

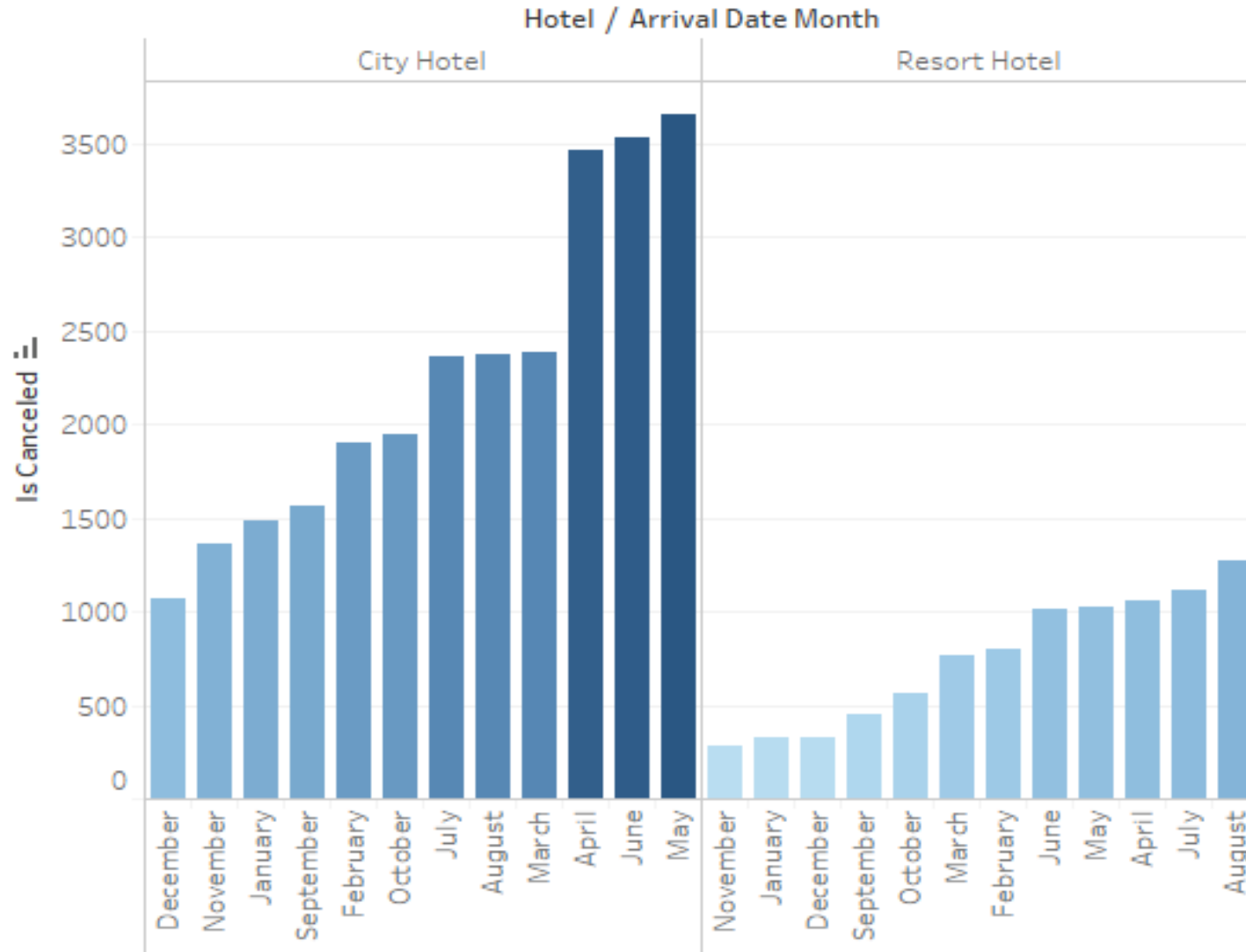


# Hotel Booking Demand

By: Thomas Simon

# City Hotel Cancellations are more problematic than Resort Hotels

Greatest # of Cancellations by Hotel Type

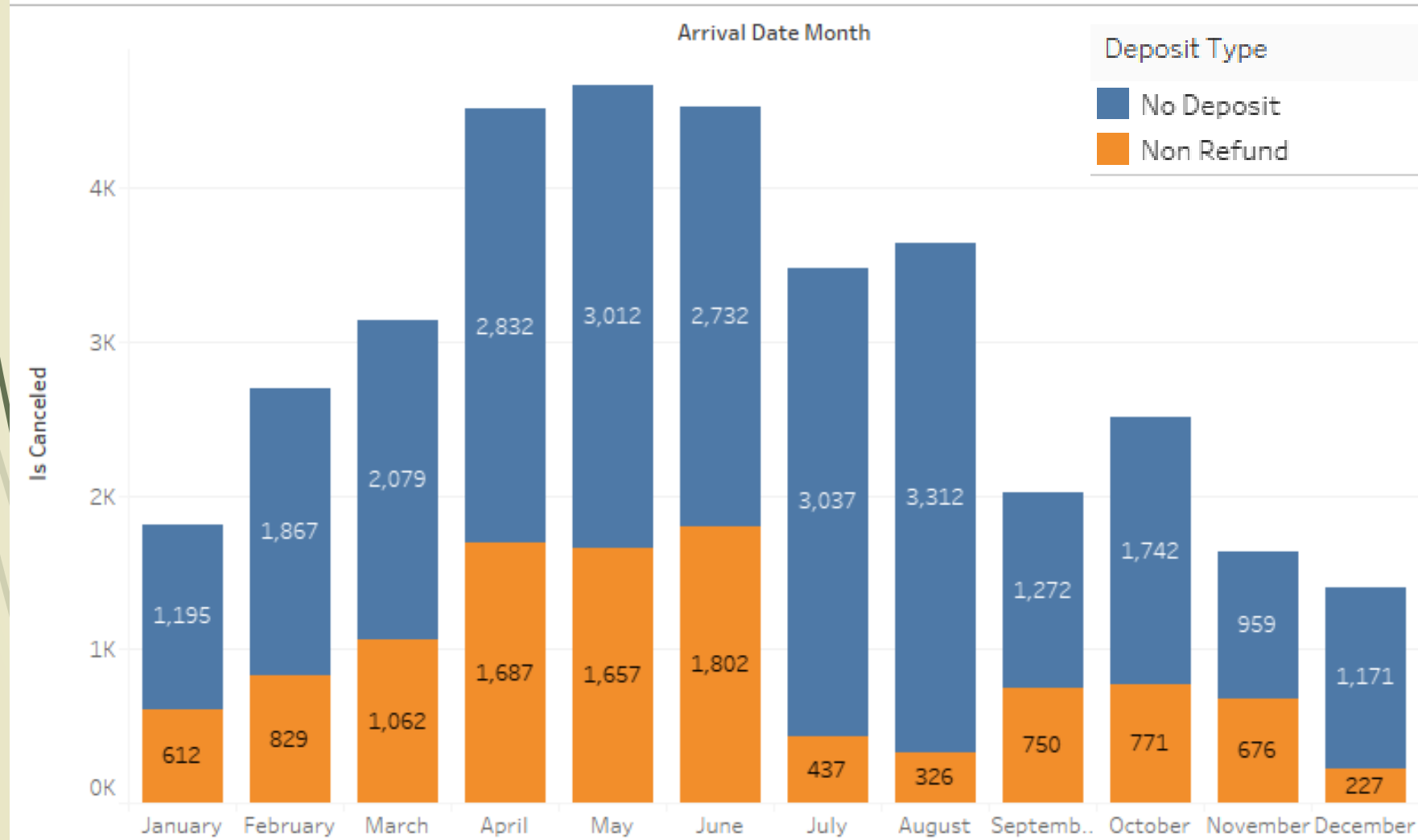


## Key Insight

- City Hotel Cancellations in April, June, and May are the biggest problem driving overall cancellations. Before even looking into remedying cancellations at resort hotels, we should focus on city hotels since even the best performing month, December, is equivalent to Resort Hotel's highest cancellation month.

