FINAL INTERNSHIP REPORT

ON

BAMBOLIM BEACH RESORT PVT. LTD.

By:

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Roll No. 2055

Under the Mentorship of

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ACKNOWLEDGEMENT

I am using this opportunity to express my gratitude to everyone who supported me throughout the course of this MBA project. I am thankful for their aspiring guidance, invaluably constructive criticism and friendly advice during the project work. I am sincerely grateful to them for sharing their truthful and illuminating views on a number of issues related to the project.

I express my warm thanks to Mr. Rati Kanta Dey for his support and guidance at Bambolim Beach Resort Pvt. Ltd.

I would also like to thank my project external guide Prof. Purva Hegde Desai from the Goa Business School and all the people who provided me with the facilities being required and conductive conditions for my MBA project.

Thank you,

Ezekiel Vas.

BAMBOLIM BEACH
resort

To Whomsoever It May Concern

7th May 2022

This is to certify that **Mr. Ezekiel Vas**, a student of Goa University - Taleigão, Goa has interned with Bambolim Beach Resort, Accounts Department from 5th January 2022 to 5th May 2022.

During the period of his internship with us, he had been exposed to different processes and was found diligent, hardworking, inquisitive and has demonstrated his skills with self-motivation to learn new skills.

We appreciate his contribution & wish him every success in the life and career.

Aishwarya Nunes

General Manager,

Bambolim Beach Resort Pvt Ltd

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INTRODUCTION

Bambolim beach resort was Vero Joao Nunes and Savio Joao Nunes. Both brothers decided to start up this resort in the year 1988. This resort became popular very soon and was recognized as one of the best hotel resorts in Goa.

It soon became a tourist attraction due to the beautiful beach view and luxurious services provided by the Bambolim beach resort.

The hospitality business is still run by the family. Vero Joao Nunes is the current MD of Bambolim beach resort, and his brother, Savio Joao Nunes is the chairman of the resort.

The function of the Bambolim beach resort is carried smoothly by the owners and the employees, which makes it one of the best resorts. Like any other business, especially hospitality businesses, Bambolim beach resort has various factors that affect the growth of their business.

This report is based on the achievements, improvements and difficulties the Bambolim beach resort faces.

SWOT ANALYSIS OF BAMBOLIM BEACH RESORT

Identifying the strengths, weaknesses, opportunities and threats of Bambolim beach resort, which indicates the current status of the company and the future risks and opportunities the company might face.

STRENGTHS

Bambolim beach resort is one of the well-known resorts in Goa and also India. Majority of the tourists opt for this resort, especially tourists who like traveling on a budget because the Bambolim beach resort is an affordable luxury resort as compared to its competitors as it provides services which are budget friendly, with good facilities and good room and hotel maintenance. It attracts tourists who look for luxury at an affordable price. One of the selling factor is the landmark which is well known for its beaches and other attractions which drives people to book a stay at the resort.

The Bambolim beach resort has a strong distribution network and has also built a good reputation by maintaining a good relation with the visitors which has been a benefit when it comes to gaining profits and creating brand awareness of the company. Not just good relations with the visitors, but the Bambolim beach resort has quality products and works as per the market's demand to reach its potential.

The internal factors that have been a part of the growth of the company are the employees. The employees are well trained in their respective fields and carry out the job effectively. Over the years, Bambolim beach resort has built a reliable chain which has benefited them with good cash flow to carry out new projects by expanding the company. To conclude with the strengths, the very important part of the operation is the financial planning which is done effectively to carry out the business.

WEAKNESSES

As good as the strengths are, Bambolim beach resort also has weaknesses although it's one of the well-known resorts in the state of Goa.

One of the biggest drawbacks is the feedback. Nowadays everything works on social media. There are times when the services in the resort fail to fulfill the visitors expectations, thus they leave a bad feedback which affects the status of the company. Negative feedback restricts people from booking their stay at the resort. At times, the customer service fails to deal with customers' feedback, leaving the customers unsatisfied and unanswered. Having a big number of competitors can impact the growth of Bambolim beach resort when it comes to sustainable growth, customer satisfaction and keeping up with the trends.

Marketing is a must for a good growth, and this resort lacks marketing techniques which could be of a good use if implanted by the company to compete with their competitors. Hyatt and Aldeia De Goa are two of the strongest competitors among the other competitors.

Internal factors that affect the growth is no employee unity which needs to be taken into consideration for a better and a friendly growth of the resort.

OPPORTUNITIES

Bambolim being a tourist destination, the Bambolim beach resort has many opportunities to drive the crowd to the resort by partnering with travel agencies which can also involve taxi drivers.

Online platforms can help market the resort for a higher reach depending on the age group targeted. For this, the resort can contact an agency or have an in-house marketing team to carry out the creative role. Keeping an update on the current trends in customer behavior, the Bambolim beach resort can implement new categories of services to the visitors.

Beach shacks or restaurants by the beach being one of the 'trends,' holds an advantage as the Bambolim beach resort has a restaurant by the beach with a beautiful scenic view which can attract not just Indian or foreign tourists, but also locals if strongly marketed.

Watersports can be a new activity which can gain a lot of customers, thus gaining profits to the company. Developing the resort keeping in mind the competitors is one main aim of the resort.

The bambolim beach resort has more opportunities for events such as weddings and other parties.

THREATS

Demand for resorts is high only during peak seasons which has an impact on the company's profits. Factors like lockdown are also a threat to the company. The quality of the products depends on the supplier, at times the quality of the product isn't as good as expected which can lead to angry visitors and the resort could also lose customers, including loyal customers.

There could be instances where the customers file a lawsuit against the business and there are possibilities that the resort might close down completely.

If the company does not keep up with the technological trends, there are chances for the competitive hotels or resorts to gain more customers which can destroy the profits of the resort and it might no longer be in the competition. Keeping up with the customers' behavior lacks in this resort, hence there are possibilities for the business shutting down if it continues to ignore the important factors.

Governmental factors and environmental factors are also considered as threats since they're unpredictable and can put the resort at a high risk.

Internal factors like losing good employees or also employee strikes could be a risky factor if the employees are not treated well or paid well by the company. Well trained employees which the company has invested in for professional training may leave the resort which will have an impact on the functionality of the Bambolim beach resort.

PESTLE ANALYSIS

PESTLE analysis refers to the political, economic, sociocultural, technological, legal, and environmental factors which affect the business.

POLITICAL FACTORS

Various factors can affect the business industry and one of the main factors is the political factor. Hotels are highly in demand due to the traveling craze which is very popular in today's generation. If a political party bans travels, it will affect the hotel industry and thus it might not function well. Since most people enjoy traveling, the political factor plays an important role in decision making and implanting new rules and policies not just for the hotel, but also the travelers. Many times, especially in a popular tourist destination like Goa, strategies are based on a strong and stable political environment who supports tourism and works on improving the hotel industry for a better crowd.

Lately, most of the places are free from travel bans and hotel industries are gaining advantages of this situation. This benefits the traveller as well as the political forces.

ECONOMIC FACTORS

One of the massive factors which affect the hotel industry is the economic factor. Inflation and other economic fallouts affect people's will to afford luxury hotels. Another factor is the foreign exchange rate. Foreign tourists look for an affordable stay, in such circumstances, the exchange rate affects the ability of foreign tourists to employ hotel services. Rise and fall in travel expenditure might as well affect people's travels. When there's a rise in expenditure, there are possibilities of fewer people traveling. The low the cost, more people will avail for the hotel services which plays as an advantage to the hotel in terms of brand name and profit.

SOCIO-CULTURAL FACTORS

Social media platforms have encouraged people to travel a lot more, especially young travelers. Social media has also made it easier for people to check out various travel destinations and plan out their journey. Majority people use hotels for their stay, and this leads to demand for hotels.

To make it easier for travellers, hotels also provide packages, discounts and other deals which might make it easier and affordable for the visitor for a longer and pleasant stay.

TECHNOLOGICAL FACTORS

Changing world has brought about a technological change in hotels. This not just benefits the hotel, but also the visitors. Technology makes it easier and convenient, it saves time and also ensures security of the visitors.

Wifi, CCTV cameras, telephone services, online booking, online information of the hotel and the packages it offers, also discounts if paid by certain credit/debit cards with collaboration to banks and other services. Technology also ensures that the customers' data is stored correctly with a copy of their ID card and other required information to avoid crime and other dangers which can be a danger to the hotel and the visitors.

LEGAL FACTORS

Legal factors differ from country to country or state to state. This can be one of the crucial factors when it comes to tourism. The best part about the legal factors is, the government has been offering tax deductions to hotels which has been a boon to not just the hotel, but also a rise in the economy. The visitors pay a reasonable price and enjoy luxury at the lowest cost.

Legal factors also ensure safety of the hotel and the visitors. To ensure crime or terrorism which has been increasing all over the world, it is mandatory to have the visitors' information and identification before allowing the guests to avail the hotel facilities.

ENVIRONMENTAL FACTORS

States in India with fluctuating weather conditions find it difficult to attract tourists, hence carrying out a hotel business in such states is difficult. Goa being a state with stable weather conditions makes it easier for travelers to plan their visit. The only main issue is that there's a peak season for travel. Most people do not enjoy the rains and that's when the travel rate reduces.

Since hotels use a large amount of disposable as well as non-disposable items, it can cause some serious environmental damage in the coming years. Hotel waste can be harmful for the environment and it's possible that it is one reason for the destruction of the environment.

PORTERS 5 FACTORS IN A HOSPITALITY INDUSTRY

COMPETITION IN THE INDUSTRY

You know that your resort is doing well when you have strong competitors. No competition means no good position in the market. Bambolim beach resort has strong competitors like Hyatt, and is working to grow in the industry. The more competitors the resort has, the better it is since you know you're doing well.

Competitions encourages the hotel industry to implement new technologies and advanced services, as well as to expand the business for a better reach.

SUPPLIER POWER

Every business depends on their supplier, especially the hotel industry. It depends on how many potential suppliers the hotel has and the quality of products or services they provide. It gets easier when there are more suppliers. There are chances for the suppliers to increase the price of their products, and then when you can switch to the cheapest supplier. Having less suppliers for a hotel industry is not recommended since the ability to change the prices is higher.

BUYER POWER

If the visitors at the resort are lesser, that means they have the 'buyer power,' which means they have decided to go for something which is affordable and better. To gain your visitors, the resort needs to be marketed well with deals and offers, as well as giveaways by collaborating with influencers to gain your visitors.

Visitors like to be treated well on their stay. Training the employees in how to deal with various types of customers is a must. Keeping good contact with your visitors even if they're on a short stay. There are chances that they might spread the word of mouth to others which will make it better for the hotel industry to gain more visitors.

THREAT TO SUBSTITUTION

It's human nature to find a substitute hotel which is cheaper and provides luxury services. This can be a threat to the profit of the business. When the resort faces such difficulties, new ideas must be taken into consideration to gain your visitors by providing them services which they might not find anywhere else.

THREAT TO NEW ENTRY

Hospitality businesses are increasing due to more numbers of travelers. People have gotten more involved in traveling and hence there's a rise in demand for the hotel industry.

