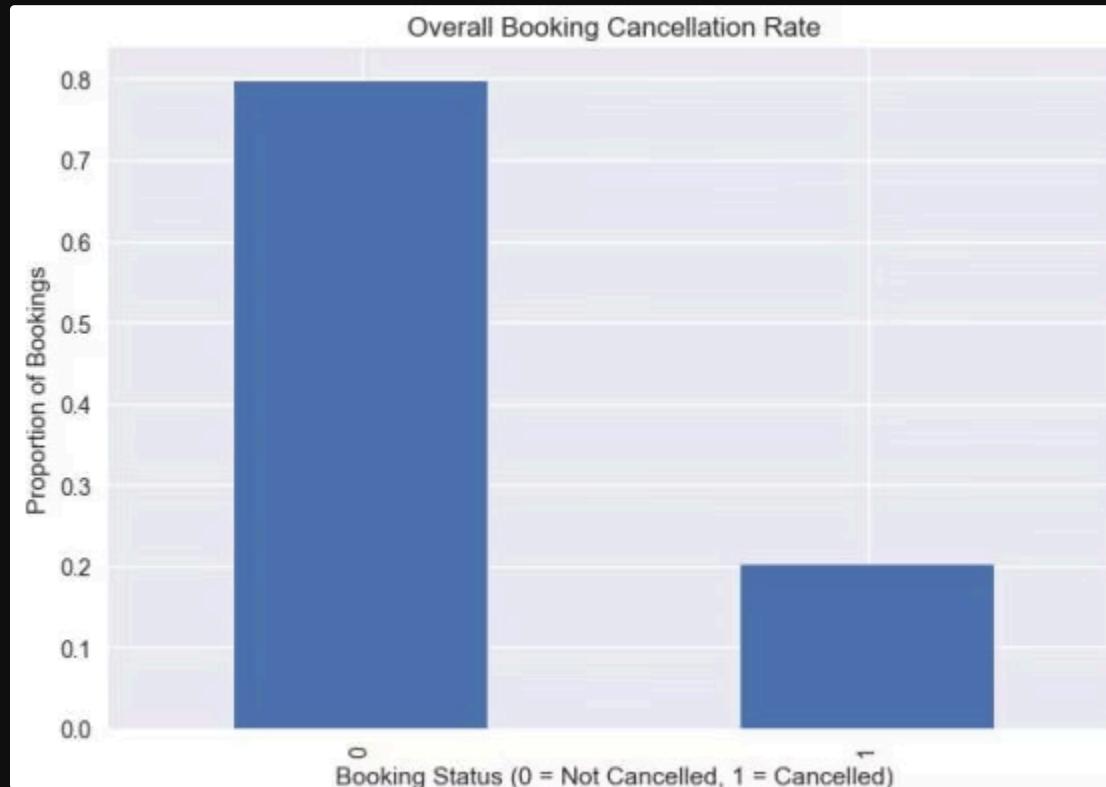


Hotel Booking Cancellation – Visuals Graphs

Prepared by: **Uday Vimal**

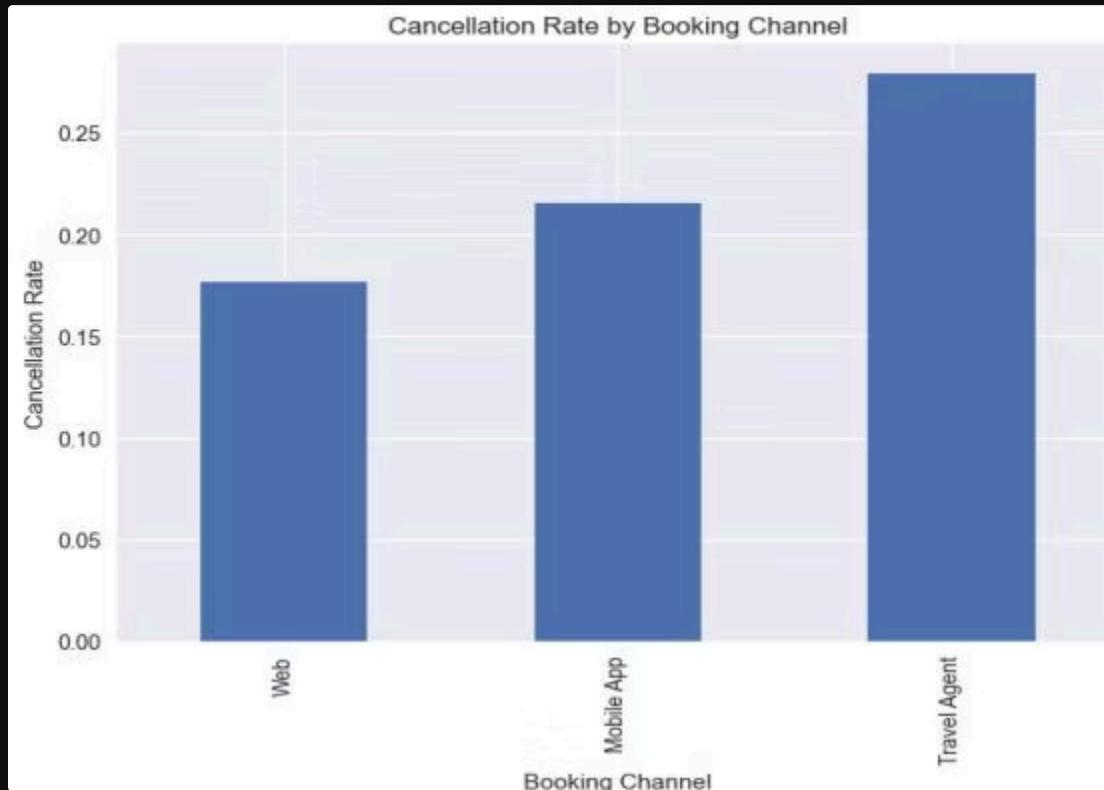
TravClan Business Analyst Internship Assignment

Overall Booking Cancellation Rate



Around 20% of all bookings are cancelled, meaning 1 in every 5 bookings does not convert into a completed stay. This directly impacts revenue predictability and inventory utilization. The majority of bookings (80%) successfully convert to stays.

