

Hotel Occupancy 'Real Data'

1. Hotel Occupancy



- Hotel is situated in the capital city, Thiruvananthapuram (Trivandrum) of the southern state of Kerala in India.
- Established in 1983.
- 50 rooms, with customers from within and outside Kerala
- Majority of customers visit for business purposes.

✕ Hotel

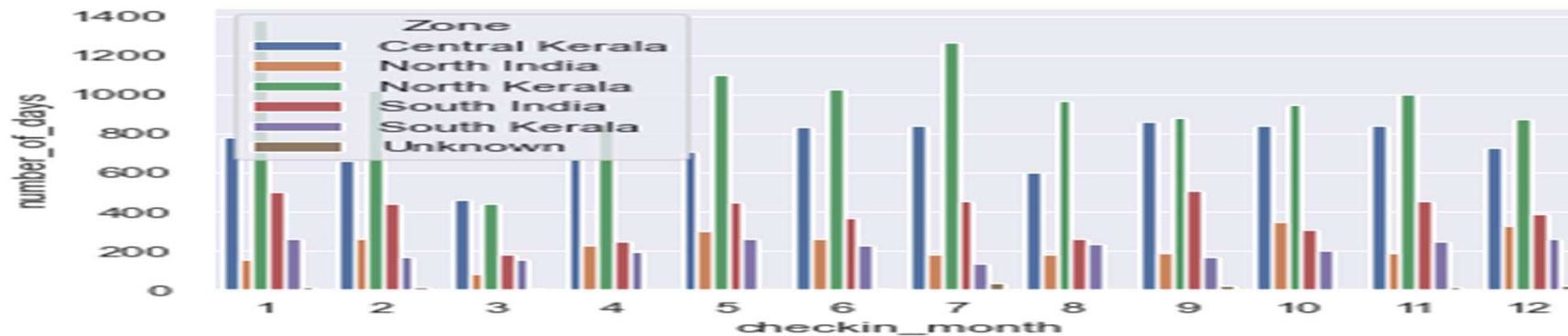
Objectives

- Increase occupancy and revenue
- Understand customer original location to decide on targeted marketing and use online platforms
- Understand room occupation across months to help differentiated pricing and marketing through online sites
- Understand usage of air condition (AC) rooms to decide on whether to increase number of AC rooms.

