



Revenue and Reservation Internship

Exploring Revenue Management at

Sofitel Bangkok Sukhumvit

Written by

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of the requirements for Cooperative Education**

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Title: Revenue and Reservation Internship at Sofitel Bangkok Sukhumvit.

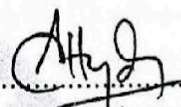
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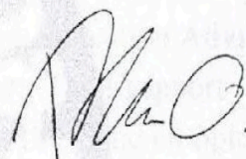
We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 3/2024.

Oral Presentation Committees



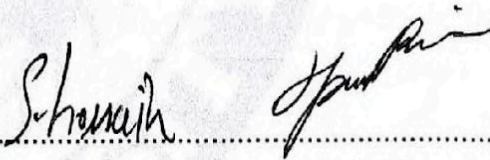
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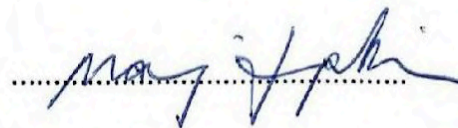
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Acknowledgement

I'm very grateful to Sofitel and the recruitment team for trusting me with the opportunity to work as a Revenue Intern during my cooperative education program. This experience gave me more than just a day to day task of hotel revenue management. It opened my new door of real problem-solving situations and how to handle it and provided informative hands-on task to how hotel operations function and how revenue management play role in hotel operation

Khun Ivan, the Director of Revenue, and Khun Dhon, the Revenue Analyst, our revenue department member and my supervisor, plus the entire Reservation team. Their guidance was everything. They didn't just throw me into the deep end, they gave me tasks and critical thinking assignments that helped me understand how operations actually work. Khun Dhon, my supervisor, deserves a special mention. His encouragement and the concept of explaining tricky concepts into simple and reasonable explanations really help me to do more than what I expected on a day to day task as a trainee.

Furthermore, I would like to express my gratitude to my family for their constant support throughout this cooperative education journey, as well as to my Cooperative Education Advisor, Ajarn Rashminda Attanayake, for his valuable guidance and encouragement. Their support throughout my academic studies and internship helped me stay on the right track and complete my work with confidence and clarity.

Looking back, this internship was much more than just something to add to my resume. It became a point where both my personal and professional life really improved, giving me a brief understanding of what actually looks like working and being part of the team with the same vision. To my fellow university student considering a co-op program, I would say go for it. Just try where you personally want to try, just go for it. From my own journey, every day brought something new. Sure, there were ups and downs, as with any fresh start, but overall, I can honestly say I have no regrets. It was absolutely worth it.

I really appreciate your kindness and teaching Khun Ivan and Khun Dhon and additional assistance Ajarn Rashminda. This internship was a major step, and I'm beyond grateful for the push it's given me toward a career I'm excited about.

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ABSTRACT

This cooperative education report highlights the 20-week internship experience at Sofitel Bangkok Sukhumvit, a five-star luxury property under the Accor group. The internship was undertaken in the Revenue and Reservation Department, where the main objective was to bridge academic knowledge of hospitality management with practical exposure to revenue operations in a real hotel environment. Throughout the internship, the focus was placed on understanding the hotel's revenue optimization strategies, rate structure, forecasting methods, and daily performance analysis. The position also involved close collaboration with the reservations team, ensuring accurate room inventory, data consistency, and effective communication across departments. Under the guidance of the Director of Revenue, Khun Ivan, and the Revenue Analyst, Khun Dhon, the internship provided meaningful, hands-on learning through data-driven tasks and analytical projects that deepened the understanding of how revenue management supports hotel operations and decision-making. In addition to technical learning, the internship experience also encouraged critical thinking, teamwork, and adaptability in a fast-paced hospitality environment. The study conducted during this internship focused on identifying operational challenges in data accuracy and interdepartmental coordination. The findings suggest that implementing a more structured reporting system and standardized communication procedures could significantly improve workflow efficiency and revenue forecasting accuracy. Overall, this internship was an essential step in developing both professional and personal skills. It provided a practical understanding of how strategic revenue management contributes to overall hotel performance, laying a strong foundation for future growth in the hospitality and business industry.

Keywords: Sofitel Bangkok Sukhumvit, Revenue Management, Reservation Operations, Hospitality Industry, Forecasting, Data Analysis

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Chapter 1: Introduction

1.1 Company profile

Sofitel Bangkok Sukhumvit is a luxury tire hotel under Accor group an french multinational hospitality empire, The hotel is located right in the center of Bangkok on Sukhumvit Road, between Asok and Nana BTS sky train station and has a direct skybridge connected to the hotel entrances making it very convenient for new visitor and for individual who walk can directly enter the hotel, The property has 345 rooms in total including suites and additional remarkable popular rooftop bar and restaurant called Belga a spa and grooming facility and meeting rooms, wedding hall and many other high-end facilities. Sofitel Bangkok Sukhumvit is a combination of French luxury style with Thai hospitality, excellent guest service with a unique and memorable approach.

