



Hotel Bookings Cancellations

The Value You're Missing!

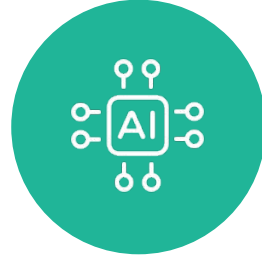


April 2025

TravelExpo Cairo 2025

How we got here?

Cancellations Through Time



**Handwritten &
Human**

Late 1800s - Early 1900s
No rules, No penalties.

Rules Take Shape

1920s - 1960s
Rules limit Flexibility.

Click, Book, Cancel

1990s - 2000s
**Speed increased,
control dropped.**

Predict, Prevent, Engage

Today
**Data-driven decisions
win.**

From Global Trends to Local Truths

Disclaimer!

Data privacy and security are our #1 priority.

We use aggregated data.

All the data and insights you're about to see are based on the average of multiple properties all around Egypt.

Diverse data background.

The data behind these insights comes from hotels of different locations (resort and city), different classes (Luxury, midscale, and economy).

We don't use guests' data.

We don't keep any *Personally Identifiable Information (PII)*, or data that could lead us to a specific person, in the data we use for our studies.

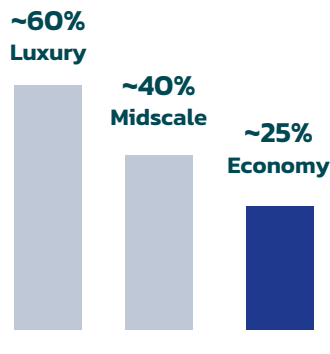
Compliance with GDPR.

Our use of the data is compliant with the GDPR (european standard for data protection) for chains with foreign central management.



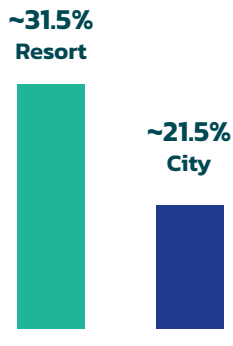
Global data & insights

Cancellations by different segments



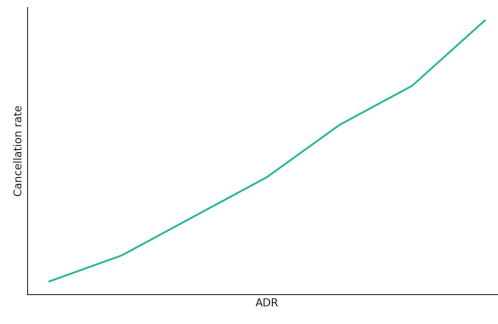
Cancellations by Class

Throughout covid-19, luxury hotels suffered the most while economy withstood the blow.



Cancellations by Location

Resort hotels tend to have higher cancellation rates than city hotels (based on mostly european market data).



Cancellations by ADR

The higher the ADR on the booking date, the higher the probability of cancellation.

Insights from Local Market

Different trends related to cancellations

Booking Channels Trend

Booking.com leads all booking channels in % of cancellations by a margin of about 15-18%.

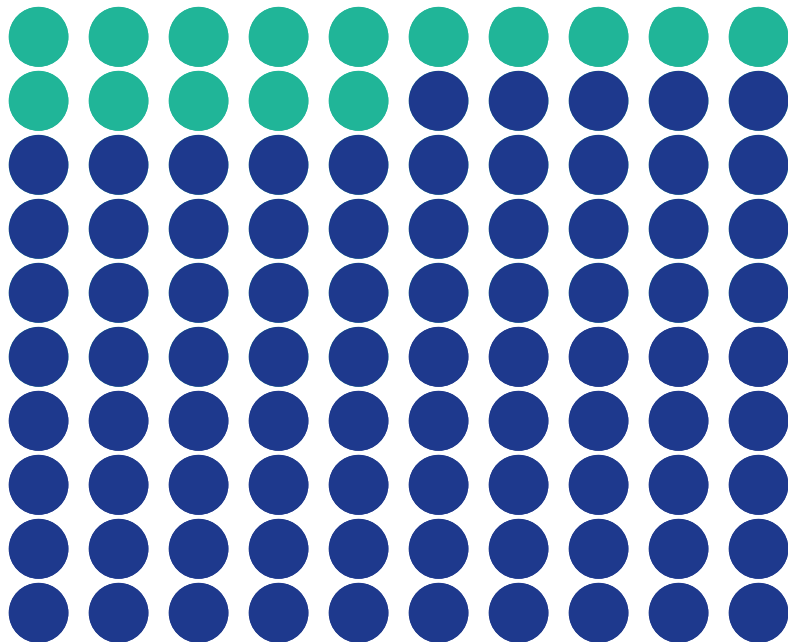
Cancellations by Channel



Different trends related to cancellations

Booking.com's share of the online bookings can range from 45-85%

Incentivize direct bookings, free upgrades, flexible check-in/out, and loyalty points – and don't settle for price matching the OTAs.