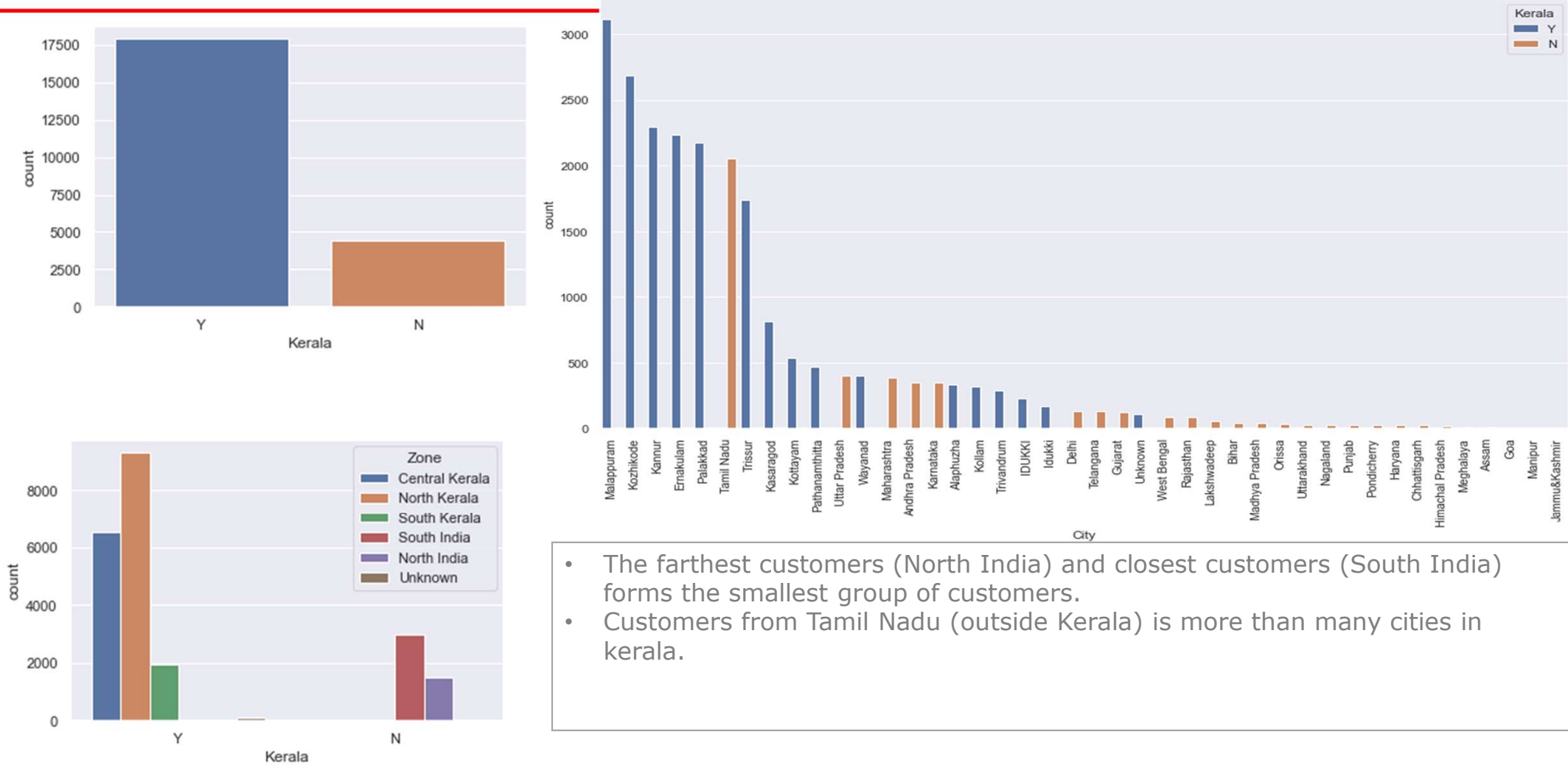
1.1 Demand by Month



- The demand from customers inside Kerala and outside moves in the opposite direction in June, July and October to December. This complementary demand can be used to maintain high demand in these months.
- Customers from North Kerala is lower in H2.
- South India customers from outside Kerala is biggest customer base in most months compared to south kerala and North India customers.
- North India customers peak in October and December.



