



# Hotel Booking Analysis for the year 2015-2017

[Key Insights & Findings]

## **1. Hotel Booking Demand and Cancellation**

The hotel generated **4.37 Cr revenue** from **119K bookings**, showing strong overall demand.

- However, **44K bookings were cancelled**, resulting in a **high cancellation rate of 37%**, which directly impacts revenue.
- The overall **occupancy rate is 63%**, meaning nearly one-third of rooms remain unutilized.
- The **City Hotel dominates demand (79K bookings)** but has a very high **42% cancellation rate**, compared to **28% in Resort Hotels**.
- Booking demand peaked in **2016 (57K bookings)**, showing strong growth, but declined slightly in 2017(41K bookings) .
- The **average stay is 3.43 nights**, indicating short stay patterns and opportunity to increase guest duration.

## **2.Customer & Booking Behaviour Analysis**

- The **Online Travel Agency (OTA)** segment dominates with **56K bookings**, contributing the highest **24M revenue**.
- Offline Travel Agencies generate **24K bookings** and contribute around **8M revenue**, making them the second strongest segment.
- Corporate bookings & Airline booking contribute only **7lakh & 87k revenue** showing low performance compared to other segments.
- Resort Hotels have a higher average stay (**4.32 nights**) compared to City Hotels (**2.98 nights**), meaning resort guests stay longer than city guests.
- The highest ADR comes from **Global Distribution Systems (121)**, followed by **Direct bookings (107)** and **Travel Agents (103)**.
- Corporate channel has the lowest ADR at **69**, indicating lower pricing strategy in this segment.

### **3.Cancellation Behaviour ( Market segment , distribution channels , lead time and deposits )**

- Out of **119K bookings**, around **44K were cancelled**, leading to a **37% overall cancellation rate**. This means **1 out of every 3 bookings is getting cancelled**.
- **Group bookings have the highest cancellation rate at 61%**, showing that more than half of group reservations do not convert into stays.
- The hotel depends heavily on **Online Travel Agencies**, but this segment has a **37% cancellation rate**, which causes major revenue loss.
- **Direct bookings are more reliable**, with only **15–17% cancellation rate**, much lower than travel agent channels.
- Cancellations increase with **longer lead time**:
  - Around **17%** for short lead-time bookings
  - Up to **70–100%** for very early bookings  
This shows early bookings are less committed.
- **No-deposit bookings cause most cancellations**:
  - **30K cancellations (67%)** came from no-deposit reservations
  - Non-refundable bookings show much lower cancellations

## Key Insights & Findings

### 4. Seasonality & Performance Trends

- The hotel generated **₹4.3 Cr revenue from 119K bookings**, confirming strong seasonal demand patterns.
- Revenue peaks in **July (₹7.9M) and August (₹8M)**, showing Monsoon as the strongest performance period.
- Revenue drops significantly in **January (₹1.3M)**, indicating weak winter demand.
- Monsoon season contributes the highest bookings (**37,472**) and revenue (**₹1.90 Cr**), making it the primary revenue driver.
- Winter records the lowest bookings (**20,777**) and lowest revenue (**₹48.9 Lakhs**), showing underutilized capacity.
- Total cancellations stand at **44,220**, which is nearly **37% of total bookings**, directly affecting realized revenue.
- Demand shows clear seasonality — performance is highly concentrated in mid-year months.



Thank you !!!

