

Forecasting

Forecasting means what will probably happen in future.
Forecasting is the prediction of future happening, based on the analysis of data available rather than guesswork

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Forecasting Room Availability

- ❖ Front office managers do this as short-term planning to know the number of rooms available for future reservation
- ❖ It helps to manage the room inventory effectively as the number of rooms are fixed
- ❖ The forecasted availability and occupancy numbers are important to the daily operations
- ❖ It is the foundation for making room pricing decisions, set room aside for OOO for maintenance or deep cleaning as well as for HR planning for the entire room & food division

Forecasting Room Availability

- ❖ Skill of forecasting is complex and can be acquired through experience, effective recordkeeping and accurate counting methods
- ❖ Following types of information can be helpful in room availability forecasting:
 - *A thorough knowledge of the hotel and its surrounding area*
 - *Market profiles of the constituencies the hotel serves*
 - *Occupancy data for the past several months and for the same period of the previous year*

Forecasting Room Availability

- *Reservation trends and a history of reservation lead times (how far in advance)*
- *A listing of special events scheduled in the surrounding geographic area*
- *Business and historical profiles of specific groups booked for the forecast dates*
- *The number of non-guaranteed and guaranteed reservation and an estimate of the number of expected no shows*
- *The percentage of rooms are already reserved and the cut-off date for group room blocks held for the forecast dates*

References

- **Hotel Front Office – R. Jatashankar Tewari – Oxford Publication—
Core Textbook, Students & Faculty to follow this book.**
- Hotel Front Office – A Training Manual By Sudhir Andrews – Tata McGraw Hill
- Managing front office Operations by Michale L Kasavana (AHLEI - Books)
- Front Office Operations and Management by Ismail Ahmed (Cengage Earning)
- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)



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School of Hospitality

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Course Name Front Office Management



Name of the Faculty: Jyoti

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