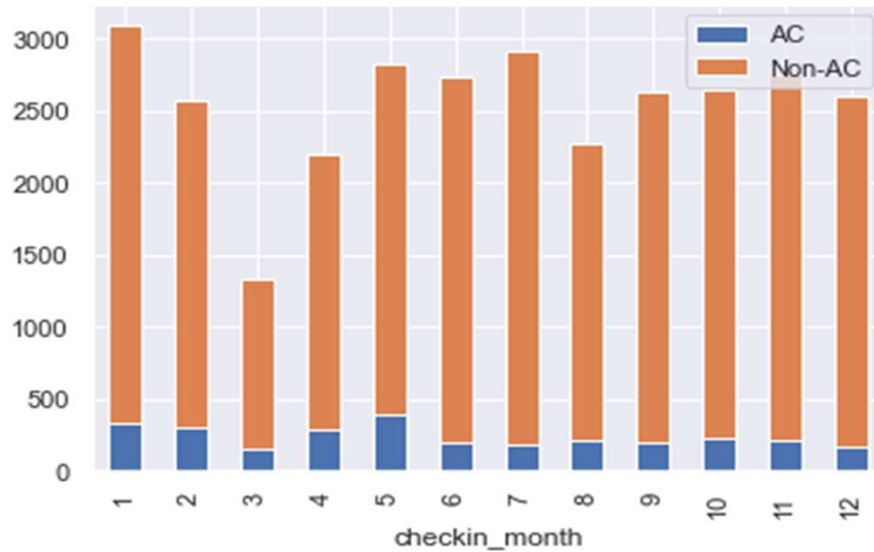
1.2 Customer Location Analysis



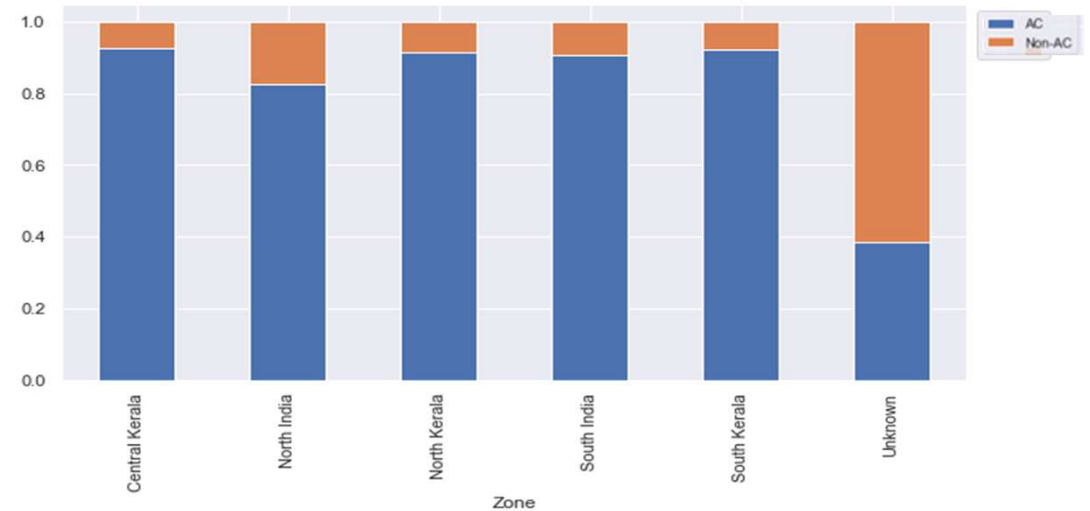
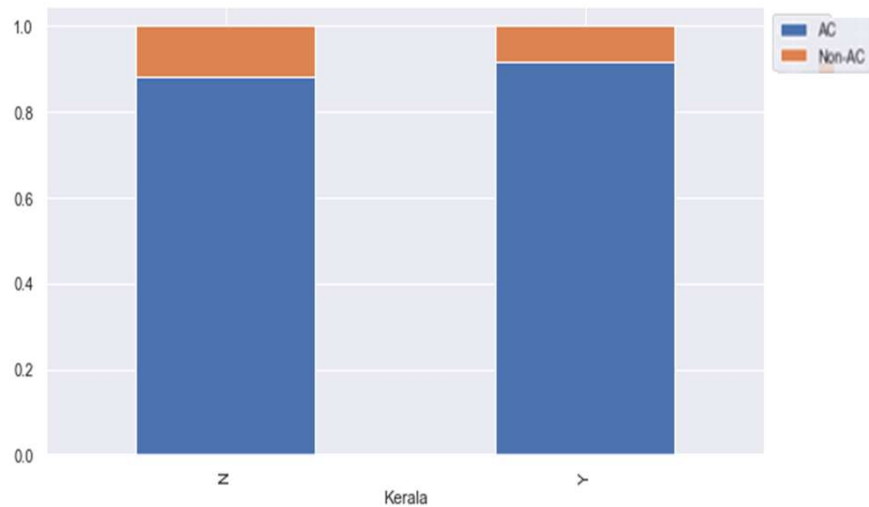
- The farthest customers (North India) and closest customers (South India) forms the smallest group of customers.
- Customers from Tamil Nadu (outside Kerala) is more than many cities in kerala.