Accor Group, based in France, manages over 5,500 hotels in more than 110 countries. The group owns many well-known hotel brands across different price levels, such as Sofitel, Fairmont, Novotel, Mercure, and ibis. Sofitel is an Accor luxury segment, focused on elegant design, top-quality service, and a mix of local culture with French style.

Sofitel Bangkok Sukhumvit is part of ALL – Accor Live Limitless, the group’s global loyalty program. Guests can earn and use points, enjoy discounts, and get special perks through this system.



Figure hotel building and exterior

1.1.3 Mission of the Company

From what I have learned during my internship, I would say the mission of Sofitel Bangkok Sukhumvit is about combining Thai style hospitality with French elegance in a way that feels natural for the guests. I can see that they really want to give every guest a stay that feels personal, comfortable, and memorable, while still keeping a certain level of luxury and refinement. It is not just about offering a nice room or good food; it is also about making sure the service has both warmth and professionalism.

From my own perspective and thoughts, the hotel focuses on this balance a lot. They try to make sure guests feel genuinely welcomed, like the way Thai culture values friendliness and politeness, and at the same time, they add the style and class that comes from the French art of living. From what I have observed, the small details matter a lot here, things like remembering a guest's preferences and choosing the operation department use the ACDC report where all the member card holders note their frequent preference and likes and dislikes, arranging the room neatly, or adjusting services to fit special needs.

Another part of their mission is about being responsible and sustainable. I learned that Sofitel Bangkok Sukhumvit follows Accor environmental standards and even has certifications like Green Globe. They try to reduce waste, save energy, and generally take care of resources, which is something I didn't expect to see so actively in daily hotel operations until I came here.

So, in my own words, I feel the mission is to give every guest a well-planned and comfortable experience that reflects both Thai kindness and French elegance, while also making sure the way they operate is mindful of the environment. It might sound simple, but from what I have seen, it takes a lot of planning, coordination, and attention to detail to actually make it happen every single day

1.1.4 Vision of the company

From my experience here, I've noticed that Sofitel has a unique approach, and I think it can be broken down into a few key concepts.

First, what I call "French Benchmark" Sofitel mixes the French spirit in almost everything it does. This is from its service, its approach to creating a great guest experience, and its commitment to maintaining the highest quality with outstanding care without overdoing it. From food such as a cafe called Le macaron where cake and fresh grinded coffee are served, which is often presented in such a way that will be always remembered, and even in the design of its rooms, cafe, restaurant is traditional Italian French design while also making that French elegance is always present in the details, this combination of Thai influences and European, make sure it never seems out of place.

Second, they truly care about creating "cultural connections." Sofitel isn't just a simple french hotel in Bangkok, it's a combination between French and Thai cultures. I've even seen staff greet guests and even staff to staff with "Bonjour, Sawatdee kha/krab," a simple greeting with great meaning. This highlights that the hotel wants guests to experience both the warmth of Thai hospitality and the elegance of French service.

Third, their service style is called "Service with Sincerity," or in French, "Cousu Main," which means bespoke or tailored to individual needs. This approach goes beyond professionalism — it combines the warmth, hospitality and sincerity to prioritize the guests feel truly valued. Let's take an example: imagine a guest who always orders a specific type of coffee when visiting the property. Our front-of-house team records this detail in a report called ACDC, where both front- and back-of-house staff can participate in ACDC notes about guest preferences. The next time the guest arrives, staff will already know their coffee choice without needing to ask again. This thoughtful anticipation makes the guest feel recognized and special, without exaggerating or overdoing it.

Last but not least the brand sofitel believes in "commitment towards luxury service" which isn't just about delivering a high-end experience, but also about being responsible to community and local support. They support local communities, use local agriculture and support farmers and promote cultural awareness. I've noticed they prioritize sustainable practices, such as reducing waste and using more environmentally friendly tools and material. For example, Sofitel has zero tools and equipment made out of plastic and material even our bottles of water are also made out of glass. It's important to ensure that luxury doesn't come from high-end products but also making sure of the sustainable environmental practice and following the same vision

Overall, these four elements: French flavor, cultural connection, sincere service, and responsible luxury are more than just ideas on paper. They're evident in the day-to-day operations, and are part of what sets the Sofitel brand apart from other hotel

1.1.4 Strategies of the Company

Sofitel's Strategic Plans for future

1. Expand in high-growth markets

Accor puts a lot of effort and speed into growing their customer base, especially in nations where business and tourism trips are booming. They intend to open over 900 hotels over the next five years, with 600 of those being in the Asia-Pacific area. They are focusing on areas like Asia (including China and India), South America, and the Middle East.

