

BUSINESS TRAVEL: HOTEL

This Tableau Accelerator allows you to:

- Assess & Optimize the volume of spend related to Hotel bookings
- Ensure that travelers follow booking policies
- Have a clear view of their travelers' booking behavior
- Understand how booking in advance impacts the hotel room price
- Identify most booked hotel chains and negotiate better conditions

Answer key business questions

- What is our volume of hotel spend?
- How and often do travelers do their booking, and what is their booking behavior?
- How is the online adoption rate changing? Does it translate into greater savings?
- Which hotel chains are the most booked in terms of volume of reservations?

Monitor and improve KPIs

Booking Volume

- **Total Booking Volume**: Total amount invoiced for hotel bookings over the period (expressed in currency)
- **Number of Bookings**: Total number of bookings invoiced over the period
- **Number of Nights**: Total number of Nights invoiced over the period
- **Nights per Booking**: Average number of nights per booking invoiced over the period
- **Average Room Price**: Average price of rooms invoiced during the period (expressed in currency)
- **Number of Travelers**: Total number of travelers invoiced over the period

Traveler Behavior

- **Number of Bookings Made Online**: Total number of bookings made online and invoiced over the period
- **OAR - Online Adoption Rate**: Share of bookings made online in the total number of bookings invoiced (expressed in %)
- **ABW - Advance Booking Window**: Average number of days between the booking date and the check-in date. This indicator is used to determine whether reservations are made early enough to benefit from the best prices (expressed in days)
- **Lowest Rate Accepted %**: Share of bookings made at the lowest rate out of all bookings invoiced over the period (expressed in %)
- **Booking Volume per Traveler**: Average total expenditure by travelers over the period (expressed in currency)
- **Price vs Lowest Rate %**: Average difference between the price of rooms at their lowest rate and their actual purchase price (expressed in %)
- **Total Δ Booking vs Lowest Rate**: Total difference between the lowest available rate and the actual price for the room (expressed in currency)
- **Average Δ Price vs Lowest Rate**: Average difference between the lowest available rate and the room price (expressed in currency)

Required attributes

- **Invoice Date** (*date*): Date of invoice (*all calculations and visualizations are based on this date*)
- **Booking Date** (*date*): Date of booking
- **Country PoS** (*string; role: country*): Country from where the booking was done
- **Hotel** (*string*): Hotel name
- **Hotel Chain** (*string*): Hotel chain name
- **Online Booking Flag** (*string*) ← expected values: 'Y', 'N'. 'Y' is online booking.
- **Hotel City** (*string; role: city*): Destination City
- **Hotel Country** (*string; role: country*): Destination Country
- **Reason Travel** (*string*): Customer meeting, Internal meeting...
- **Hotel Check-in Date** (*date*): Hotel check-in date
- **Traveler** (*string*): Traveler name
- **Lowest Rate Available** (*numeric*): Lowest rate available in this hotel
- **Hotel Room Amount** (*numeric*): Actual room price per night
- **Hotel Room Nights** (*numeric*): Number of nights there were booked