**Part-1**

**An overview of the current tourism market and hotel room rates**

**Are there any trends seen in International Visitor Arrivals to Singapore in the last 10 years? (ie. any noticeable changes in arrivals)**

Singapore's tourism industry was thriving prior to the COVID-19 epidemic, as seen by the steady increase in foreign visitor arrivals. This encouraging trend was facilitated by the nation's advantageous position, first-rate infrastructure, plethora of cultural attractions, and thriving economic climate.

However, the pandemic's start in 2019 caused a drastic change in the world's travel environment. Like many other countries, Singapore imposed travel restrictions and safety precautions, which resulted in a precipitous drop in the number of foreign visitors arriving. The tourism business was severely hit by lockdowns and uncertainty around the outbreak.

The prognosis for recovery depended on things like vaccination distribution, pandemic control, and the progressive relaxation of travel restrictions. To reassure tourists, governments and the tourism industry adjusted by putting in place stronger safety measures.

It is advised to refer to official data from Singapore's tourism agencies or international organizations for the most up-to-date and accurate information on foreign visitor arrivals to Singapore, as the situation and patterns may have changed after my last update in July 2023.

**What are the demographic breakdowns of travellers to Singapore in the last 6 months? (from Jan 2023 to June 2023)**

Compared to the peak of the COVID-19 epidemic, there has been a discernible improvement in work-related activities over the last six months. The workplace hasn't really recovered to its pre-pandemic state, though. This advancement has been facilitated by initiatives to contain the virus, immunization drives, and adjustment to new work procedures. The working environment may still be impacted by persistent health and safety issues, modifications to workplace procedures, and possible financial effects even with the improvement. In order to support both remote and in-person work, several firms are implementing hybrid work models, which combine lessons learnt from the epidemic with adaptations to continued uncertainty. It is performing better than it did previously.

**How long do they typically stay in Singapore?**

Depending on why they are here, tourists to Singapore tend to remain for different amounts of time. While business visitors often have shorter stays of a few days to a week, leisure tourists may stay for a few days to several weeks. Those who relocate to Singapore for employment or other long-term obligations may remain there for a few months or even years. Typically, transit users have short layovers that last a few hours or a day. The length of each trip can vary greatly; for more precise and current information, contact the Singapore Tourism Board or other appropriate authorities.

**How much and what do they typically spend on while in Singapore? Any observable trends?**

Budget-conscious travelers to Singapore usually divide their spending between a number of categories, such as lodging, food, shopping, entertainment, and transportation. There is a growing tendency in experiential spending on one-of-a-kind and genuine experiences. Contactless transactions and digital payment techniques are growing in popularity. Spending habits can change depending on the reason for the visit as well as personal preferences. Reports from relevant authorities, such as the Singapore Tourism Board, offer vital insights for the most up-to-date and reliable information on expenditure trends.

**What are some observable changes in hotel room rates over the last 10 years?**

The last ten years (2013–2023) have seen noticeable changes in hotel room prices, but precise numbers are not accessible. These changes include a global increase in average room rates (ADR), which has been caused by limited supply and rising demand. The industry is now using dynamic pricing models, which change prices according to a number of variables. The rise of alternative lodging options like Airbnb has affected conventional hotel pricing practices.

Location, hotel type, and season all affect changes, with premium hotels in well-known locations seeing the biggest increases. Significant occurrences, financial situations, and emergencies have an effect on rates; this might result in brief declines followed by increases or new pricing tactics.

Certain markets have been impacted by the rise of short-term rentals, and in order to maintain their premium costs, hotels are putting more of an emphasis on offering value and distinctive experiences. Over the past ten years, the hotel sector has generally seen dynamic swings in pricing methods and visitor expectations.

**Part – 2**

**How has your assigned group of hotels performed in their review rating? How does the performance trend across the years?**

Conduct a thorough examination of user reviews using sentiment analysis, topic identification, and rating trends in order to develop a successful budget/capsule hotel in Singapore. In order to alleviate user pain points, prioritize features like technology conveniences, community interaction, special facilities, security, and cleanliness. Adapt products to the intended market, establish a unique brand identity, and use environmentally responsible procedures. By putting these thoughts into practice, a unique hotel that exceeds guests' expectations and offers a great stay can be created. For maximum efficiency, employ text analysis libraries or sentiment analysis techniques while protecting user privacy.

To determine average ratings for each year, extract review dates, group reviews by year, and evaluate the performance of assigned hotels. Consider other metrics such as the percentage of favorable, negative, and neutral reviews when using line charts to visualize trends. Examine patterns specific to each hotel and take outside factors into consideration. A successful budget/capsule hotel in Singapore will be guided by the insights gained from this thorough investigation, which will also provide recommendations for hotel performance. For a complete examination, use data analytic tools such as Python or Excel and fully explain approach and findings.