Chances of new resorts coming up are high which might put the business at risk. New infrastructures can be appealing and have better services like spas, gyms, sauna and a lot more which could drive people crazy and encourage them to go for the new hotels.

PROJECT QUESTIONS

1) In which months the occupancy rate is the highest?

2) Which room is more occupied in which month?

3) In which months what category of rooms are more occupied?

PROJECT METHODOLOGY

- Room Days was the Unit for calculating the Occupancy.

Room days were calculated by multiplying the total number of rooms in a particularcategory into the total number of days in a month (September). Refer table no. 1.1

ROOMS	Total No. of Rooms	No. of Days	No. of Room Days
Family (FMR)	2	30	60
Suite (SUI)	2	30	60
Garden View Room (GVC)	25	30	750
Sea Touch Cottage (STC)	26	30	780
Deluxe Garden View (DGF-DLX)	44	30	1320
Deluxe Sea View (DSF)	28	30	840
Total			3810

Table No. 1.1

- Collected data for each category of room for each month from September to February.

- Organized the data by putting the number of rooms booked in each category ofroom on each day of the month. Refer table 1.2

Table No. 1.2

Type of Room	No. of Rooms Booked on a Particular day	No. of Days in a Month	Total
Family (FMR)	0	0	0
		Total	0
Suite (SUI)	2	1	2
		Total	2
Garden View Room (GVC)	5	1	5
	4	2	8
	6	3	18
	2	4	8
	1	5	5
	2	6	12
	2	9	18
	1	11	11
	2	15	30
		Total	115
Sea Touch Cottage (STC)	1	1	1
	1	2	2
	2	3	6
	4	4	16
	3	5	15
	1	6	6
	2	7	14
	1	8	8
	1	9	9
	2	10	20
	3	11	33
	2	14	28
	2	15	30
	2	16	32
	1	17	17
	1	24	24
	1	25	25
		Total	286
Deluxe Garden View (DGF-DLX)	16	1	16
	3	2	6

	1	3	3
	1	4	4
	1	7	7
	1	10	10
		Total	46
Deluxe Sea View (DSF)	8	1	8
	9	2	18
	5	3	15
	4	4	16
	1	6	6
	1	17	17
	1	19	19
		Total	99

The above table shows the number of rooms booked on a particular day and the numberof days in month that many rooms were booked.

By multiplying both these figures, we can get the Actual Occupancy days for all thecategories of rooms in that particular month.

- The Actual Occupancy days were divided by the Total Number of Room Days and multiplied by 100 for a particular category of rooms which resulted to the percentage (%) of Occupancy in that particular category for that month. Refer table no. 1.3

ROOMS	No. of Room Days	Total Occupancy Days	% of Occupancy
Family (FMR)	60	0	0.00%
Suite (SUI)	60	2	3.33%
Garden View Room (GVC)	750	115	15.33%
Sea Touch Cottage (STC)	780	286	36.67%
Deluxe Garden View (DGF-DLX)	1320	46	3.48%
Deluxe Sea View (DSF)	840	99	11.79%
Total	3810	548	

Table No.1.3

PROJECT DESIGN

A detailed study of the whole resort, especially viewing the services provided to the rooms by the hotel. Identifying different categories of rooms and their benefits. After an overview of each category of the room, an in-depth study was made of the incomes that are gathered by the hotel from the restaurants and the rooms, and categorizing the mostlyoccupied types of rooms.

Family rooms - A fully furnished room which has 2 beds, including a queen size bed forthe kids. This is mostly booked by families and such rooms are occupied seasonally.

Suites - This is exactly like a house with a bedroom and a hall with a beautiful view.These are usually for couples, and are expensive as compared to other rooms.

Sea Touch Cottage Rooms - This is also one of the expensive rooms which has a beautiful sea view. This cottage is more private as it is detached from the resort.

Garden View Rooms - These rooms face the garden, and are mostly occupied for peopleyou prefer for leisure.

Deluxe Garden View Rooms - These rooms face the swimming pool, giving a beautifulgarden view.

Deluxe Sea View Rooms - It has a clear view of the sea and most tourists prefer this room. Deluxe rooms have a bigger bed and the advantages of booking a deluxe room is complimentary breakfast.

The data for 6 months of each category of rooms were gathered and sorted to create descriptions of the rooms. The description consists of why the rooms are being bookedmore or why they're being booked less.

The data of the room booking were collected and categorized based on the rooms occupied per day from online as well as offline platforms. This data helps tracking theoccupancies of each room category. The data collected can be further analyzed and classified for gaining more occupancies in booking of the rooms.

PROJECT OBJECTIVE

To analyze the occupancy rate of the hotel room wise and month wise to provide data in order to take appropriate steps to increase the occupancy. The main objective was to analyze the booking pattern of the customers at the Bambolim Beach Resort. Revenue ofthe hotel is generated through the rooms occupied by the guests. Training staff to be professionals in managing their duties in making the guests stay pleasant.

The primary aim is to reach the guests' satisfaction to gain profits and to reach the maximum number of people through online platforms as well as offline marketing.

A research on the different categories of the rooms which are and which aren't frequently occupied due to various factors in various months. There are altogether 6 categories of rooms with a total of 127 rooms. The data collected is the data for 6 months which shows the bookings of the through online as well as offline platforms. The objective is to promote the resort and the rooms in it.

The occupancy of the hotel was analyzed category wise and month wise, and the data was provided to take appropriate steps to increase the occupancy of the rooms. These rooms are being marketed for a greater reach by using different campaigns which involve giveaways, discounts, offers for new customers, complementary meals for certain rooms.

PROJECT HYPOTHESIS

Null hypothesis - there is no difference in occupancy rate across different months

Alternative hypothesis - there is difference in occupancy rate across different months

PROJECT DATA

1. The below given data shows the occupancy and the vacancy rate of the entire category of rooms month wise that is from September 2021 to February 2022 for 6 months. Refer to annexure I for full calculations.

Month	No. of Room Days	Total Occupancy Days	% of Occupancy	% of Vaccancy
Sep 2021	3810	548	14.38%	85.62%
Oct 2021	3937	1184	30.07%	69.93%
Nov 2021	3810	1118	29.34%	70.66%
Dec 2021	3937	1125	28.58%	71.42%
Jan 2022	3937	696	17.68%	82.32%
Feb 2022	3556	537	15.10%	84.90%

Table No.2.1
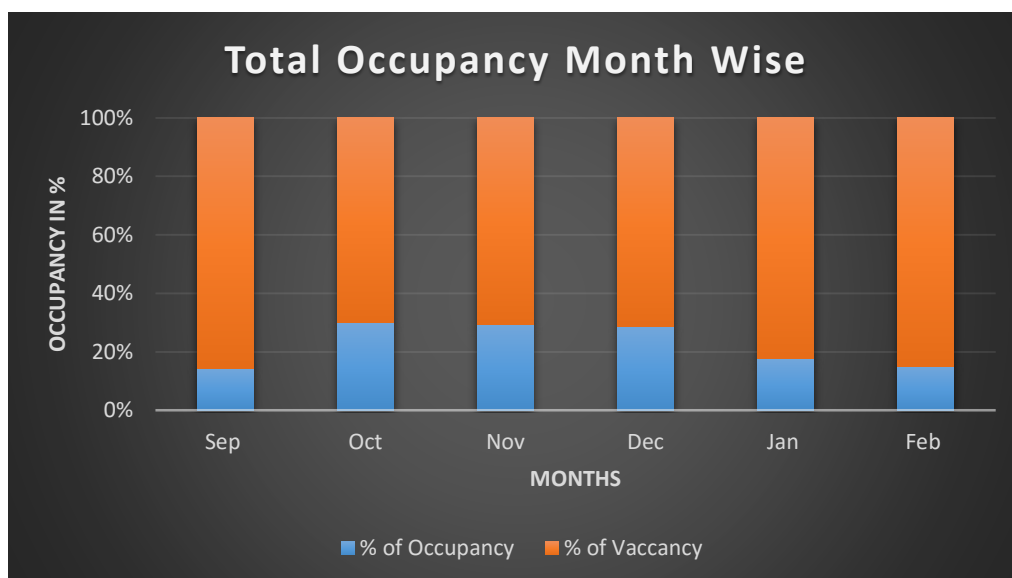
Graph No. 2.1

- There is a total of 127 rooms at the entire Bambolim Beach Resort.

- These rooms are further divided into 6 different categories that is family room, suite, garden view rooms, sea touch cottage rooms, deluxe garden view rooms and deluxe sea view rooms.
- The family rooms are 2, the suites are 2, the garden view rooms are 25, sea touch cottage rooms are 26, deluxe garden view rooms are 44 and deluxe sea view rooms are 28.
- The table no. 2.1 shows the no. of room days that is 100% occupancy along with the actual occupancy days in each of the months.
- This data was further converted into percentages for the further understanding.
- In the graph no. 2.1, it is visible that the highest occupancy rate is in the month of October, November and December while it being the highest in the month of October.
- The percentage of occupancy in October, November and December are very similar to each other.
- In January the occupancy rate starts to fall and then further falling in the month of February.
- This graph also shows the vacancy rate which is way higher than the occupancy rate which means that the rooms are mostly vacant.

2. The below given data shows the occupancy and the vacancy rate of each different category of rooms month wise that is from September 2021 to February 2022 for 6 months.

a) Family Rooms

Family Room (FMR)	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Sep	2	30	60	0	0.00%
Oct	2	31	62	0	0.00%
Nov	2	30	60	2	3.33%
Dec	2	31	62	17	27.42%
Jan	2	31	62	8	12.90%
Feb	2	28	56	6	10.71%

Table No. 2.2
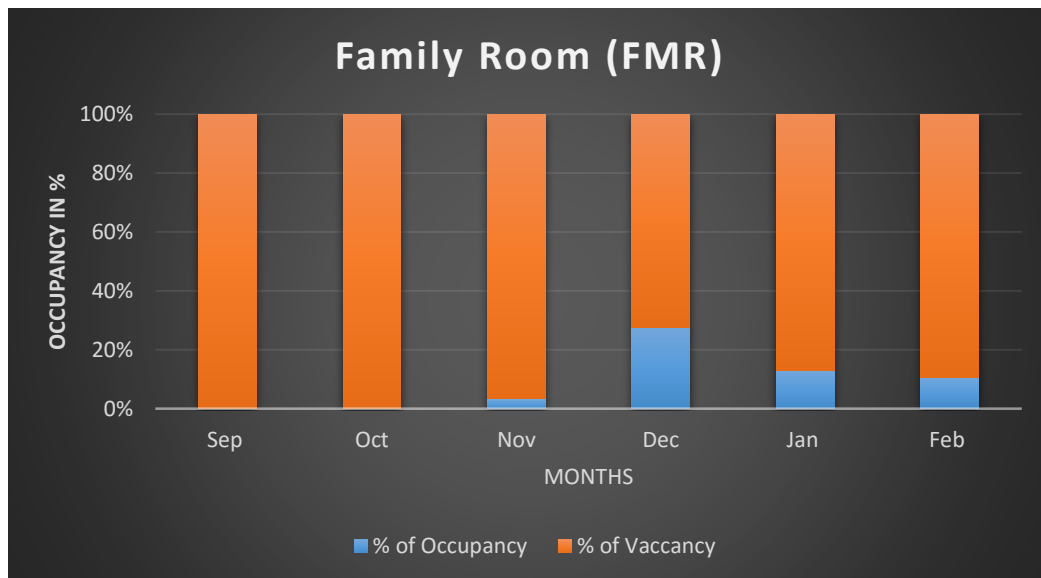
Graph No. 2.2

- The first category of rooms is the family room.
- There are 2 family rooms at Bambolim Beach Resort.
- The family room is meant for families and it has a separate living room and a bedroom which has two separate beds.
- The table no. 2.2 shows the no. of rooms and the no. of days in a month that is from September to February. Both of these figures are multiplied to further get the no. of room days.
- The occupancy days are calculated and then they are divided by the room days in order to get the percentage of occupancy for each month.
- The graph no. 2.2 shows the percentage of occupancy and vacancy for the family rooms for 6 months.