Why these markets? These markets are gold mines due to rising middle-class earnings and a desire for upscale experiences. They are choosing areas where there is a growing demand for

upscale and lifestyle hotels rather than merely aiming at the map. For example, the recently signed Raffles Lake Como and Bellevue Cortina in Italy demonstrate their commitment to iconic destinations. I think this is a very smart move. It's not about aggressively expanding into new markets, but rather about moving to more vibrant locations.

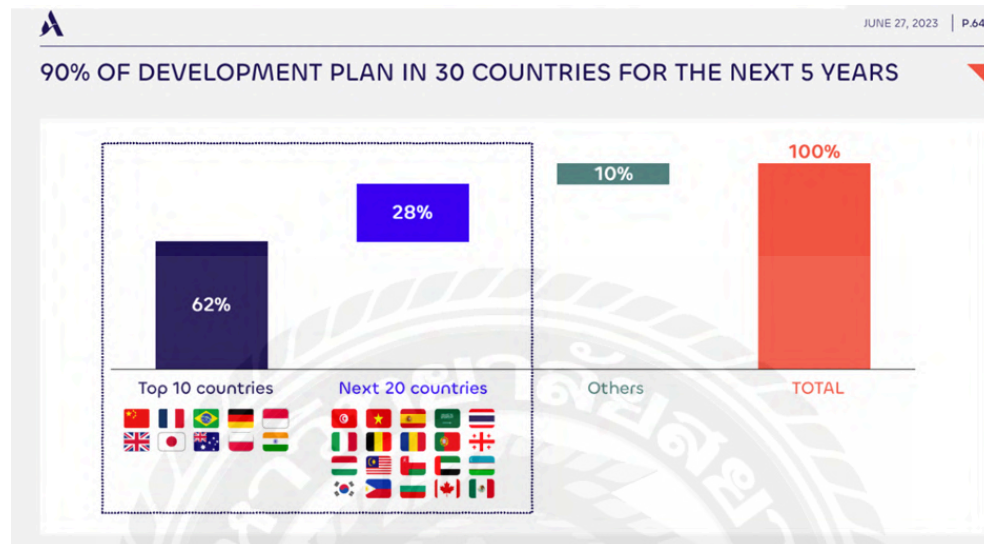


Figure: Accor development plan

2. Increase investment in premium and luxury hotels.

A key point is that Accor is shifting its strategy from budget-oriented brands (such as ibis and Mercure) to premium and luxury hotels. By 2024, half of its new hotel contracts will be classified into the premium category, which is a big change from its portfolio's prior focus on affordability. According to Executive Vice President Jean-Jacques Morin, they realized ten years ago that the true growth areas were luxury and lifestyle hotels. They are depending on luxury brands like Raffles, Fairmont, and Ennismore to make more money rather than giving up on low-cost brands, which still bring in a steady income. For example, this year Accor is opening a new Fairmont in the Sukhumvit area by the end of this year. For example, this year Accor is opening a new fairmont in the Sukhumvit area by the end of this year.

3. Technology and Digital Transformation

Accor is investing heavily in technology, and I'm impressed with how they're integrating it into everything. They use AI and machine learning to personalize guest experiences to meet your needs. for example most of the middle east base accor hotel reservation is run by ai chatbot to answer the phone called and book the room for the customer and additional their ALL (Accor Live Limitless) loyalty program plays a key role in this, allowing you to earn points not only at hotels, but also with airlines, merchants, and partners within just three weeks. They also manage direct bookings to compete with websites like Expedia, using AI to encourage returning guests to

book directly for even better benefits. Their multi-PMS (property management system) strategy also makes it easier to integrate new hotels without the hassle of technology.

4. Sustainability is a key pillar.

By the end of 2024, 36% of Accor hotels already earned eco-friendly certification, a big increase compared to 2023. This indicates they're not just talking about sustainability but actively taking the right action toward the target. Meanwhile, Accor encourages cultural heritage preservation by support for local talent, purchasing locally made products, and maintaining solid community ties. A good example is their Event Carbon Reduction Charter, which encourages hotels to set up recycling bins, promote vegetarian menu options, and generally run greener events. For me, this feels more like genuine action rather than surface-level greenwashing, especially since travel accounts for about 10% of global greenhouse gas emissions, putting real pressure on hospitality brands to step up.