Up to 1/2 of the money is saved in Non-refundable cancellations

Cancellations by Deposit Type

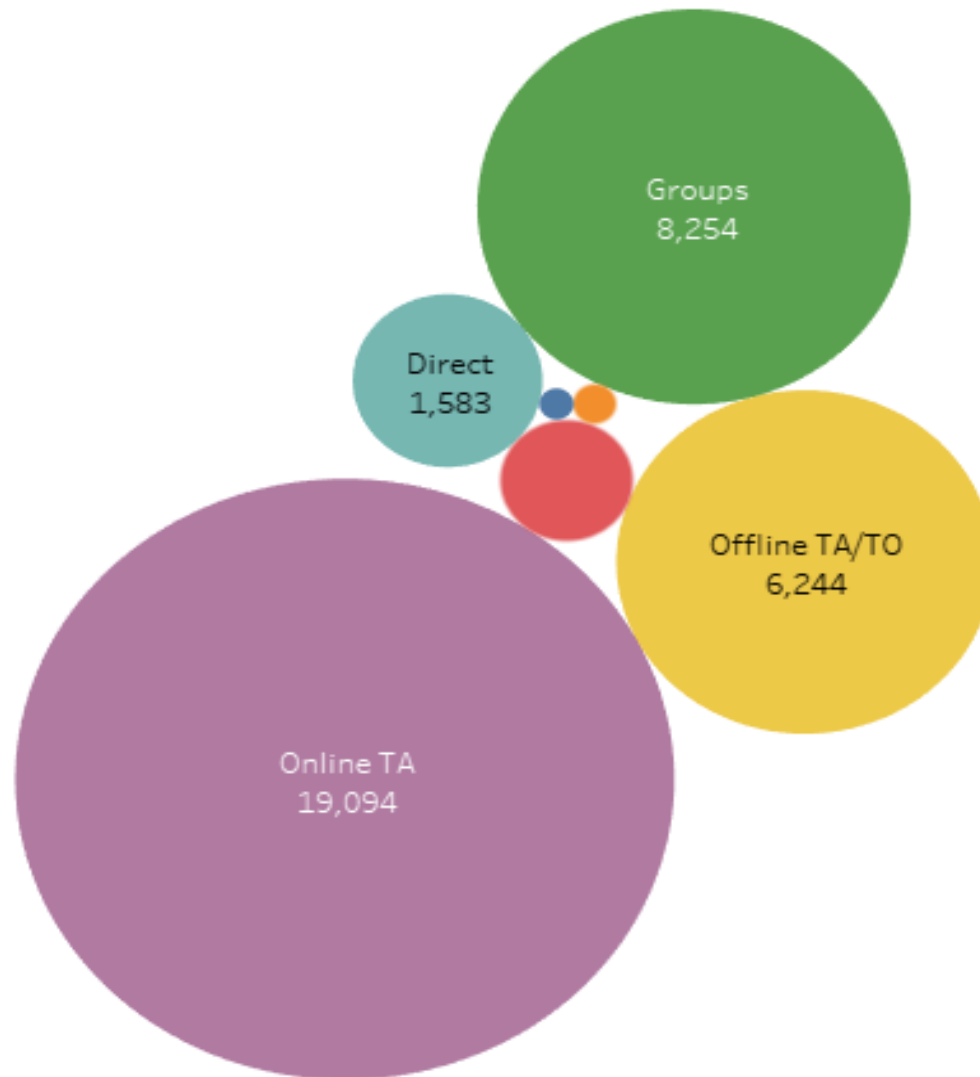


### Key Insight

- If we'd like to mitigate risk further from year-round cancellations, we should increase non-refund offerings, especially in months July and August.