- The family room had the highest occupancy in the month of December that is 27.42%.
- The occupancy rate starts to fall drastically in the month of January and then even more in February.
- There was also 0% occupancy in the family rooms in the months of September and October.

b) Suites

Suite (SUI)	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Sep	2	30	60	2	3.33%
Oct	2	31	62	0	0.00%
Nov	2	30	60	9	15.00%
Dec	2	31	62	24	38.71%
Jan	2	31	62	9	14.52%
Feb	2	28	56	7	12.50%

Table No. 2.3
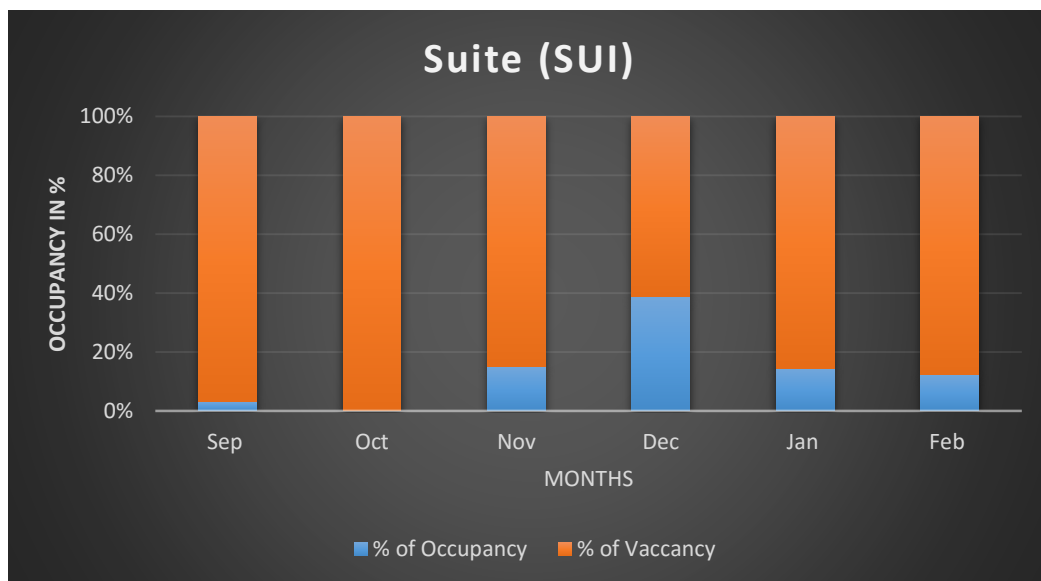
Graph No. 2.3

- The second category of rooms is the suites.
- There are 2 suites at Bambolim Beach Resort.
- The suites are meant for usually couples as it is mostly utilised by married couples for honeymoon. It has a separate living room and a bedroom.
- The table no. 2.3 shows the no. of rooms and the no. of days in a month that is from September to February.

- The graph no. 2.3 shows the percentage of occupancy and vacancy for the suites for 6 months.
- The suites had the highest occupancy in the month of December that is 38.71%.
- The occupancy rate starts to fall drastically in the month of January and then even more in February.
- There was only 3.33% occupancy in the suites in the months of September and 0% in October.

c) Garden View Rooms

Garden View Rooms (GVC)	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Sep	25	30	750	115	15.33%
Oct	25	31	775	362	46.71%
Nov	25	30	750	331	44.13%
Dec	25	31	775	222	28.65%
Jan	25	31	775	117	15.10%
Feb	25	28	700	133	19.00%

Table No. 2.4
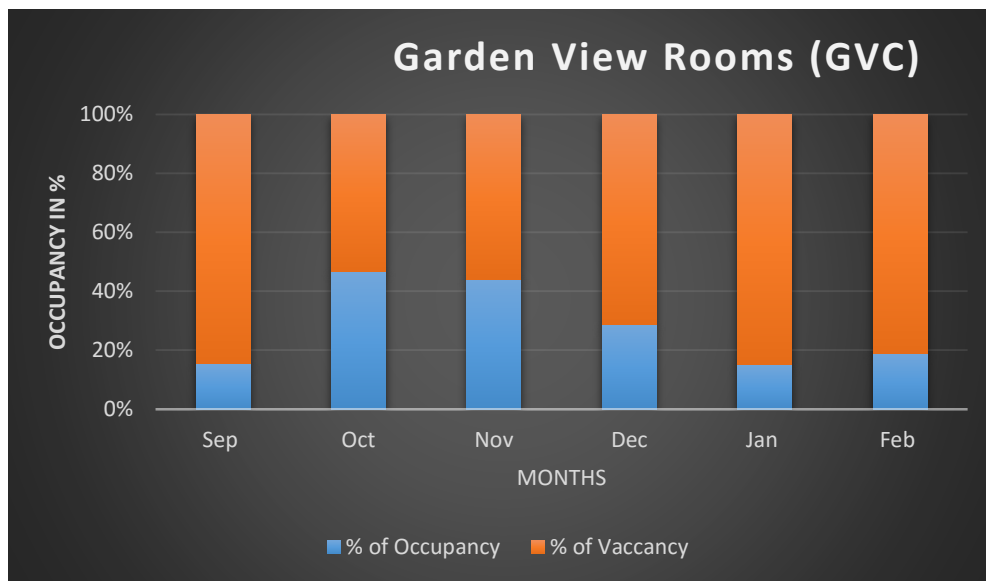
Graph No. 2.4

- The third category of rooms is the garden view rooms.
- There are 25 garden view rooms at Bambolim Beach Resort.
- The garden view rooms are rooms which face the garden and these are mostly occupied by people who prefer leisure.
- The table no. 2.4 shows the no. of rooms and the no. of days in a month that is from September to February.
- The graph no. 2.4 shows the percentage of occupancy and vacancy for the garden view rooms for 6 months.

- The garden view rooms had the highest occupancy in the month of October that is 46.71% and the occupancy rate was also similar in the month of November but slightly less that is 44.13%.
- The occupancy rate starts to fall in the month of December and then even more in January but it starts to rise again in February.
- There was only 15.33% occupancy rate in the garden view rooms in the month of September but it drastically increases in October.

d) Sea Touch Cottage Rooms

Sea Touch Cottage Rooms (STC)	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Sep	26	30	780	286	36.67%
Oct	26	31	806	515	63.90%
Nov	26	30	780	346	44.36%
Dec	26	31	806	222	27.54%
Jan	26	31	806	222	27.54%
Feb	26	28	728	85	11.68%

Table No. 2.5
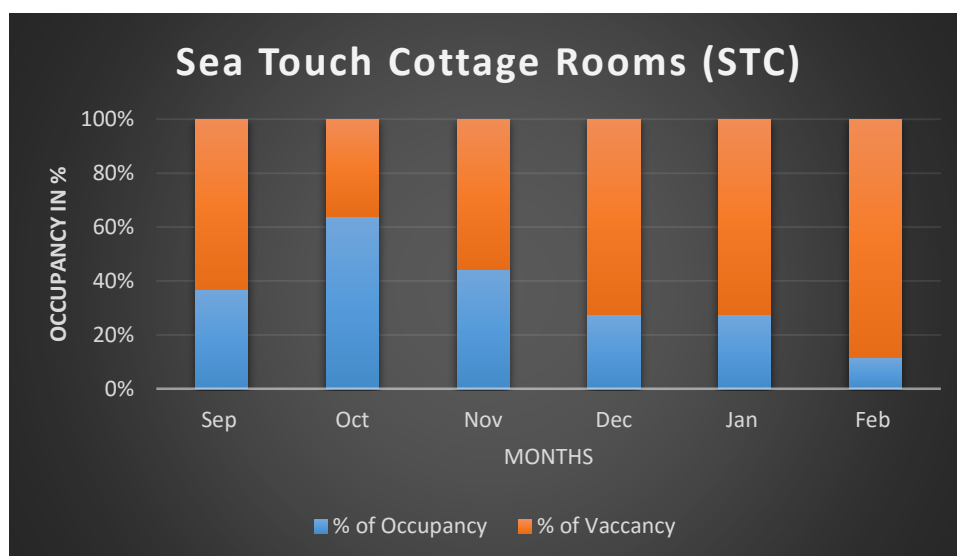
Graph No. 2.5

- The fourth category of rooms is the sea touch cottage rooms.
- There are 26 sea touch cottage rooms at Bambolim Beach Resort.
- The sea touch cottage rooms are rooms which are in cottages detached from the resort and along the shore line facing the sea.
- The table no. 2.5 shows the no. of rooms and the no. of days in a month that is from September to February.
- The graph no. 2.5 shows the percentage of occupancy and vacancy for the sea touch cottage rooms for 6 months.