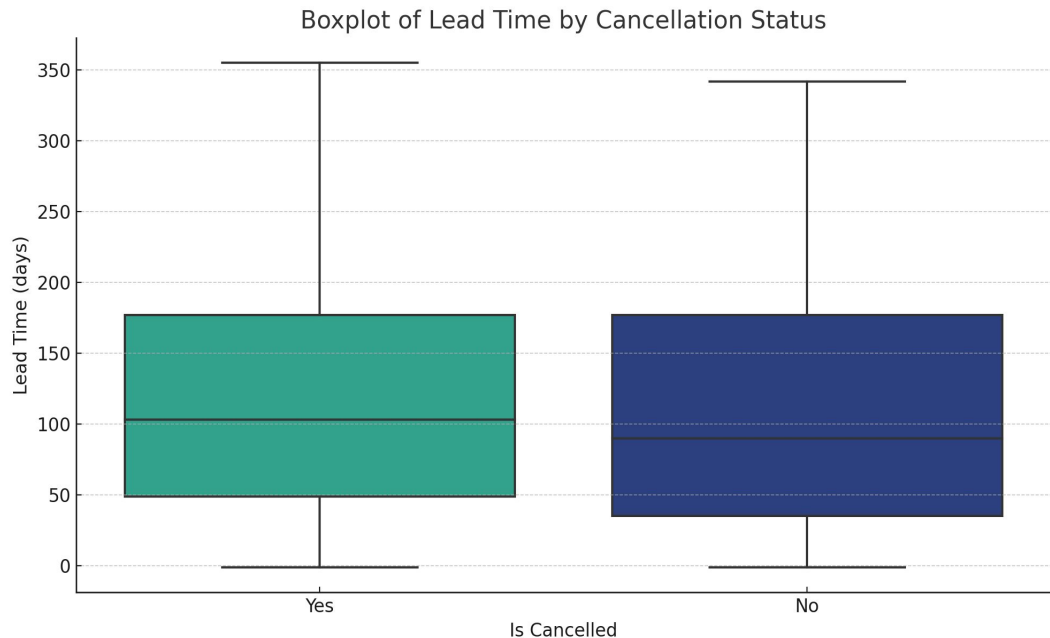
Insights from Local Market

Different trends related to cancellations

Lead Time Trend

Cancellations tend to have longer (10–14 days) lead times than confirmed bookings.

Use multiple cancellation policies based on lead time. The further a booking is from the check-in the stricter the cancellation policy.



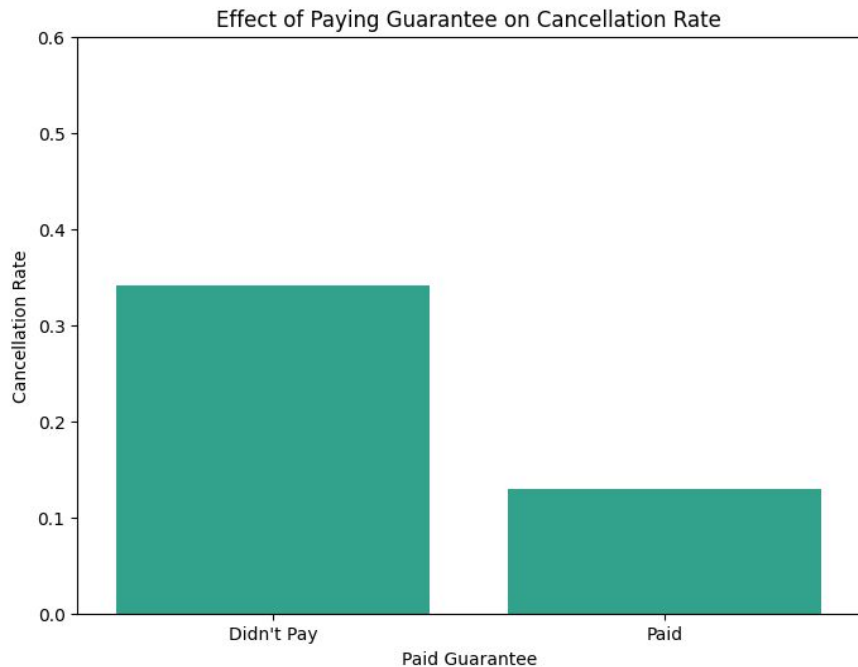
Insights from Local Market

Different trends related to cancellations

Paying a Guarantee Trend

Guests who didn't pay a guarantee are x2.5 times more likely to cancel their bookings.