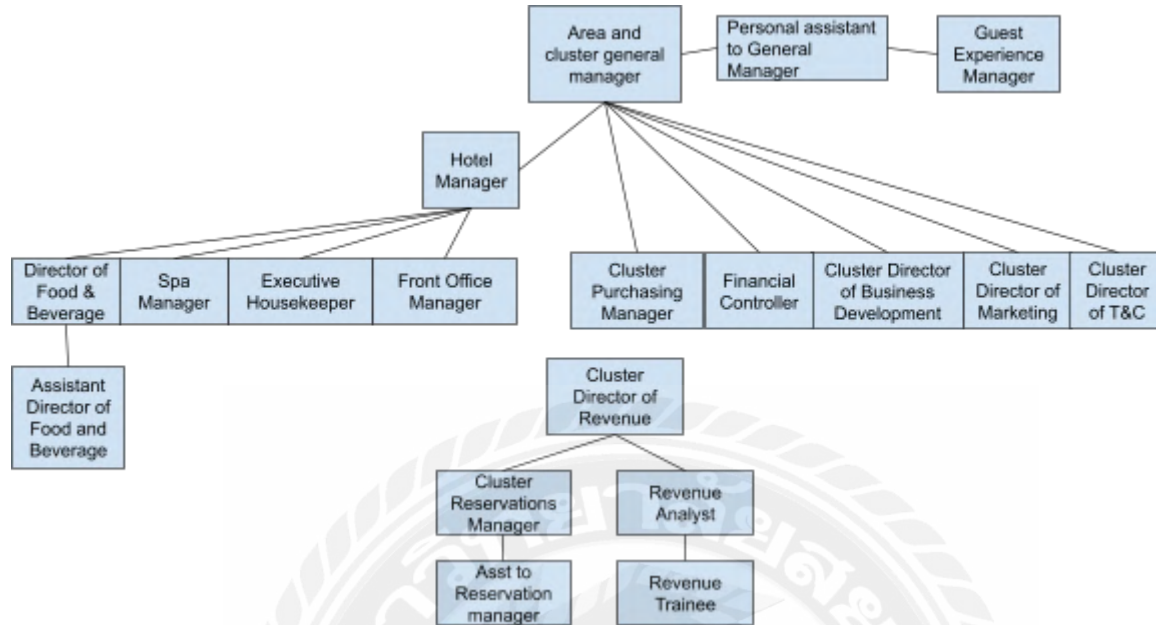


Figure three for change and sustainability

5. Employee Well-Being and Employee Experience

Accor doesn't forget the driving force behind all this: its "Heartists." They prioritize employee well-being through programs like fitness classes, wellness seminars, and yearly staff party where all the colleagues and HOD gather together and celebrate the new year together, which sounds great. A study titled "The New Quality of Time" found that 73% of people would like to take a vacation or have a great time with their team and friends, so they're creating workplaces that prioritize both physical and mental health. Happy employees mean better service, which attracts repeat customers.