- The sea touch cottage rooms had the highest occupancy again in the month of October that is 63.90%.
- The occupancy rate fell in the month of November and then even more in December but the occupancy rate in January was similar to that of December.
- The occupancy rate further decreased in the month of February.
- The occupancy rate in the sea touch cottage rooms started to increase from September and it reached the highest in the month of October.

e) Deluxe Garden View Rooms

Deluxe Garden View Rooms (DGF-DLX)	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Sep	44	30	**1320**	46	3.48%
Oct	44	31	**1364**	132	9.68%
Nov	44	30	**1320**	91	6.89%
Dec	44	31	**1364**	160	11.73%
Jan	44	31	**1364**	92	6.74%
Feb	44	28	**1232**	222	18.02%

Table No. 2.6
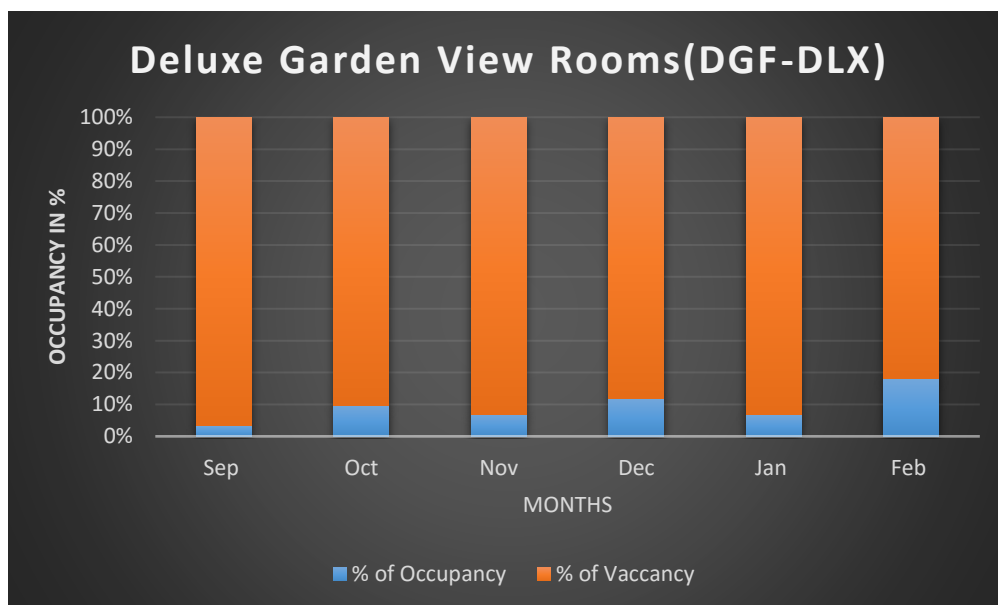
Graph No. 2.6

- The fifth category of rooms is the deluxe garden view rooms.
- There are 44 deluxe garden view rooms at Bambolim Beach Resort.
- The deluxe garden view rooms are rooms which face the swimming pool and are much more luxurious than the garden view rooms.

- The table no. 2.6 shows the no. of rooms and the no. of days in a month that is from September to February.
- The graph no. 2.6 shows the percentage of occupancy and vacancy for the deluxe garden view rooms for 6 months.
- The occupancy rate of the deluxe garden view rooms is the lowest throughout the entire 6 months.
- The occupancy rate doesn't go beyond 18.02% which is very low as compared to the other categories of rooms in the resort.
- The occupancy rate was the highest in the month of February.
- The occupancy rate in the deluxe garden view rooms is fairly similar in all the 6 months except for a slight rise in the rate in the month of February.

f) Deluxe Sea View Rooms

Deluxe Sea View (DSF)	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Sep	28	30	840	99	11.79%
Oct	28	31	868	175	20.16%
Nov	28	30	840	339	40.36%
Dec	28	31	868	480	55.30%
Jan	28	31	868	248	28.57%
Feb	28	28	784	84	10.71%

Table No. 2.7
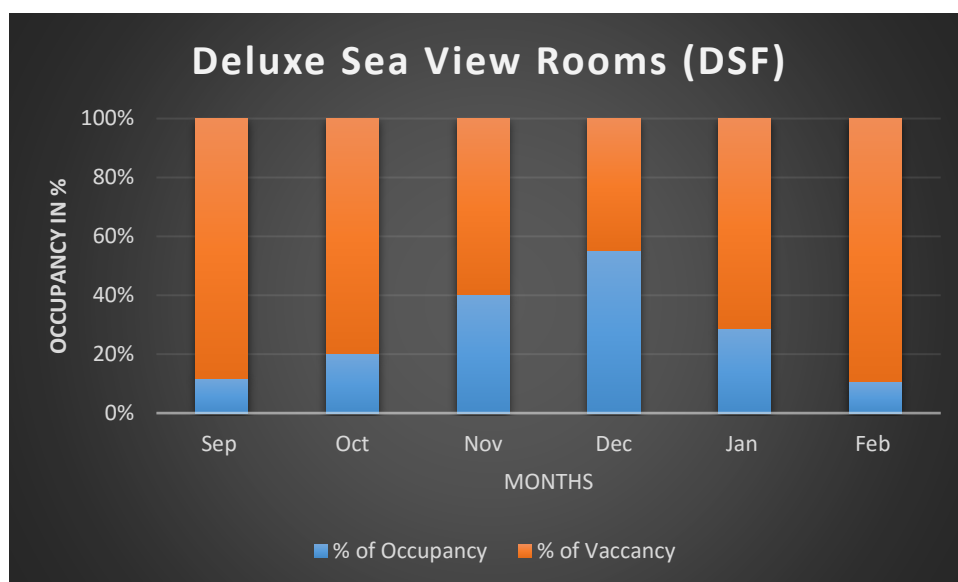
Graph No. 2.7

- The sixth category of rooms is the deluxe sea view rooms.
- There are 28 deluxe sea view rooms at Bambolim Beach Resort.
- The deluxe sea view rooms are the rooms having a clear view of the sea. These rooms have a bigger bed and is a bit more spacious.
- The table no. 2.7 shows the no. of rooms and the no. of days in a month that is from September to February.
- The graph no. 2.7 shows the percentage of occupancy and vacancy for the deluxe sea view rooms for 6 months.
- The deluxe sea view rooms had the highest occupancy in the month of December that is 55.30%.
- The occupancy rate starts to rise starting from September reaches the highest in December and the starts to fall from January.
- November, December and January are the 3 months where the occupancy rate is high among all the 6 months for deluxe sea view rooms.

3. The below given data shows the occupancy and the vacancy rate of all the different category of rooms in a month that is from September 2021 to February 2022 for 6 months.

a) September 2021

ROOMS	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Family (FMR)	2	30	60	0	0.00%
Suite (SUI)	2	30	60	2	3.33%
Garden View Room (GVC)	25	30	750	115	15.33%
Sea Touch Cottage (STC)	26	30	780	286	36.67%
Deluxe Garden View (DGF-DLX)	44	30	1320	46	3.48%
Deluxe Sea View (DSF)	28	30	840	99	11.79%
Total			**3810**	**548**	

Table No. 2.8
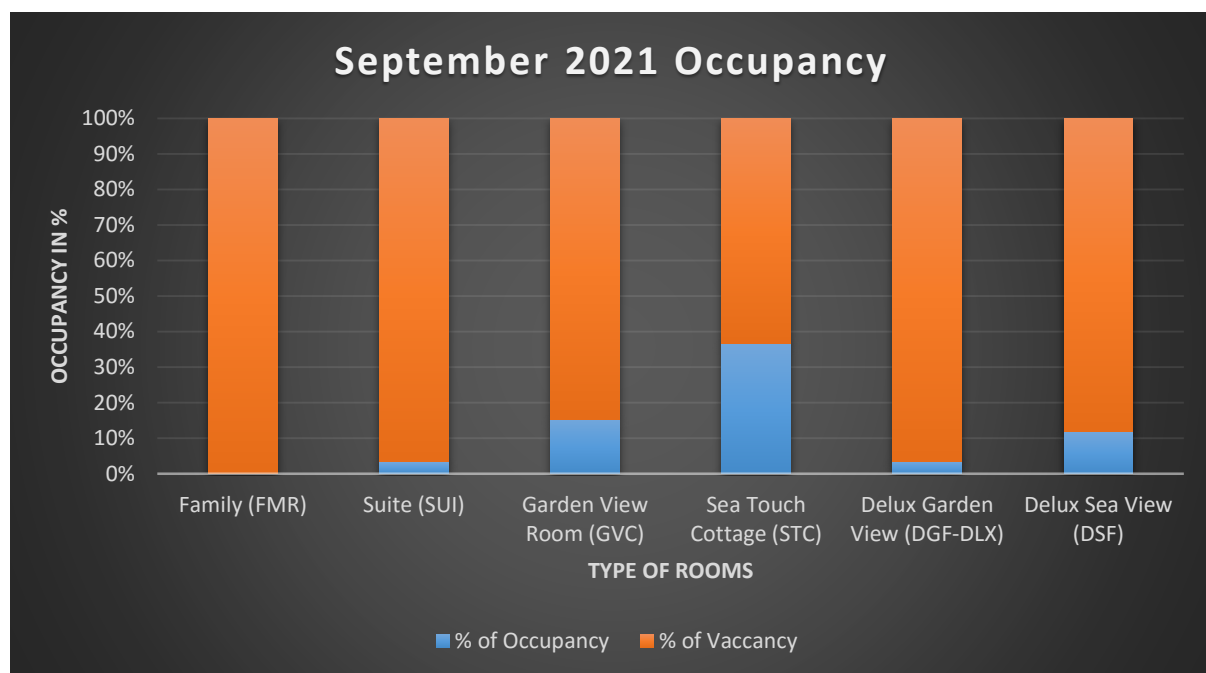
Graph No. 2.8

- The above table no. 2.8 shows the occupancy rate of all the categories of rooms in the month of September.
- The data from the table was converted into a graph.
- The graph no. 2.8 shows that only sea touch cottage rooms had significant occupancy rate as compared to other categories in the month of September that is its occupancy rate was 36.67%.

- The garden view rooms and the deluxe sea view rooms had an occupancy rate of 15.33% and 11.79% respectively which is still not that significant.
- The remaining three categories of rooms had an occupancy rate which was as low as 0%.

b) October 2021

ROOMS	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Family (FMR)	2	31	62	0	0.00%
Suite (SUI)	2	31	62	0	0.00%
Garden View Room (GVC)	25	31	775	362	46.71%
Sea Touch Cottage (STC)	26	31	806	515	63.90%
Deluxe Garden View (DGF-DLX)	44	31	1364	132	9.68%
Deluxe Sea View (DSF)	28	31	868	175	20.16%
Total			3937	1184	

Table No. 2.9
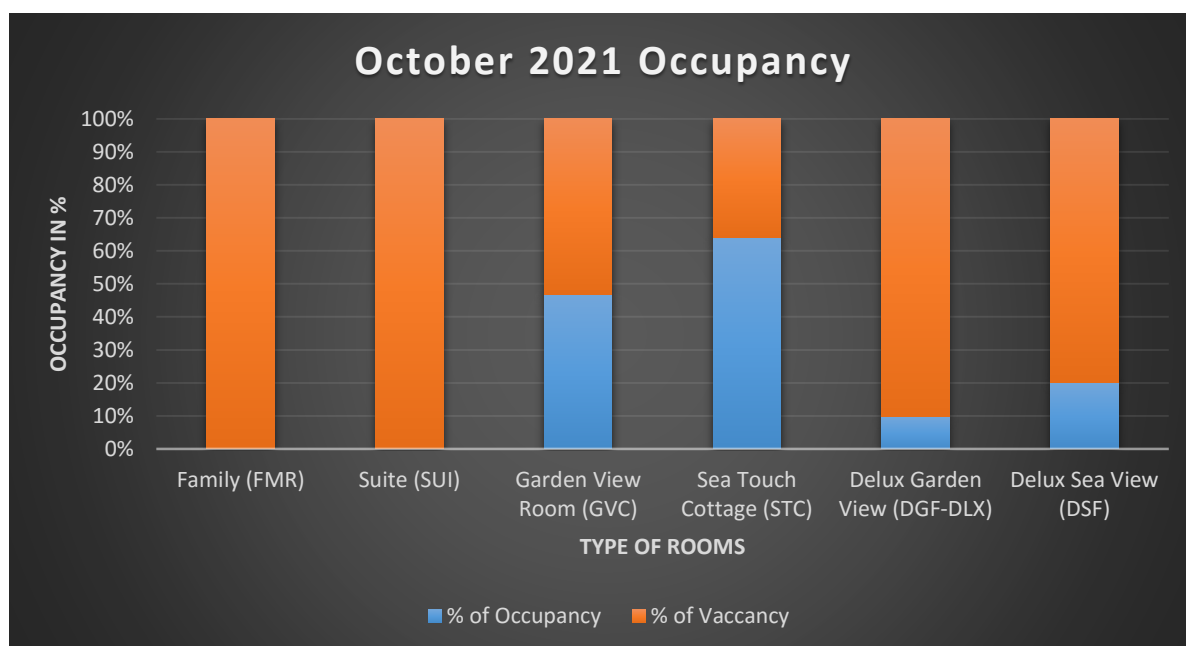
Graph No. 2.9

- The above table no. 2.9 shows the occupancy rate of all the categories of rooms in the month of October.
- The data from the table was converted into a graph.