Encourage guaranteed bookings by offering up small discounts for prepayment. Even a symbolic deposit dramatically reduces cancellations.



Insights from Local Market

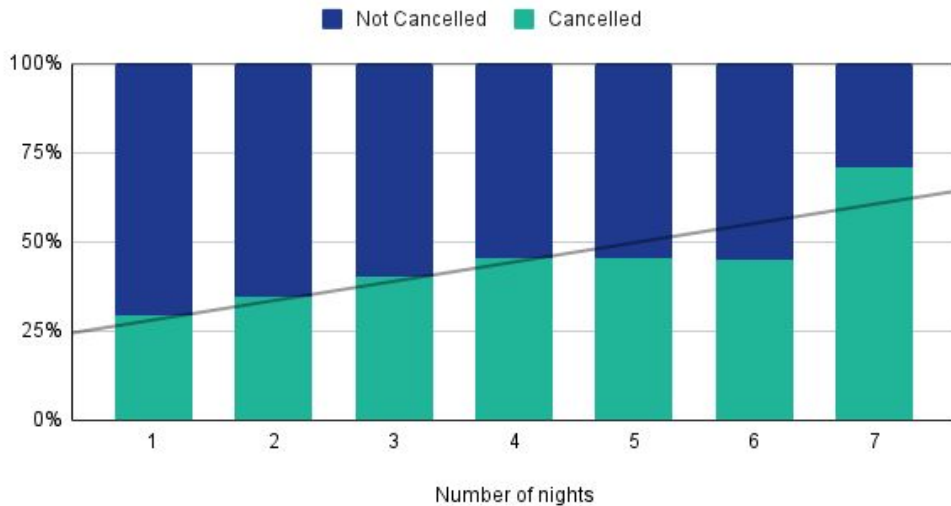
Different trends related to cancellations

Number of Nights Trend

The longer a stay is the more probable a change of plans is.

Offer flexible date changes instead of free cancellation or maybe a small deposit.

Cancellations per number of nights



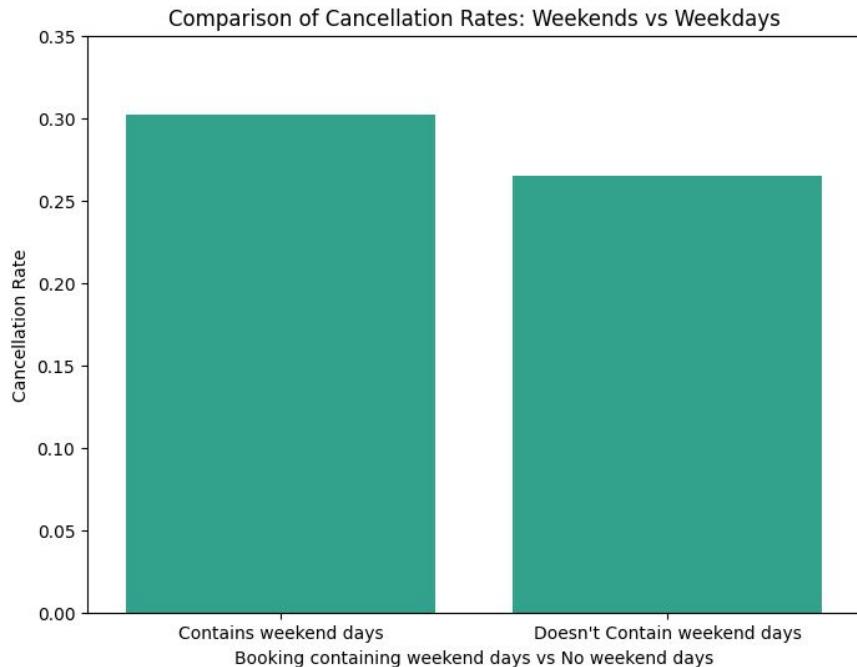
Insights from Local Market

Different trends related to cancellations

Weekend Trend

Bookings containing weekend days (Fri, Sat, Sun) tend to cancel more than bookings that only contain work week days.

Offer value-added packages and apply *overbooking buffers* on weekend heavy bookings.



Insights from Local Market

Different trends related to cancellations

Net Rates Trend

High-paying guests tend to cancel more.

Offer *non-refundable perks* like spa credit or free upgrades.

x1.4
more

And many more...

Takeaway insights

What the data tells us!



Guest Behavior is Predictable

Patterns exist – the key is recognizing them early!



Segmentation = Strategy

Targeted policies beat general rules!



No One-Size-Fits-All

Cancellations vary by segment, market, channel, and behavior.



**Let's meet at
the round table!**



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