

**Accommodation Management**  
**Introduction to Revenue Management**  
**Activity**

Sunset Resort and Spa has just hire you as their Revenue Analyst. As part of your task the Revenue Manager has provided you with relevant figures related to the month of January and requested you to calculate the following operational ratios for 13 January 2024:

- i. Occupancy percentage
- ii. Average daily rate
- iii. Revenue per available rooms
- iv. Number of guests per occupied rooms
- v. Total revenue per available rooms

Below are some relevant information:

1. Sunset Resort and Spa room details:

Room Category	Number of Rooms	Room Price per night
Family Villas	2	Rs. 150,000
Villas	12	Rs. 70,000
Seaview Suites	12	Rs. 50,000
Garden view Suites	64	Rs. 30,000

2. Sunset Resort and Spa accommodated the following types and number of guests on 13 January 2024

- Honeymooners 20
- Couples without kids 80
- Couples with kids 50

3. Rooms sales provided by Reservation department:

Date	Rooms sold by category			
	Garden view Suites	Seaview Suites	Villas	Family Villas
Thursday 11 January 2024	45	11	03	01
Friday 12 January 2024	55	02	11	02
Saturday 13 January 2024	57	07	08	01
Sunday 14 January 2024	56	07	04	01
Monday 15 January 2024	61	10	09	02

4. During the period January 2024 the resort had generating total revenue as detailed below:

- Food and beverage Rs 12,100,000
- Rooms Division Rs 15,000,000
- Spa Rs 9,800,000
- Boat House Activities Rs 1,450,000
- Others Rs 2,700,000

**Accommodation Management  
Introduction to Revenue Management  
Activity Solution**

**i) Occupancy percentage**

Occupancy percentage = Rooms Sold / Total rooms available

Rooms Sold on 13 January 2024 is obtained from 3. *Rooms sales provided by Reservation department:*

Date	Rooms sold by category			
	Garden view Suites	Seaview Suites	Villas	Family Villas
Saturday 13 January 2024	57	07	08	01

Total: **73**

Total rooms available at the resort is obtained from 1. *Sunset Resort and Spa room details:*

Room Category	Number of Rooms
Family Villas	2
Villas	12
Seaview Suites	12
Garden view Suites	64
<b>Total</b>	<b>90</b>

$$= 73/90 * 100 = \boxed{81.1\%}$$

**ii) Average daily rate**

Average daily rate = Room Revenue Or Total Sales (from rooms) / Number of rooms sold

$$= 2,770,000/73 = \boxed{\text{Rs } 37,945}$$

Garden view Suites    57\* Rs 30,000 – Rs 1,710,000

Seaview Suites        07\* Rs 50,000 – Rs 350,000

Villas                    08\* Rs 70,000 – Rs 560,000

Family Villas         01\* Rs 150,000 – Rs 150,000

Room Revenue Or Total sales (from rooms) = Rs 1,710,000 + Rs 350,000 + Rs 560,000 + Rs 150,000 = Rs 2,770,000

Total rooms sold = 57+ 07 + 08 + 01 = 73

### iii) Revenue per available rooms

Revenue per available room = Room Revenue Or Total sales (from rooms)/Number of rooms available  
= 2,770,000/90 = **Rs 30,777**

Room Revenue Or Total sales (from rooms) = Rs 1,710,000 + Rs 350,000 + Rs 560,000 + Rs 150,000 = Rs 2,770,000

Total number of rooms available = 64+12+12+2 = 90

### iv) Number of guests per occupied rooms

Number of guests per occupied rooms = Number of guests/Number of occupied rooms  
= 150/73 = **2.05 guests/rooms**

Number of guests = 20+80+50 = 150

Number of occupied rooms = 57+07+08+01= 73

### v) Total revenue per available rooms

Total revenue per available rooms = Total net revenue/Number of available rooms  
= 41,050,000/90 = **Rs 456,111.11**

Total net revenue = 12,100,000+15,000,000+9,800,000+1,450,000+2,700,000 = 41,050,000

Number of available rooms = 90

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