- The graph no. 2.9 shows that sea touch cottage rooms had the highest occupancy rate that is 63.90% and followed by garden view rooms which had an occupancy rate of 46.71% in the month of October.
- The deluxe sea view rooms and the deluxe garden view rooms had an occupancy rate of 20.16% and 9.68% respectively which is still very low.
- The remaining two categories of rooms had 0% occupancy rate.

c) November 2021

ROOMS	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Family (FMR)	2	30	**60**	2	3.33%
Suite (SUI)	2	30	**60**	9	15.00%
Garden View Room (GVC)	25	30	**750**	331	44.13%
Sea Touch Cottage (STC)	26	30	**780**	346	44.36%
Deluxe Garden View (DGF-DLX)	44	30	**1320**	91	6.89%
Deluxe Sea View (DSF)	28	30	**840**	339	40.36%
Total			**3810**	1118	

Table No. 2.10

Graph No. 2.10

- The above table no. 2.10 shows the occupancy rate of all the categories of rooms in the month of November.
- The data from the table was converted into a graph.

- The graph no. 2.10 shows that sea touch cottage rooms, garden view rooms and the deluxe sea view rooms had the highest occupancy rate in the month of October.
- The suites had an occupancy rate of 15% which is not that significant as compared to the other categories.
- The remaining two categories of rooms had very low occupancy rate.

d) December 2021

ROOMS	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Family (FMR)	2	31	62	17	27.42%
Suite (SUI)	2	31	62	24	38.71%
Garden View Room (GVC)	25	31	775	222	28.65%
Sea Touch Cottage (STC)	26	31	806	222	27.54%
Deluxe Garden View (DGF-DLX)	44	31	1364	160	11.73%
Deluxe Sea View (DSF)	28	31	868	480	55.30%
Total			**3937**	**1125**	

Table No. 2.11
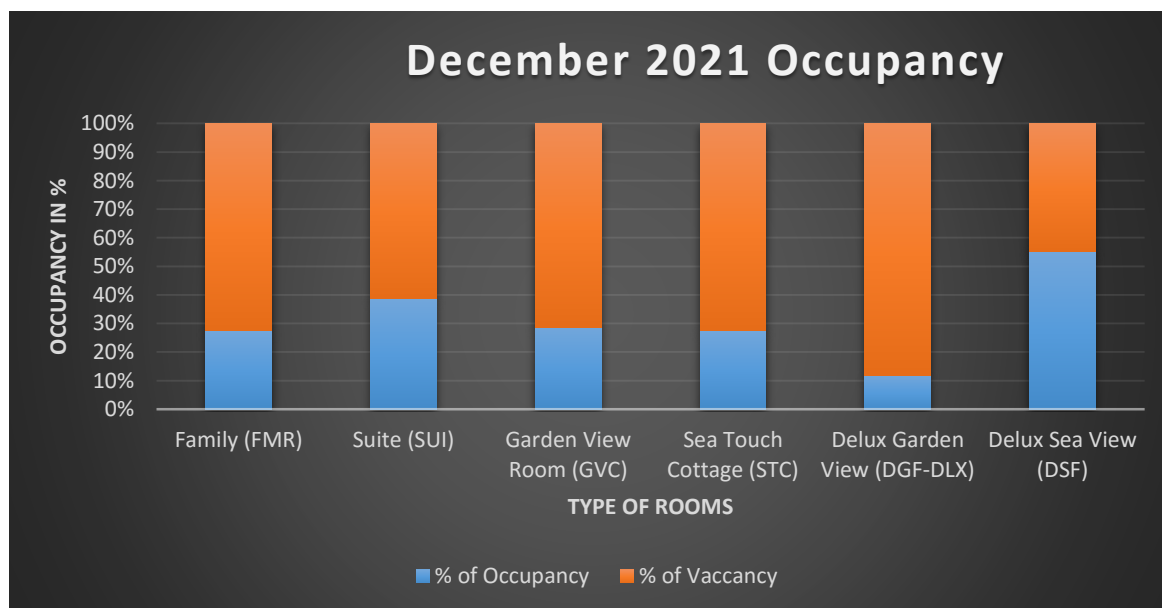
Graph No. 2.11

- The above table no. 2.11 shows the occupancy rate of all the categories of rooms in the month of December.
- The data from the table was converted into a graph.

- The graph no. 2.11 shows that deluxe sea view rooms had the highest occupancy rate that is 55.30% and followed by suits which had an occupancy rate of 38.71% in the month of December.
- The family rooms, the garden view rooms and the sea touch cottages had almost a similar occupancy rate which was approximately around 27% more or less.
- The deluxe garden view rooms had the lowest occupancy rate in the month of December.

e) January 2022

| ROOMS	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Family (FMR)	2	31	62	8	12.90%
Suite (SUI)	2	31	62	9	14.52%
Garden View Room (GVC)	25	31	775	117	15.10%
Sea Touch Cottage (STC)	26	31	806	222	27.54%
Deluxe Garden View (DGF-DLX)	44	31	1364	92	6.74%
Deluxe Sea View (DSF)	28	31	868	248	28.57%
Total			3937	696	

Table No. 2.12
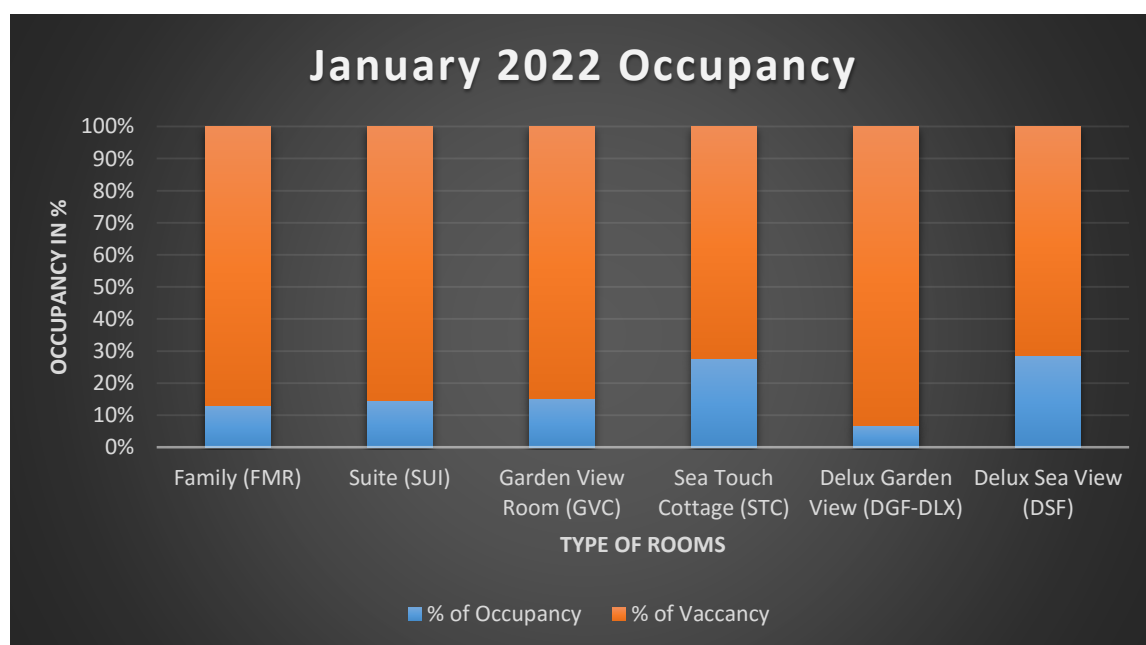
Graph No. 2.12

- The above table no. 2.12 shows the occupancy rate of all the categories of rooms in the month of January.
- The data from the table was converted into a graph.

- The graph no. 2.12 shows that sea touch cottage rooms and the deluxe sea view rooms had the highest occupancy rate that is 27.54% and 28.57% respectively in the month of January.
- The family rooms, the garden view rooms and the suites had almost a similar occupancy rate which was approximately around 14% more or less.
- The deluxe garden view rooms had the lowest occupancy rate in the month of December.

f) February 2022

ROOMS	Total No. of Rooms	No. of Days	No. of Room Days	Total Occupancy Days	% of Occupancy
Family (FMR)	2	28	56	6	10.71%
Suite (SUI)	2	28	56	7	12.50%
Garden View Room (GVC)	25	28	700	133	19.00%
Sea Touch Cottage (STC)	26	28	728	85	11.68%
Deluxe Garden View (DGF-DLX)	44	28	1232	222	18.02%
Deluxe Sea View (DSF)	28	28	784	84	10.71%
Total			3556	537	

