



Forecasting

Purpose of forecasting

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QUICK GLANCE TO FORECASTING

- A forecast is a studied prediction of future.
- One of the skills for a front office professional is to forecast the availability of rooms for the given particular period of time.
- This forecasting period could range from 3-days, 10- days, quarterly, half yearly or annually.
- Forecasting helps in the planning occupancy and resultant room revenue.



WHAT ARE THE PURPOSES OF FORECASTING..??

- It sets a standard for the reservation agent while booking or taking in the reservations.
- It determines the role of sales and marketing team to supplement gaps in desired occupancy.
- It protects the hotel from over booking.
- It helps housekeeping to gear its work force.



WHAT ARE THE PURPOSES OF FORECASTING..??

- It gives accurate idea of rooms that are not available for sale, especially that are out of order.
- It helps all the departments to plan their leave schedule, because employees will not be issued leaves during peak periods.
- It determines the pricing strategy whether to quote maximum rates or minimum rates.
- The chef would know how much food to order to meet the demand. Over stocking perishable and costly items will lead to spoilage and will higher the food costing.



INFLUENCES ON FORECASTING

INFLUENCES ON FORECAST

Forecasts have two important factors that influence the Room Revenue

INTERNAL FACTORS

EXTERNAL FACTORS

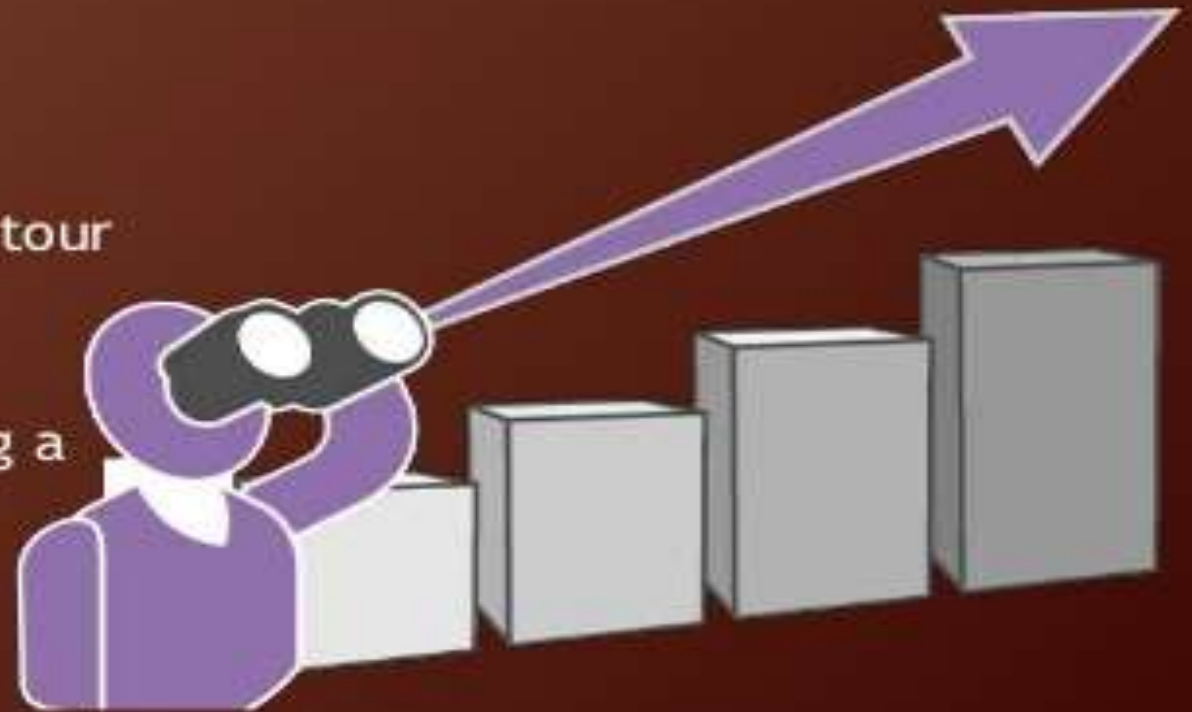
INTERNAL FACTORS INFLUENCING FORECASTING

- Historical patterns of occupancy in a given data.
- Special promotions launched by Sales and Marketing team to stimulate the promotion.
- Realization of long term bookings.
- Pattern of no-show.
- Percentage of guaranteed bookings against the percentage of non- guaranteed bookings.
- Percentage of rooms committed to volume business.
- Patterns of target market segments.



EXTERNAL FACTORS INFLUENCING FORECASTING

- Special events in the city.
- Special promotions by travel agents and tour groups.
- History of city occupancy patterns during a particular period.



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)



**GALGOTIAS
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School of Hospitality

Course Code : BSCH3003

Course Name Front Office Management



Name of the Faculty: Jyoti

Program Name: BSChm/BHM