# Cancellations are happening most often via Online Travel Agents

Cancellations by Market Segment



Market Segment

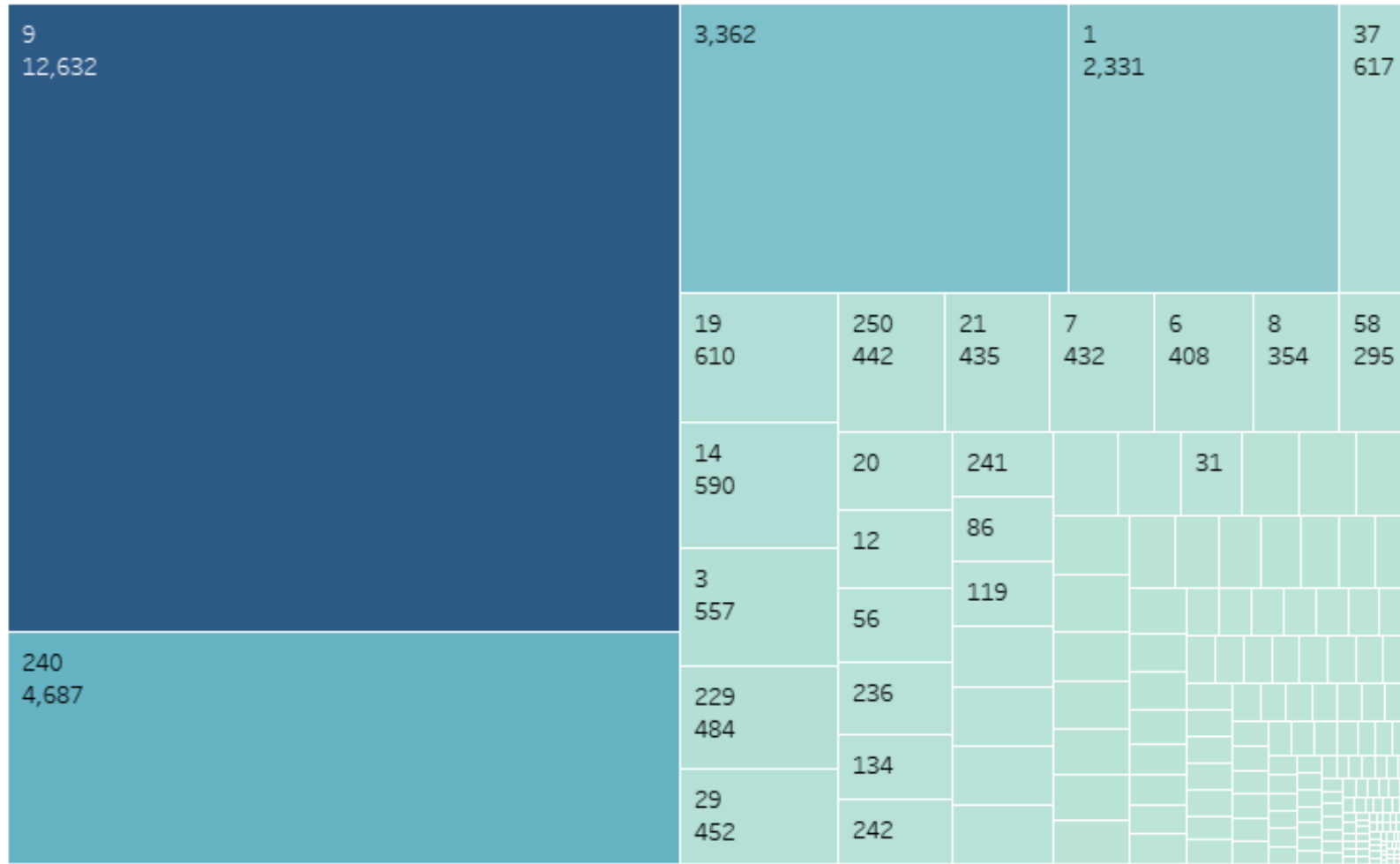


## Key Insight

- Online TA cancellations are almost 3x greater than Offline TA/TO and more than 2x larger than Groups. This is likely a result of family vacations during the summer months booked online; we should consider focusing on increasing corporate sales because that'll likely result in fewer cancellations.

Agent 9 is garnering almost 300% more cancellations than the 2<sup>nd</sup> worst performer in relation to cancellations