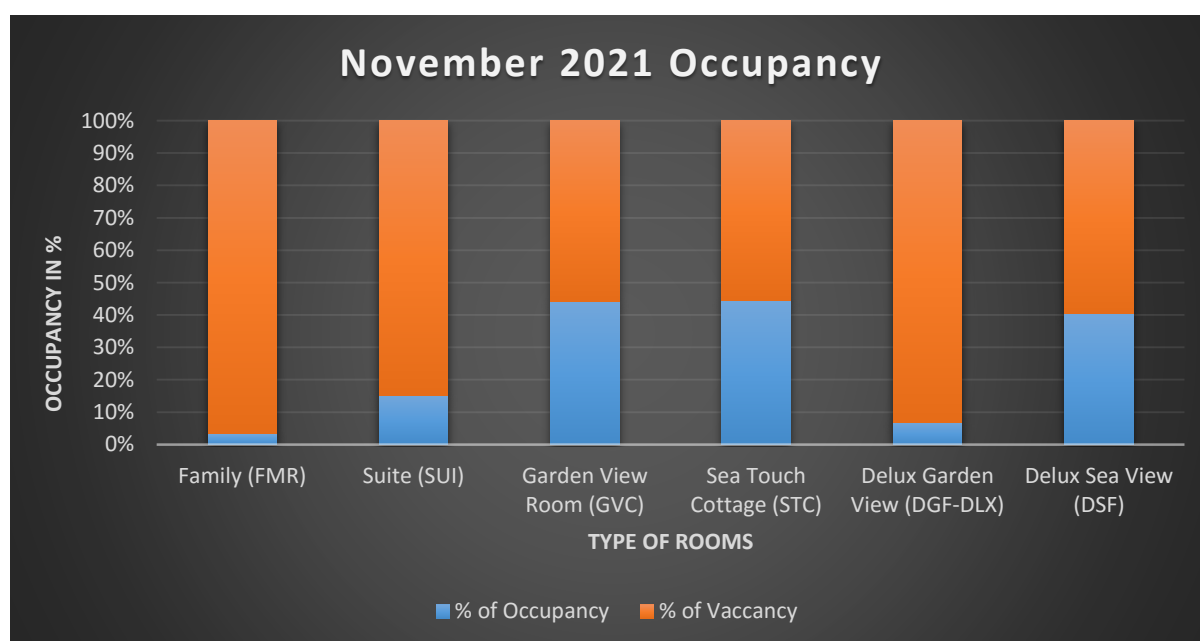Table No. 2.13
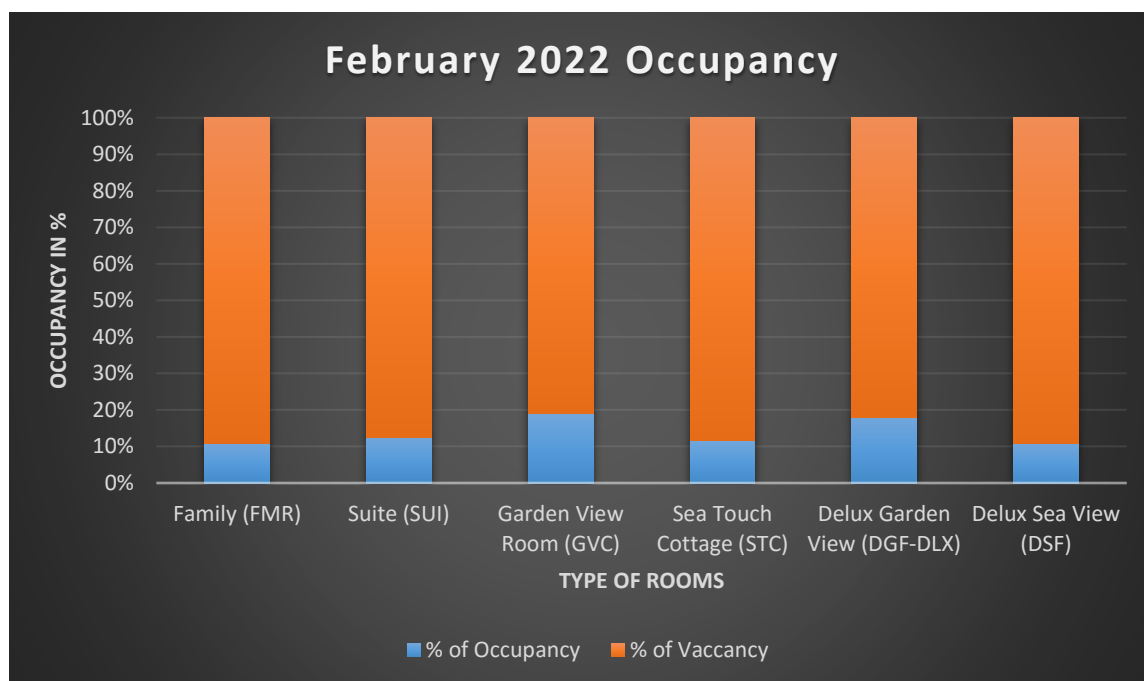
Graph No. 2.13

- The above table no. 2.13 shows the occupancy rate of all the categories of rooms in the month of February.

- The data from the table was converted into a graph.
- The graph no. 2.13 shows that garden view rooms and the deluxe garden view rooms had the highest occupancy rate that is 19% and 18.02% respectively in the month of February.
- The family rooms, the suites, the sea touch cottage rooms and the deluxe sea view rooms all had almost a similar occupancy rate which was approximately around 11% more or less which is very low as compared to other months.

FINDINGS

- The entire Bambolim Beach Resort was fully analysed and it was seen that the resort had two main sources of income that is the rooms and the restaurant.
- The rooms were the high-income generating source of the resort followed by the restaurant.
- Majority of the restaurant customers are usually the in-house guests that is the people who've occupied the rooms at the resort.
- The in-house guests either sit at the restaurant or the pool side and order or they order room service.
- The restaurant also serves breakfast to some of the guests which get breakfast complimentary with the room bookings.
- There are no much customers who walk in and come to eat specifically at the restaurant.
- The restaurant provides a private cabana on the beach if requested by the guests and is charged separately.
- The resort also provides food for all the staff working at the resort. This food is again cooked at the restaurant.
- There are all together 127 rooms at the resort and these rooms are divided into 6 different categories.
- The 6 categories are
    i. The Family Rooms - 2 rooms
    ii. The Suites - 2 rooms
    iii. The Garden View Rooms - 25 rooms
    iv. The Sea Touch Cottage Rooms - 26 rooms
    v. The Deluxe Garden View Rooms - 44 rooms
    vi. The Deluxe Sea View Rooms - 28 rooms
- The occupancy rate of the resort was calculated for 6 months that is from September 2021 to February 2022.
- The occupancy on the resort usually starts in the month of September and it starts falling from the month on January.
- The occupancy is the highest in the months of October, November and December because this are the months when there are a lot of tourists coming to Goa.
- June, July and August are mostly off season and these months usually tend to have low or 0% occupancy as this is the monsoon season and tourists don't visit Goa during these months.
- The vacancy rate is much more than the occupancy rate which means that the resort is mostly vacant and can be marketed more to get more guests and increase the occupancy.
- The occupancy rate of the rooms' category wise were calculated.
- The first one is the family rooms which is highest occupied in the month of December.
- The reasons for this might be that during December children have holidays for Christmas and Goa is a good place to be during these holidays. So most of the family's might plan out their vacations during December and hence there is higher occupancy rate in that month.

- There is occupancy in the month of January and February but it's very low and the rooms' stays vacant in the months of September and October.
- The second one is the Suites which are again mostly occupied highest in the month of December.
- These suites are mostly suitable for married couples who come for their honeymoon and December being a month when there are a lot of marriages happening might be the reason for the suites to have the highest occupancy rate in that month.
- The suite has low occupancy rate in the months of November, January and February. And almost no occupancy in the month of September and October. The reason for this might be that the suite is the most expensive category rooms and generally people wouldn't want to spend so much on it and get a normal room instead.
- The third category of rooms are the garden view rooms and these are the cheapest rooms in the resort.
- The occupancy rate was the highest in the month of October and November which later started to fall from the month of December but the fall was gradual and not drastic.
- These rooms are mostly occupied by people who come for work or business purposes or any conferences which might take place in Goa since they only need a place to stay and they mostly don't come for leisure purposes.
- The fourth category of rooms are the sea touch cottage rooms and these are the rooms which are detached from the resort and are more private with a good view of the beach.
- The sea touch has a good occupancy rate though out the all the 6 months and starts to fall in the month of February.
- The highest occupancy rate was in the month of October.
- These rooms are mostly booked for their privacy and the view. They are very close to the beach and people coming for vacations or leisure time to escape from their work life stress usually book this category of rooms.
- The fifth category of rooms are the deluxe garden view rooms and these categories of rooms are the highest in the resort that is 44 rooms.
- The occupancy rate in these rooms are very low all throughout the 6 months.
- These rooms are the highest in numbers but the occupancy rate is very low. These rooms are costlier than the garden view rooms and hence most of the customers tend to go for those rooms.
- These rooms are more luxurious, spacious and come with complimentary breakfast which in turn raises the price of the rooms and hence the occupancy rate of these rooms are less.
- The sixth category of rooms are the deluxe sea view rooms and these rooms are in the resort itself but they face the beach giving them a good view.
- The occupancy rate gradually starts rising in the month of September which reaches its peak in December and then starts declining in from the month of January.
- These rooms are luxurious and spacious along with a good view hence are highly demanded by the customers.
- This category of rooms is cheaper than the sea touch cottage rooms but having almost the similar view which is why these rooms are more preferred by the guests.

- The 2 most popular categories of rooms in the resort are the garden view rooms and the sea touch cottage for having high occupancy rate for 6 months, which is from September to February.
- The garden view rooms are popular and are more occupied as compared to other categories mainly because they're cheapest and the most reasonable option when you want to stay for work or business purpose and not for a vacation.
- The sea touch cottage rooms are again the category of rooms having a high occupancy rate because they are private and are very close to the beach. They have the best view and are very suitable for vacation and relaxation.
- The third most popular rooms is the deluxe sea view rooms since these rooms provide a beach view and some amount of luxury without breaking the bank. These rooms are more popular among people wanting to have a good room for their vacation but also want to stay within a certain budget.
- The deluxe garden view rooms are the rooms which have a very low occupancy rate even though they consist one third of the total rooms present at the resort. In a way it simply means that these are rooms which are overpriced for the things that they offer.
- The family rooms are occupied very rarely and have a very low close to 0% occupancy rate. This simply means that most of the people which book the rooms are people or couples which do not have kids and hence the family rooms are rarely occupied.
- The suites are mostly occupied in the months of November, December, January and February. They are the most expensive category of rooms and provide a very good experience to the customers. The occupancy of the suites is high in December since there are a lot of weddings taking place and the suites are suitable for honeymoons.
- Overall the garden view rooms and sea touch cottage are the 2 categories of rooms which are frequently occupied. And the least occupied are the family rooms. The deluxe garden view rooms are occupied very less even when they constitute almost one third of the total rooms at the resort which is very bad. These rooms should be more occupied as compared to the other 5 categories of room as they are more in number and would generate more revenue.

RECOMMENDATIONS TO THE COMPANY

➢ One of the sources of income of the Bambolim Beach Resort is the restaurant which has a perfect beach view as it sits along the shoreline. This restaurant isn't being marketed, hence people are unaware of the restaurant. Marketing the restaurant could gain more visitors which could benefit the resort in gaining profits.

➢ During monsoons, the restaurant sales reduces because there are less tourists and very less occupancy at the resort itself. To gain sales even during monsoon season, they can market the restaurant separately from the resort as a standalone restaurant so that more people are aware of it.

➢ They could also come up with buffet brunches where a person would have to pay a certain amount to get access to unlimited buffet.

➢ There are people who enjoy music. Keeping this in mind and introducing a live band maybe on weekends which is not just accessible for the people who live at the hotel, but also for other visitors who come to dine in to the restaurant.

➢ A unique menu is the most important factor. Adding new items to the menu which isn't available easily at other restaurants can pull the crowd to the restaurant. To make people aware about all this, advertising it on websites and other social sites is important, as it will benefit the restaurant with new visitors every time there's a new update.