1.3 AC Rooms Analysis

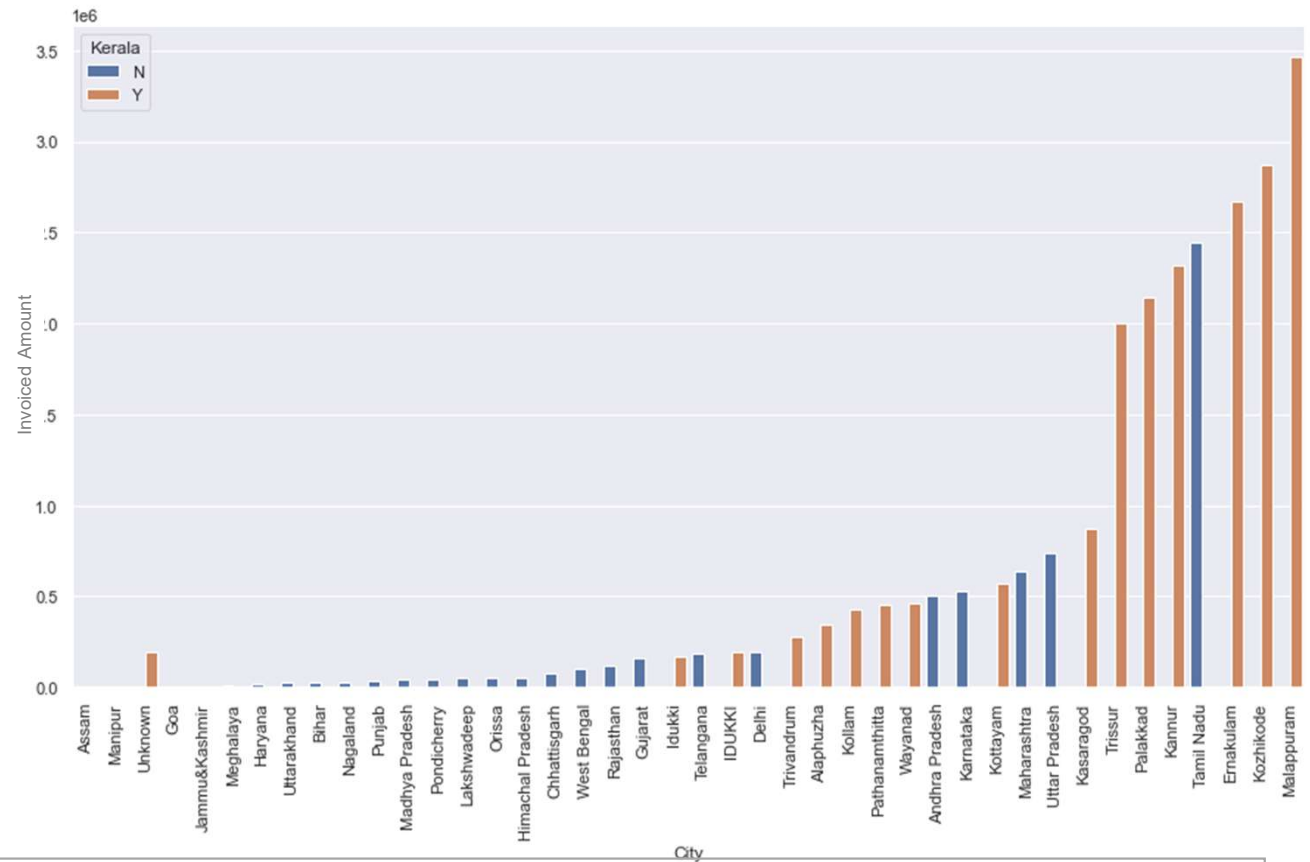
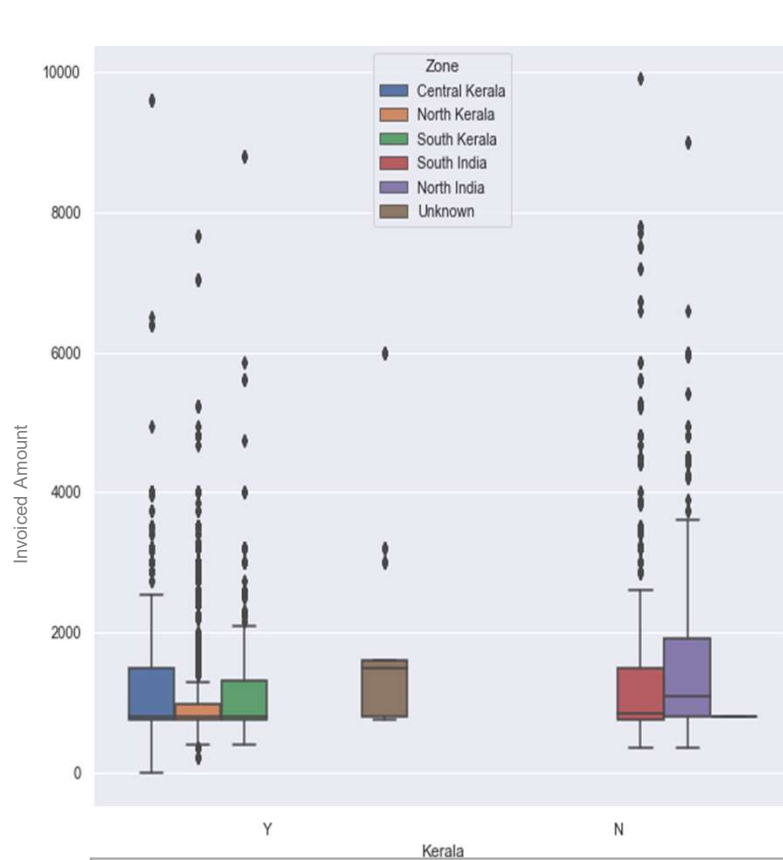
Checked in days per month



- AC demand peaks in Apr/May which are the hottest months, and demand for AC reduces from June onwards when the monsoon rain starts.
- Higher proportion of customers from outside Kerala uses AC, especially customers from North India.
- Central Kerala customers use the AC the least.



1.4 Invoiced Amount by location



- Although the highest demand is from North Kerala customers, the mean invoiced amount is least for these customers. The highest mean invoiced amount is for customers from North India.
- Although Tamil Nadu customers is 6th highest in number of check-ins, they are fourth highest in the total invoiced amount by overtaking Kannur and Palakkad.