Cancellations by Agent

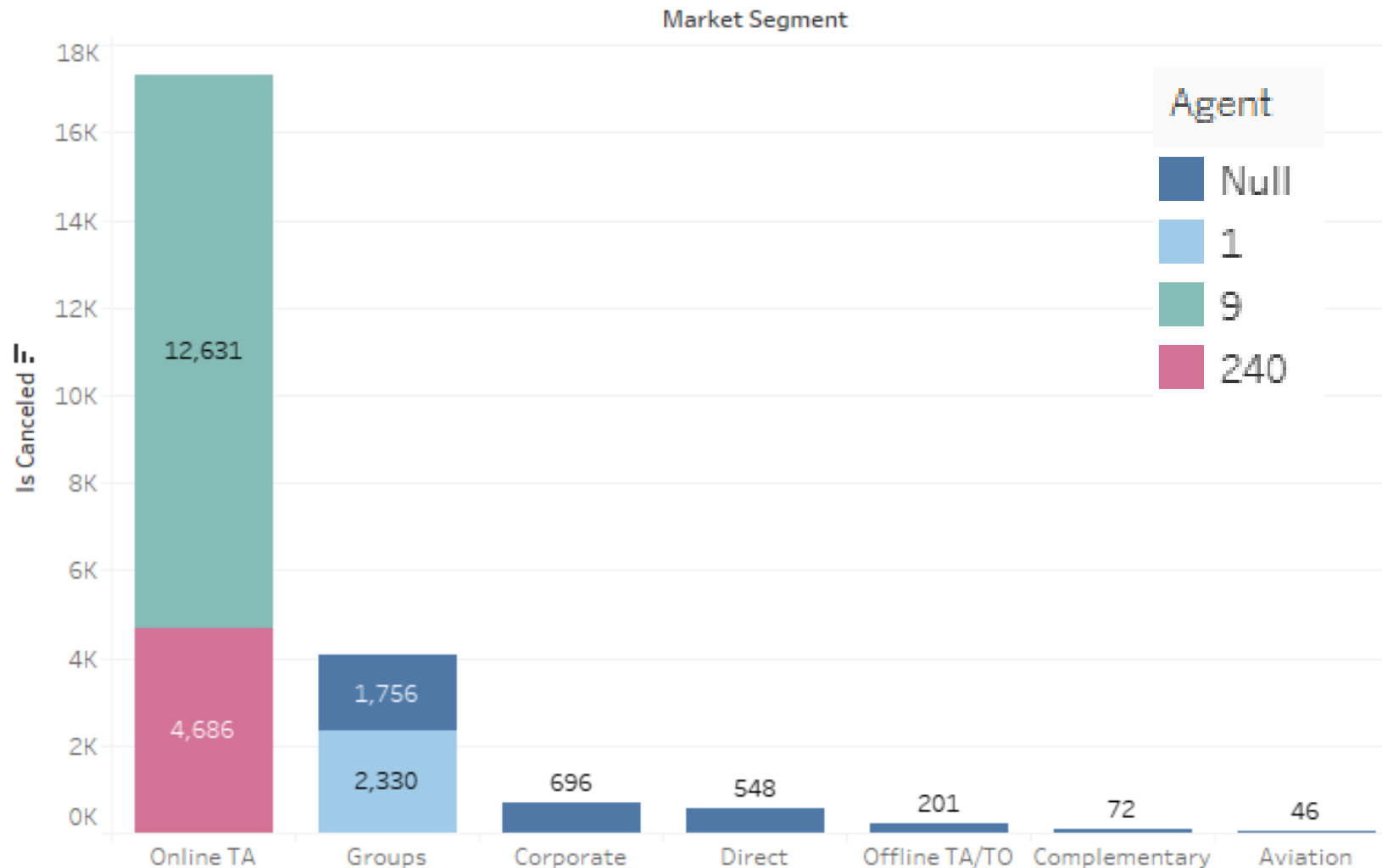


### Key Insight

- What's interesting is that the 3<sup>rd</sup> worst performer shows that there are 3,362 cancellations through a non-specified agent. We should look further into what's enabling this figure. Is this direct sales, which may be altogether bypassing an agent?

# Agent 9 leads majority of the cancellations in our largest market segment, Online TA

Cancellation Breakdown in each Market Segment by Worst Performing Agents



## Key Insight

- We should focus on investigating Agents 9 and 240 since Online TA is our largest market for cancellations and they're the two largest contributing agents.



# Recommendations

- ▶ Focus on City Hotel Cancellations, especially during Months April, May, and June
  - ▶ Consider increasing non-refund offerings to mitigate loss in revenue
  - ▶ Increase corporate sales to mitigate seemingly inevitable cancellations from Online Travel Agents during the summer months
  - ▶ Investigate Agents 9 and 240 since they're the 2 largest contributors to cancellations
- 