➢ Annexure II has a questionnaire attached where a few questions have been asked to the general manager and it has made it easier to understand the marketing side of the resort. After going through the questionnaire, I would recommend the resort should advertise themselves and rank the SEO (search engine optimisation) to reach the first page of google so that it's easier when people look for resorts and restaurants in Goa, and will be led to Bambolim Beach Resort.

➢ The rooms are usually occupied during the month of October till the month of December. From January, the occupancy reduces due to less tourists during the off season. Considering the following circumstances, they can market during the months where the rooms are less occupied by having discounts and other promotional methods which can include discount for group bookings which they already have, and they could also have discount for individual bookings. Expensive rooms can come in a package deal which includes a complement meal as they already provide breakfast.

- The least occupied category of rooms are the family rooms. Since these rooms are only occupied mostly during December, the resort could target the families during Ganesh Chaturthi, Diwali and summer vacations since kids will be having holidays from school. The promotion could include discounts; the more days you stay, the higher discount you get.

- Suites as well are less occupied. The main guests here are couples who come for a honeymoons. This can be marketed in a fancy a way where they could decorate the rooms with flowers, balloons and cake, or could include a complementary candle light dinner for the couples which book the rooms.

- The highest number of rooms at the resort are the deluxe garden view room which consists of 1/3 of the total rooms of the resort and these are the rooms which are less occupied throughout the year. Since these rooms are expensive and might seems overpriced for what they offer, I would recommend either a reduction in price or a package deal with breakfast, lunch and dinner when this category of rooms are booked.

- These are a few things I would recommend to increase the occupancy of the hotel which will benefit them to gain sales in the coming months.

LEARNING'S DERIVED

➢ The work given to me to execute was not that sophisticated as I was only working as an intern. Most of the difficult and challenging work was done by the accountant working there and the manager himself.

➢ I was given the work to check all the sales bills coming from the restaurant. I had to check the mode of payment whether its cash, card or google pay and then pass the necessary entries in tally.

➢ I also had to see the sale bills coming from the room bookings and also reservations. After the check out the sales folios and the cashier were handed to me, and then I had to check the modes of payments. The different modes being check, bank transfer, google pay, cash and card and then pass these entries in tally. I was also checking if the bookings were made through the websites such as make my trip, agora.com, goibibo, booking.com, yatra.com, Expedia and their own company website and pass the necessary entries.

➢ I was also given the task of checking the invoices of all the purchases that take place in the resort and I had to keep a track of the prices of the products which are regularly bought from the same vendor to check of any variances. This ensured that the vendors do not charge extra for the same product since some of the purchases happen on a daily basis and the prices don't usually change on a daily basis.

➢ These purchase invoice entries also had to be passed in tally on a daily basis and this was also done by me.

➢ I was also given the opportunity to check the inventory at the resort. There are 5 places where the inventory is being maintained which are the bar, the production, the maintenance, the store and the house keeping. The physical inventory had to be checked at the end of every month and had to be match with the inventory maintained by each department on the system as they don't check the physical stock every day. This was done in order to see if there was any variance in the inventory maintained and the physical stock at the end of the month.

➢ I was also given the task of taking the physical inventory at the end of the financial year that is 31 March 2022 so as evaluate the closing stock at the end of the financial year.

ANNEXURE I

The below given data contains the data primary data collected of the room occupancy for 6 months and the further processing of that data to calculate the occupancy rate of Bambolim Beach Resort.

a) Occupancy data of September

Date	Day	Family (FMR)	Suite (SUI)	Garden View Room (GVC)	Sea Touch Cottage (STC)	Deluxe Garden View (DGF-DLX)	Deluxe Sea View (DSF)
1	Wed	0	0	3	7	2	2
2	Thu	0	0	3	11	2	1
3	Fri	0	0	1	8	1	2
4	Sat	0	0	0	6	1	1
5	Sun	0	0	0	3	1	0
6	Mon	0	0	0	4	1	1
7	Tue	0	0	3	5	1	1
8	Wed	0	0	3	4	1	1
9	Thu	0	0	3	3	1	2
10	Fri	0	0	1	10	1	4
11	Sat	0	0	2	16	1	4
12	Sun	0	0	2	11	1	1
13	Mon	0	0	1	10	2	3
14	Tue	0	0	1	15	3	3
15	Wed	0	0	0	14	4	4
16	Thu	0	0	0	5	0	6
17	Fri	0	1	15	24	7	17
18	Sat	0	1	15	25	10	19
19	Sun	0	0	4	1	0	2
20	Mon	0	0	2	4	0	3
21	Tue	0	0	1	4	0	2
22	Wed	0	0	3	2	0	2
23	Thu	0	0	2	5	0	3
24	Fri	0	0	5	14	0	4
25	Sat	0	0	9	17	1	2
26	Sun	0	0	4	16	1	1
27	Mon	0	0	6	15	1	2
28	Tue	0	0	11	7	1	1
29	Wed	0	0	6	9	1	3
30	Thu	0	0	9	11	1	2

% of Occupancy in Each Category			
Type of Room	**No. of Rooms Booked on a Particular day**	**No. of Days in a Month**	**Total**
Family (FMR)	0	0	0
		Total	**0**
Suite (SUI)	2	1	2
	2	Total	**2**
Garden View Room (GVC)	5	1	5
	4	2	8
	6	3	18
	2	4	8
	1	5	5
	2	6	12
	2	9	18
	1	11	11
	2	15	30
	25	Total	**115**
Sea Touch Cottage (STC)	1	1	1
	1	2	2
	2	3	6
	4	4	16
	3	5	15
	1	6	6
	2	7	14
	1	8	8
	1	9	9
	2	10	20
	3	11	33
	2	14	28
	2	15	30
	2	16	32
	1	17	17
	1	24	24
	1	25	25
	30	Total	**286**
Delux Garden View (DGF-DLX)	16	1	16
	3	2	6
	1	3	3
	1	4	4

	1	7	7
	1	10	10
	23	Total	**46**
Delux Sea View (DSF)	8	1	8
	9	2	18
	5	3	15
	4	4	16
	1	6	6
	1	17	17
	1	19	19
	29	Total	**99**

b) Occupancy data of October

Date	Day	Family (FMR)	Suite (SUI)	Garden View Room (GVC)	Sea Touch Cottage (STC)	Deluxe Garden View (DGF-DLX)	Deluxe Sea View (DSF)
1	Fri	0	0	7	20	9	11
2	Sat	0	0	10	21	23	16
3	Sun	0	0	11	21	5	6
4	Mon	0	0	10	18	0	2
5	Tue	0	0	12	19	1	2
6	Wed	0	0	1	13	0	0
7	Thu	0	0	5	20	0	1
8	Fri	0	0	10	21	1	2
9	Sat	0	0	21	25	8	11
10	Sun	0	0	20	13	5	6
11	Mon	0	0	6	7	1	2
12	Tue	0	0	9	14	1	1
13	Wed	0	0	12	26	8	2
14	Thu	0	0	21	26	16	20
15	Fri	0	0	23	26	24	22
16	Sat	0	0	16	20	11	14
17	Sun	0	0	13	4	1	4
18	Mon	0	0	8	1	0	3
19	Tue	0	0	7	1	0	2
20	Wed	0	0	11	5	1	3
21	Thu	0	0	15	16	2	3
22	Fri	0	0	14	24	1	6
23	Sat	0	0	20	25	2	9

24	Sun	0	0	9	15	2	6
25	Mon	0	0	14	18	2	3
26	Tue	0	0	15	14	2	2
27	Wed	0	0	13	15	2	1
28	Thu	0	0	0	13	0	1
29	Fri	0	0	6	17	0	2
30	Sat	0	0	15	24	2	7
31	Sun	0	0	8	13	2	5

% of Occupancy in Each Category			
Type of Room	**No. of Rooms Booked on a Particular day**	**No. of Days in a Month**	**Total**
Family (FMR)	0	0	0
		Total	**0**
Suite (SUI)	0	0	0
		Total	**0**
Garden View Room (GVC)	1	1	1
	1	5	5
	2	6	12
	2	7	14
	2	8	16
	2	9	18
	3	10	30
	2	11	22
	2	12	24
	2	13	26
	2	14	28
	3	15	45
	1	16	16
	2	20	40
	2	21	42
	1	23	23
	30	Total	**362**
Sea Touch Cottage (STC)	2	1	2
	1	4	4
	1	5	5
	1	7	7
	4	13	52
	2	14	28

	2	15	30
	1	16	16
	1	17	17
	2	18	36
	1	19	19
	3	20	60
	3	21	63
	2	24	48
	2	25	50
	3	26	78
	31	Total	**515**
Delux Garden View (DGF-DLX)	7	1	7
	8	2	16
	2	5	10
	2	8	16
	1	9	9
	1	11	11
	1	16	16
	1	23	23
	1	24	24
	24	Total	**132**
Delux Sea View (DSF)	4	1	4
	8	2	16
	4	3	12
	1	4	4
	1	5	5
	4	6	24
	1	7	7
	1	9	9
	2	11	22
	1	14	14
	1	16	16
	1	20	20
	1	22	22
	30	Total	**175**

c) Occupancy data of November

Date	Day	Family (FMR)	Suite (SUI)	Garden View Room (GVC')	Sea Touch Cottage (STC)	Deluxe Garden View (DGF-DLX)	Deluxe Sea View (DSF)
1	Mon	0	0	8	15	0	5
2	Tue	0	0	4	19	0	2
3	Wed	0	0	7	12	2	11
4	Thu	0	0	20	25	6	14
5	Fri	0	0	23	24	7	21
6	Sat	0	0	8	16	4	20
7	Sun	0	0	14	22	9	16
8	Mon	0	0	8	21	2	8
9	Tue	0	0	18	26	11	20
10	Wed	0	0	19	22	16	19
11	Thu	0	0	20	23	19	23
12	Fri	0	0	3	8	18	22
13	Sat	0	0	14	15	23	20
14	Sun	0	0	20	16	13	9
15	Mon	0	0	16	14	9	10
16	Tue	0	0	5	5	19	22
17	Wed	0	1	9	11	19	17
18	Thu	0	2	18	17	35	18
19	Fri	0	2	22	22	35	23
20	Sat	0	2	23	22	37	23
21	Sun	0	0	1	9	3	5
22	Mon	0	0	2	5	0	6
23	Tue	2	2	24	26	40	26
24	Wed	0	0	0	0	0	0
25	Thu	0	0	1	6	5	0
26	Fri	0	0	0	0	5	1
27	Sat	0	0	0	0	7	0
28	Sun	0	0	2	0	5	0
29	Mon	0	0	6	3	3	1
30	Tue	0	0	16	19	0	3

% of Occupancy in Each Category			
Type of Room	No. of Rooms Booked on a Particular day	No. of Days in a Month	Total
Family (FMR)	1	2	2
	1	Total	2

