**INTRO : Gold Coast Hotels**

Thanks for your time ……………….., Today we are going to talk about Gold Coast Hotels Limited (GCHL) a group of Hotels made up City & resort hotel. In the last three (3) years (i.e., from 2015 to 2017), The Group has reported growing cancellations in its books which has adversely affected its rate of occupancy and thus its financial viability. Management aims to improve booking demands by at least 30% while reducing cancellations by 15%.

Today’s presentation would focus on 4 core themes:

1. We shall first unpack this problem by looking at Historical Trends in the number of bookings. At this stage, we shall look at cumulative yearly changes and monthly as well.
2. We shall categorize our observations into sign ins (i.e. actual arrivals) and cancellations to observe their movements overtime and delve deeper by looking at contribtions based on distribution channels and market segmentation and assess which of those channels or segments account for higher cancellations or sign ins.
3. Thirdly, we shall then reclassify our data into two(2) important groups; Clients and First timers to see which subgroups affect cancellations and sign in rates. Here we further drill down and see which countries account for most of our bookings.
4. Finally, we tackle issues relating to ADR, revenue and deposit types and assess their overall impact on the Group.

With that being said, lets start.