



Key Insights & their Implementation Plan

**Presented by
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1

Vary the
Average Daily
Rate



2

Top Choice
for Last
Minute



3

Targeted
Incentives



4

Diversify
Market
Segments



5

Reduce long
wait times

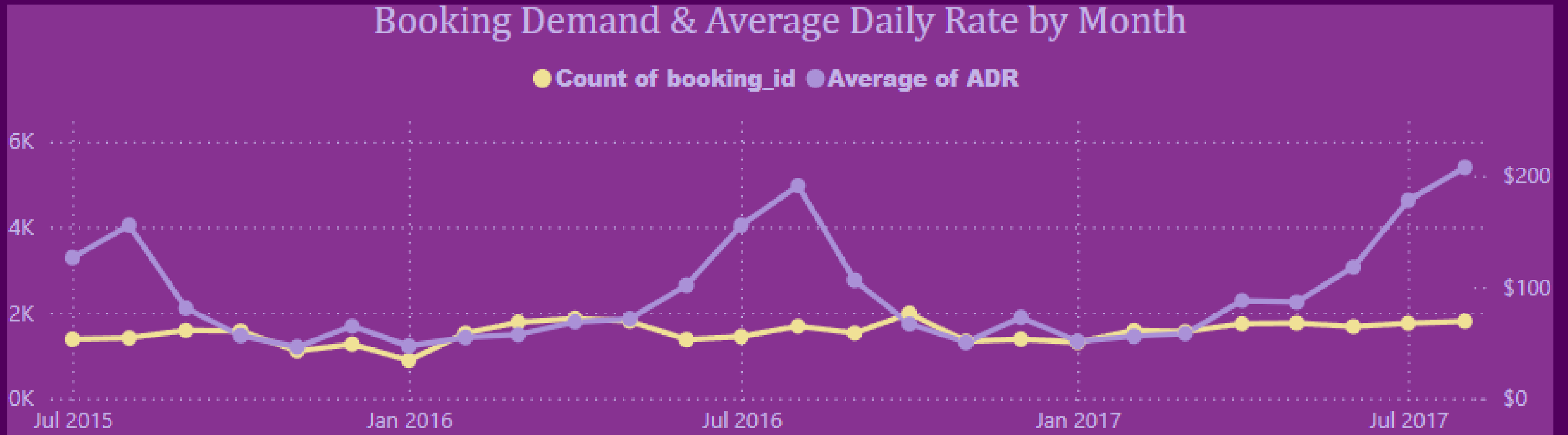


6

Find & Fix
issues with
Room Type A

Insights Derived

Vary the Average Daily Rate



While city hotels adeptly adjust their prices in response to demand, resort hotels must embrace dynamic pricing strategies to significantly boost their revenue.



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Top Choice for the Last Minute

Occupancy %

23.78%

For Resort Hotels, given our current occupancy rate of just 23.78%, we have a prime opportunity to position our hotel as the go-to choice for last-minute bookings, especially considering our tourist-friendly locations.

- By partnering with local businesses such as travel agencies, event organizers, and transportation services, we can effectively promote our hotel to spontaneous travelers.
- This strategy will help fill rooms that would otherwise remain vacant, significantly boosting our occupancy rate.



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Targeted Incentives

Top 5 Companies
by Revenue

Company	Revenue
40	\$57,441.94
223	\$36,379.71
153	\$17,685.18
219	\$12,066.65
174	\$11,875.79

Top 5 Agents
by Revenue

Agent	Revenue
185	\$3,034.79
9	\$2,880.22
334	\$1,150.39
250	\$1,047.00
290	\$805.00

Rewarding our top companies & agents with coupons/offers on dine in & other in house services, could stimulate further bookings & could help in establishing mutually beneficial partnerships



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Diversify Market Segments

Occupancy %
62.13%

market_segment	Revenue
Online TA	6620021
Offline TA/TO	2116553
Groups	1574869
Direct	1455734
Corporate	367298
Aviation	23735
Complementary	2148

- The Occupancy rate of 62%, is below the industry standard of 75–85%.
- With agents driving 72 % of the revenue, it is imperative that we start diversifying our customer base into different segments
- Having special discounts or perks for customers booking directly w us, would both, boost bookings & lead to an increase in occupancy rates.
- We could create packages tailored specifically for corporates & groups



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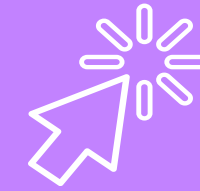
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Reduce the Long Wait Times

reservation_status	hotel	COUNT(*)	AVG(days_in_waiting_list)
Canceled	City Hotel	32182	4.8656
Check-Out	City Hotel	46228	2.1501