Suite (SUI)	1	1	1
	4	2	8
	5	Total	**9**
Garden View Room (GVC)	2	1	2
	2	2	4
	1	3	3
	1	4	4
	1	5	5
	1	6	6
	1	7	7
	3	8	24
	1	9	9
	2	14	28
	2	16	32
	2	18	36
	1	19	19
	3	20	60
	1	22	22
	2	23	46
	1	24	24
	27	Total	**331**
Sea Touch Cottage (STC)	1	3	3
	2	5	10
	1	6	6
	1	8	8
	1	9	9
	1	11	11
	1	12	12
	1	14	14
	2	15	30
	2	16	32
	1	17	17
	2	19	38
	1	21	21
	4	22	88
	1	23	23
	1	24	24
	1	25	25
	2	26	52
	26	Total	**346**

Delux Garden View (DGF-DLX)	2	2	4
	2	3	6
	1	4	4
	3	5	15
	1	6	6
	2	7	14
	2	9	18
	1	11	11
	1	13	13
	1	16	16
	1	18	18
	3	19	57
	1	23	23
	2	35	70
	1	37	37
	1	40	40
	25	Total	**91**
Delux Sea View (DSF)	2	1	2
	1	2	2
	1	3	3
	2	5	10
	1	6	6
	1	8	8
	1	9	9
	1	10	10
	1	11	11
	1	14	14
	1	16	16
	1	17	17
	1	18	18
	1	19	19
	3	20	60
	1	21	21
	2	22	44
	3	23	69
	1	26	26
	26	Total	**339**

d) Occupancy data of December

Date	Day	Family (FMR)	Suite (SUI)	Garden View Room (GVC)	Sea Touch Cottage (STC)	Deluxe Garden View (DGF-DLX)	Deluxe Sea View (DSF)
1	Wed	0	0	13	19	0	3
2	Thu	0	0	5	4	0	0
3	Fri	0	0	3	8	9	1
4	Sat	0	0	0	0	15	4
5	Sun	1	1	0	0	29	3
6	Mon	1	1	5	3	38	13
7	Tue	1	2	6	5	39	15
8	Wed	1	1	2	7	40	22
9	Thu	1	1	1	5	11	11
10	Fri	1	1	16	18	37	22
11	Sat	2	2	23	25	45	26
12	Sun	1	2	14	16	37	16
13	Mon	1	1	9	12	32	20
14	Tue	0	1	2	3	4	7
15	Wed	0	0	1	3	6	11
16	Thu	1	0	4	4	25	15
17	Fri	1	2	0	0	38	17
18	Sat	0	0	0	1	21	13
19	Sun	0	0	3	9	16	12
20	Mon	0	0	3	11	16	15
21	Tue	1	0	3	6	24	18
22	Wed	1	1	7	12	34	22
23	Thu	1	0	7	11	36	24
24	Fri	1	1	14	24	40	26
25	Sat	0	0	11	20	16	24
26	Sun	0	1	6	15	22	19
27	Mon	1	0	8	17	33	23
28	Tue	1	2	17	23	40	24
29	Wed	1	1	18	23	39	27
30	Thu	2	2	25	26	43	28
31	Fri	2	1	21	24	44	27

% of Occupancy in Each Category			
Type of Room	**No. of Rooms Booked on a Particular day**	**No. of Days in a Month**	**Total**
Family (FMR)	17	1	17
	3	2	6
	20	Total	**17**
Suite (SUI)	12	1	12
	6	2	12
	18	Total	**24**
Garden View Room (GVC)	2	1	2
	2	2	4
	4	3	12
	1	4	4
	2	5	10
	2	6	12
	2	7	14
	1	8	8
	1	9	9
	1	11	11
	1	13	13
	2	14	28
	1	16	16
	1	17	17
	1	18	18
	1	21	21
	1	23	23
	1	25	25
	27	Total	**222**
Sea Touch Cottage (STC)	1	1	1
	3	3	9
	2	4	8
	2	5	10
	1	6	6
	1	7	7
	1	8	8
	1	9	9
	2	11	22
	2	12	24
	1	15	15
	1	16	16

	1	17	17
	1	18	18
	1	19	19
	1	20	20
	2	23	46
	2	24	48
	1	25	25
	1	26	26
	28	Total	**222**
Delux Garden View (DGF-DLX)	1	4	4
	1	6	6
	1	9	9
	1	11	11
	1	15	15
	3	16	48
	1	21	21
	1	22	22
	1	24	24
	1	25	25
	1	29	29
	1	32	32
	1	33	33
	1	34	34
	1	36	36
	2	37	74
	2	38	76
	2	39	78
	3	40	120
	1	43	43
	1	44	44
	28	Total	**160**
Delux Sea View (DSF)	1	1	1
	2	3	6
	1	4	4
	1	7	7
	2	11	22
	1	12	12
	2	13	26
	3	15	45
	1	16	16
	1	17	17

		1	18	18
		1	19	19
		1	20	20
		3	22	66
		1	23	23
		3	24	72
		2	26	52
		2	27	54
		1	28	28
		30	Total	**480**

e) **Occupancy data of January**

Date	Day	Family (FMR)	Suite (SUI)	Garden View Room (GVC)	Sea Touch Cottage (STC)	Deluxe Garden View (DGF-DLX)	Deluxe Sea View (DSF)
1	Sat	1	1	10	11	26	19
2	Sun	1	0	6	16	24	11
3	Mon	1	0	4	11	11	12
4	Tue	1	1	3	17	5	9
5	Wed	1	2	4	15	4	11
6	Thu	1	1	2	11	8	7
7	Fri	1	1	5	11	8	9
8	Sat	0	1	5	11	12	13
9	Sun	0	1	5	9	13	6
10	Mon	0	0	11	7	3	10
11	Tue	0	0	11	7	4	9
12	Wed	0	0	11	7	3	10
13	Thu	0	0	11	17	4	14
14	Fri	0	0	4	22	11	16
15	Sat	0	0	2	21	7	11
16	Sun	0	0	1	5	1	3
17	Mon	0	0	1	2	1	3
18	Tue	0	0	0	3	1	4
19	Wed	0	0	2	3	1	2
20	Thu	0	0	1	3	1	2
21	Fri	0	0	0	0	9	7
22	Sat	0	0	1	2	18	19
23	Sun	1	0	0	4	25	19
24	Mon	0	0	0	5	2	3
25	Tue	0	0	3	2	2	2

26	Wed	0	0	0	4	4	7
27	Thu	0	0	0	3	0	3
28	Fri	0	0	1	5	1	2
29	Sat	0	0	1	4	0	1
30	Sun	0	0	4	9	0	2
31	Mon	0	1	8	16	1	2

% of Occupancy in Each Category			
Type of Room	**No. of Rooms Booked on a Particular day**	**No. of Days in a Month**	**Total**
Family (FMR)	8	1	8
	0	2	0
	8	Total	**8**
Suite (SUI)	7	1	7
	1	2	2
	8	Total	**9**
Garden View Room (GVC)	6	1	6
	3	2	6
	2	3	6
	4	4	16
	3	5	15
	1	6	6
	1	8	8
	1	10	10
	4	11	44
	25	Total	**117**
Sea Touch Cottage (STC)	3	2	6
	4	3	12
	3	4	12
	3	5	15
	3	7	21
	2	9	18
	5	11	55
	1	15	15
	2	16	32

	2	17	34
	1	21	21
	1	22	22
	30	Total	**222**
Delux Garden View (DGF-DLX)	7	1	7
	2	2	4
	2	3	6
	4	4	16
	1	5	5
	1	7	7
	2	8	16
	1	9	9
	2	11	22
	1	12	12
	1	13	13
	1	18	18
	1	24	24
	1	25	25
	1	26	26
	28	Total	**92**
Delux Sea View (DSF)	1	1	1
	6	2	12
	4	3	12
	1	4	4
	1	6	6
	3	7	21
	3	9	27
	2	10	20
	3	11	33
	1	12	12
	1	13	13
	1	14	14
	1	16	16
	3	19	57
	31	Total	**248**

f) Occupancy data of February

Date	Day	Family (FMR)	Suite (SUI)	Garden View Room (GVC)	Sea Touch Cottage (STC)	Deluxe Garden View (DGF-DLX)	Deluxe Sea View (DSF)
1	Tue	0	0	10	17	0	3
2	Wed	0	0	0	5	0	1
3	Thu	0	0	2	2	0	1
4	Fri	0	0	1	9	3	8
5	Sat	0	0	6	6	5	11
6	Sun	1	0	10	23	18	22
7	Mon	1	0	14	23	19	18
8	Tue	0	0	2	6	0	0
9	Wed	0	0	2	6	1	1
10	Thu	0	0	1	6	1	0
11	Fri	0	0	6	11	3	1
12	Sat	0	0	8	9	4	9
13	Sun	0	0	1	11	19	12
14	Mon	1	1	0	1	15	9
15	Tue	1	1	0	0	7	8
16	Wed	0	0	1	0	17	19
17	Thu	1	0	0	0	5	17
18	Fri	0	2	2	0	17	21
19	Sat	0	0	6	19	2	2
20	Sun	0	0	2	15	0	2
21	Mon	0	0	3	21	0	4
22	Tue	0	0	2	8	2	5
23	Wed	0	0	5	13	0	5
24	Thu	0	0	11	15	2	2
25	Fri	0	0	9	18	10	15
26	Sat	1	1	1	1	27	16
27	Sun	0	1	1	1	19	6
28	Mon	0	1	4	8	13	6

% of Occupancy in Each Category			
Type of Room	No. of Rooms Booked on a Particular day	No. of Days in a Month	Total
Family (FMR)	6	1	6
	0	2	0
	6	Total	**6**

Suite (SUI)	5	1	5
	1	2	2
	6	Total	**7**
Garden View Room (GVC)	3	1	3
	1	2	2
	1	5	5
	4	6	24
	2	8	16
	2	9	18
	2	11	22
	1	13	13
	2	15	30
	1	17	17
	1	18	18
	1	19	19
	1	21	21
	2	23	46
	24	Total	**133**
Sea Touch Cottage (STC)	6	1	6
	6	2	12
	1	3	3
	1	4	4
	1	5	5
	3	6	18
	1	8	8
	1	9	9
	2	10	20
	1	11	11
	1	14	14
	24	Total	**85**
Delux Garden View (DGF-DLX)	2	1	2
	3	2	6
	2	3	6
	1	4	4
	2	5	10
	1	7	7
	1	10	10
	1	13	13
	1	15	15
	2	17	34

	1	18	18
	3	19	57
	1	27	27
	21	Total	**222**
Delux Sea View (DSF)	4	1	4
	3	2	6
	1	3	3
	1	4	4
	2	5	10
	2	6	12
	2	8	16
	2	9	18
	1	11	11
	1	12	12
	1	15	15
	1	16	16
	1	17	17
	1	18	18
	1	19	19
	1	21	21
	1	22	22
	26	Total	**84**

ANNEXURE II

QUESTIONNAIRE

1. How do most of your customers get to know about the rooms/resort? (Eg. Word of mouth, social media, ad pop ups, websites)

2. Which online platforms do you use to market the rooms?

3. What promotional offers do you provide to get more customers/guests? (Complimentary breakfast/lunch, discounts… etc.)

4. Do you do the promotions all throughout the year or only during specific months?

5. What are your offline marketing tactics?