SAFARI HOSPITALITY ACADEMY ONLINE

Occupancy Data Analysis



Effort level
20 days,
8 hours per day

Duration
4 weeks

Admission requirements
16 years and older

Recognition upon completion
Certifcate & Digtal Badge

Overview

This course covers the significance, methodologies and strategies of examining occupancy data within the hospitality sector. The course provides participants with the expertise and abilities to improve revenue generation, elevate guest satisfaction and effectively allocate resources by analysing occupancy data.

Learning outcomes

- Understand the significance of occupancy data in the safari and lodging industry.
- Utilise occupancy data for making informed business decisions.
- Identify areas of improvement based on data analysis.
- Effectively communicate the findings and recommendations to stakeholders.

Course content includes

This short learning course covers topics related to occupancy data analysis and key stakeholders in this process within the safari and lodging industry. It defines occupancy data and its various components and the role of occupancy data in the industry, highlighting its impact on revenue, guest satisfaction and long-term business sustainability.

You will also explore different data analytics methods suitable for analysing occupancy data and gain hands-on experience using analytics tools to visualise and interpret this data.

This course will enable you to make well-informed decisions regarding pricing, staffing and operations based on data analysis. You will also learn to evaluate the Return on Investment (ROI) of various strategies affecting occupancy and utilise advanced analytics techniques to identify patterns and trends.

Furthermore, the course equips you with the skills to detect weaknesses and areas for improvement in your current operational setup and prioritise opportunities based on their potential impact. You will develop an action plan to address these opportunities and craft clear, compelling presentations of your analysis results. Effective communication with stakeholders, including handling questions and feedback, is a key focus.

Finally, the course emphasises the importance of monitoring the implementation of recommended actions and providing updates to stakeholders. By the end of this course, you will be well-prepared to make data-driven decisions that optimise revenue, guest satisfaction and overall business success in the safari and lodging industry.