- In city hotels, cancelled reservations tend to remain on waiting lists much longer than those that are not cancelled.
- On average, they spend about 2.3 times more time waiting. To reduce these extended wait times.
- We need to streamline booking processes, to avoid such long waits & subsequent loss of revenue
- Incorporating technology to better anticipate demand & occupancy, leading to lower wait times



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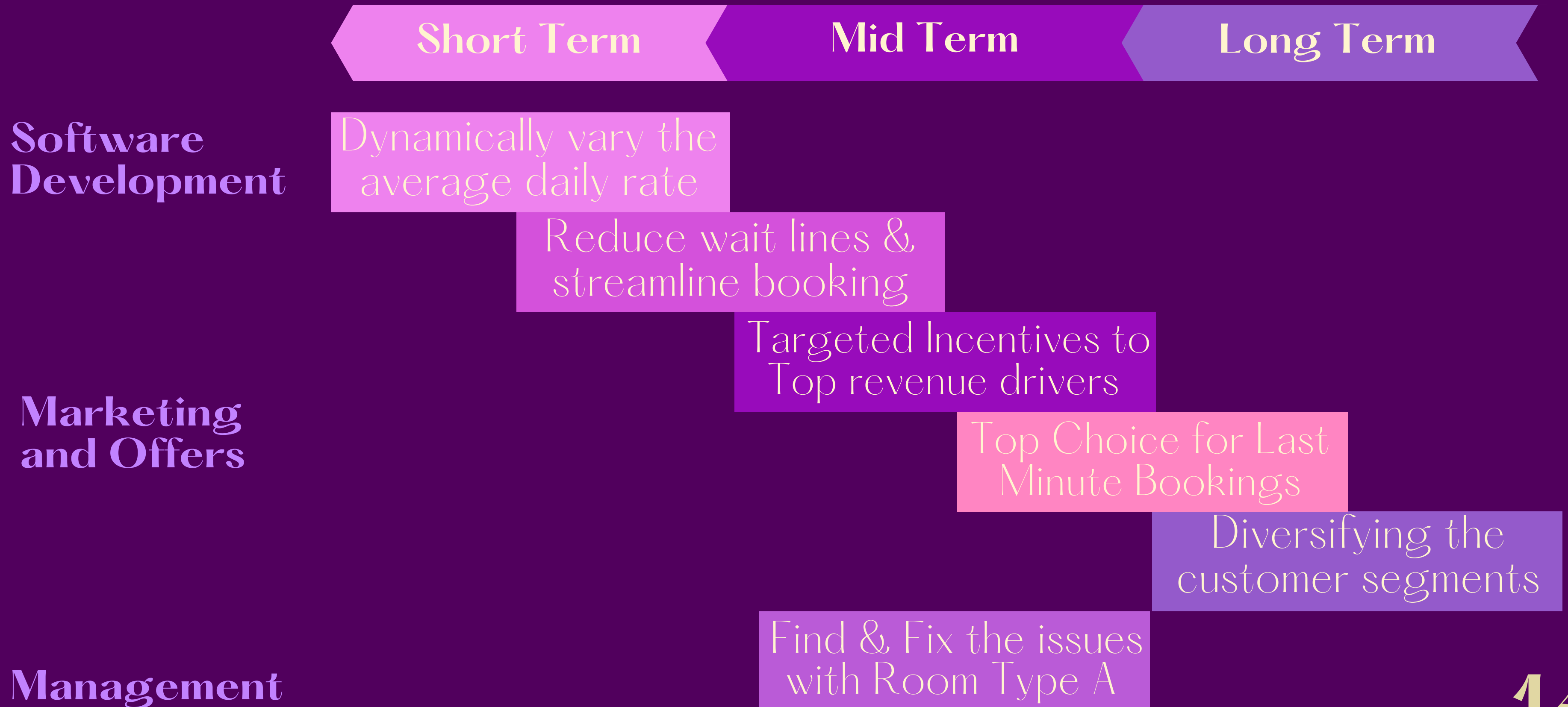
Insights Derived

Find & Fix issues w/ Room Type A

assigned_room_type	hotel	reservation_status	COUNT(*)
A	City Hotel	Canceled	26305
A	City Hotel	Check-Out	30106

- At City Hotel, Room Type A has an exceptionally high cancellation rate of 87.4%. Out of the 30K bookings made, over 26K were cancelled.
- A thorough examination must be done to understand what about room type A makes it the most cancelled – is it overpriced, underwhelming or are there better alternatives that customers are switching to?

Implementation Roadmap





Thank you
for Viewing