also increase the quality of their hotels and their services mainly in Portugal to reduce the cancellation rate.