**Are there any common attributes that are mentioned across all of your assigned group of hotels?**

Hotels that belong to the same group or brand usually have similar features in common that are intended to preserve brand identification and provide a consistent guest experience. These characteristics include upholding brand guidelines on guest engagement procedures, room amenities, and service quality. High-quality service is given priority in hotels by means of amiable personnel and streamlined procedures. Standard facilities including dining selections, exercise centers, and Wi-Fi are frequently offered. A identifiable brand image is enhanced by a consistent design aesthetic, and loyalty programs encourage repeat commerce. Furthermore, hotels frequently employ a similar geographical strategy that focuses on airports, large cities, or popular tourist spots. Although these characteristics offer a broad outline, individual hotels could have particular characteristics that set them apart from the rest of the group. For correct information, guests are urged to refer to the individual hotel information.

**Are there any hotel(s) from your assigned group of hotels that stand out in certain areas?**

It is not possible to obtain specific information on particular hotels or groups. Examine elements like average ratings, favorable mentions in guest reviews, accolades, repeat business, social media presence, and innovation to find the outstanding hotels in the group you have been allocated. Seek out consistent excellence in particular areas. For accurate and up-to-date information on performance, check out current reports on the hotel industry, customer reviews, or direct hotel contact.

**Are there any areas where some of your assigned hotels can improve on?**

The hotel industry could benefit from improvement in the following areas: improving customer service; upholding high standards of cleanliness; updating amenities and facilities; integrating modern technology; investing in staff training; creating efficient feedback mechanisms; and implementing sustainable practices, to name a few. Specific details about the hotels you have been assigned are not available. To gain insights into areas that require attention and improvement, customer feedback, reviews, and performance metrics unique to the designated hotels will be analyzed. For precise and focused improvements, speaking with hotel management and getting direct guest feedback is advised.

**Part – 3**



Part 2 Dashboard

**What are your views on Singapore Tourism such as the number of visitors to Singapore in the future?**

Singapore is a well-liked travel destination that boasts of a thriving food scene, modern attractions like Gardens by the Bay and Marina Bay Sands, and cleanliness. The city-state is thought to be safe, provides effective public transit, and holds a number of annual events and festivals. It is well-known for its dining experiences and shopping selections, which draw a diverse range of tourists.

The number of tourists to Singapore increased by 115% in 2023, from 6.3 million in 2022 to 13.6 million. The number of visitors in 2023 was in line with the Singapore Tourism Board's (STB) prediction of 12–14 million.

**Are there potential in investing in a budget/capsule hotel currently?**

Of course! A budget or capsule hotel investment may be profitable, depending on a number of variables including consumer demand, travel trends, location, level of competition, operational effectiveness, state of the economy, and regulatory framework. Making wise investing decisions requires doing extensive research and keeping up with industry advancements. It's important to take into account how the COVID-19 outbreak has affected travel patterns. This information is based on the circumstances as of May 2023, so it's best to look for the most recent developments and speak with specialists for tailored guidance.

**What are some of the potential risk(s)?**

Potential hazards associated with investing in a budget/capsule hotel include saturation of the market, economic downturns, regulatory obstacles, the cyclical nature of tourism, worries about quality and reputation, technological disruptions, operational difficulties, reliance on tourism patterns, and world events. It takes careful study, strategic planning, and industry trend adaptation to reduce these hazards. It is important to give serious consideration to factors such as market demand, competition, and economic situations. A well-organized business plan and diversification can help with potential difficulty management. Remember that after my last update in May 2023, the business situation can have altered, so it's important to keep updated and get professional counsel.

**What are the reviews on the current players in the market currently that you can learn from?**

I don't have real-time access to the most recent reviews for companies involved in the budget/capsule hotel industry as of May 2023, when I last updated my information. It is advised to look for the most recent comments on particular players on travel websites, industry reports, and online review sites in order to obtain an understanding of the state of the market. These resources can offer insightful data on visitor experiences, satisfaction levels, and any new developments in the low-cost lodging industry. For the most current evaluation of a brand's reputation and performance, it is always advisable to take into account recent reviews.

**What will be a good competitive pitch if you were to start a new budget/capsule hotel?**

At [Hotel Name], we give guests with an unmatched experience by fusing cutting-edge technology, clever design, and prime locations into one inventive approach to low-cost travel. Our dedication to hospitality guarantees a warm and enjoyable stay, and our capsules prioritize comfort without sacrificing price. Emphasizing cleanliness, eco-friendliness, and a wide range of lodging choices, [Hotel Name] welcomes visitors to interact, exchange stories, and discover indigenous customs within a lively communal setting. Come along as we redefine affordable travel, bringing luxury and accessibility together to make every stay an adventure.

**Are there any good practices among industry players that you might want to adopt?**

Using industry best practices can improve overall competitiveness and raise the guest experience in the highly competitive world of budget/capsule hotels. These practices prioritize hygiene and safety protocols, choose strategic locations, actively manage online presence and reviews, conduct regular renovations and upgrades, prioritize sustainability, seamlessly integrate technology for modern conveniences, foster a sense of community, offer flexible accommodation options, prioritize cleanliness and safety protocols, invest in staff training for service excellence, and maintain transparent pricing practices. By implementing these strategies, your low-cost or capsule hotel may provide a distinctive and captivating experience, drawing in a wide spectrum of visitors and developing a solid name in the industry.