Cancellation Rate by Booking Channel

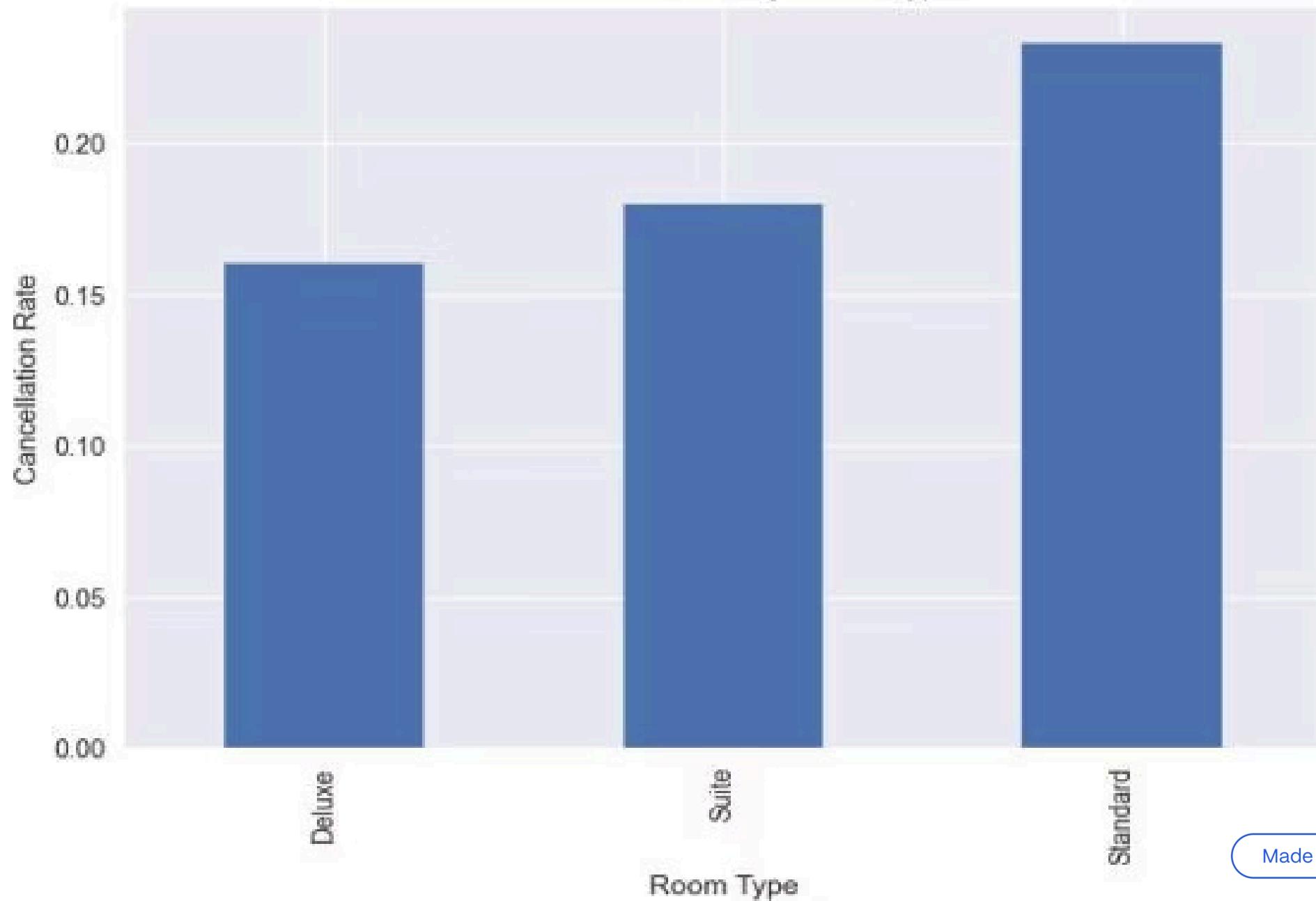


Web bookings show the lowest cancellation rate (~17.5%) due to higher intent and deliberate decision-making. Mobile App bookings have moderate cancellations (~21.5%). Travel Agent bookings exhibit the highest cancellations (~27.5%) due to tentative, dependency-driven reservations.

Cancellation Rate by Room Type

Standard rooms show the highest cancellation rates (~22%), reflecting price sensitivity among budget-conscious travelers. Premium categories such as Deluxe (~16%) and Suite (~18%) offer more stable revenue with lower cancellation rates.

Cancellation Rate by Room Type



Cancellation Rate by Star Rating



Cancellation rates are largely consistent across star ratings (approximately 19.5% for 2-4 star hotels). There is a slight increase for 5-star hotels (~20.5%) due to longer planning horizons and higher pricing complexity.

Revenue Impact Analysis

20%

Overall Cancellation

One in five bookings cancelled

22%

Standard Rooms

Highest cancellation segment

16%

Deluxe Rooms

Most stable revenue category

The 20% cancellation rate significantly impacts revenue predictability and inventory management. Premium room categories demonstrate better booking stability, suggesting opportunities for upselling strategies.

Room Type Performance

Price Sensitivity

Standard rooms experience the highest cancellation rates due to budget-conscious travelers who are more likely to change plans or find alternative options.

Premium Stability

Deluxe and Suite categories show lower cancellation rates, indicating that guests booking premium rooms have stronger commitment and higher booking intent.