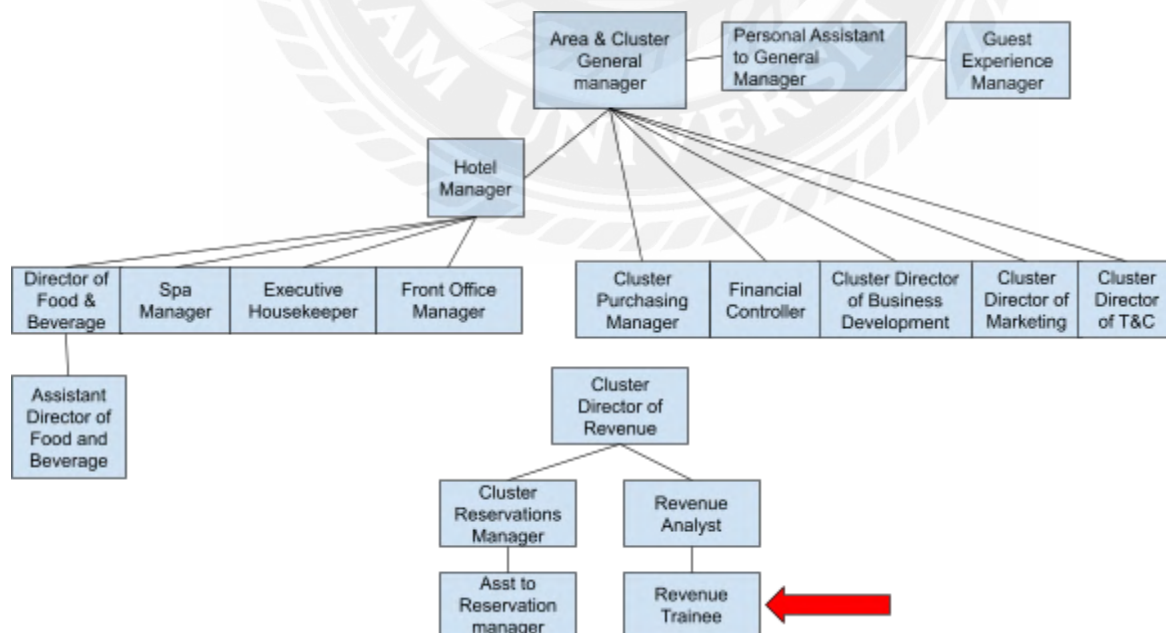
1.1.5 Organization Structure



1.2 Job position as intern

Revenue Trainee

1.2.1 Job position in organization chart



1.2.2 Intention to choose the company

Intention to choose the Sofitel Bangkok Sukhumvit could be various factor and reason and 1 of them are their name and reputation its not only is it a luxury hotel, but it consistently ranking and customer satisfaction ratio is among the top in hospitality industry in bangkok and out of bangkok regions and additional of the Accor world recognition, a global hotel group known for its high standards of service and operations.

I thought this hotel would give me a perspective on hotel operation, and I wasn't wrong.

From the start to finish, the environment and work culture is very welcoming. Seeing how they manage their day-to-day operations and strategies was something new and exciting.

Another advantage was its location. The hotel is located right on Sukhumvit Road. The hotel is incredibly convenient, with a skywalk connecting it to the Asok BTS Skytrain station and the Sukhumvit MRT station, This meant no need to worry about confusing routes.

In short, starting my career in such a property is crucial. Sofitel's reputation and standard can open up more opportunities than you might think. As an intern at a high-end hotel like this gives you credibility and flexibility for the future, whether you stay with Accor or move on to another hotel chain, your profile may look eye-catching for a recruiter .



Figure: The award-winning lobby entrance is recognized for its design and transformation, featuring a traditional Thai greeting lamp inspired by the 'Wai' gesture

1.2.3 SWOT Analysis

Strengths

1. Top-Tier Recognition & Reputation

Sofitel Bangkok Sukhumvit ranked among the *Top 10 Best City Hotels in Bangkok* according to Travel + Leisure Asia's *Luxury Awards 2024*, confirming its elite position.

→ References:

- Travel + Leisure Asia. (2024). *City Hotels | T+L Luxury Awards Asia Pacific 2024 for Thailand*. <https://luxuryawards2024.travelandleisureasia.com/thailand/city-hotels/>
- Australian-Thai Chamber of Commerce. (2024, June 20). *Sofitel Bangkok Sukhumvit – has been ranked among the Top 10 Best City Hotels in Bangkok*. <https://www.austchamthailand.com/resources/advance-blog/sofitel-bangkok-sukhumvit-has-been-ranked-among-top-10-best-city-hotels>

2. High Guest Satisfaction & Service Excellence

Guest satisfaction on Expedia averages 9.2/10 overall, with standout ratings for staff (9.4), cleanliness (9.2), and amenities (9.2).

→ Reference:

- Expedia. (n.d.). *Sofitel Bangkok Sukhumvit – hotel information & reviews*. Retrieved October 18, 2025, from <https://www.expedia.com/Bangkok-Hotels-Sofitel-Bangkok-Sukhumvit.h2239673.Hotel-Information>



3. Convenient Location

Located between Asok and Nana BTS/MRT, the property provides easy transit and high foot traffic.

→ **References:**

- Sofitel (Accor). (n.d.). *Sofitel Bangkok Sukhumvit | Best luxury hotel Bangkok*. Retrieved October 18, 2025, from <https://sofitel.accor.com/en/hotels/5213.html>
- Meetings & Events by Accor. (n.d.). *Sofitel Bangkok Sukhumvit – meeting facilities & location*. Retrieved October 18, 2025, from <https://meetings.accor.com>

4. Rich French Luxury Ambience

Rooms and facilities include MyBed concept, L'Occitane spa, Le Macaron and Belga rooftop.

→ **References:**

- Sofitel Bangkok Sukhumvit. (n.d.). *Dining & Wellness*. Retrieved October 18, 2025, from <https://www.sofitel-bangkok-sukhumvit.com/dining/>
- Oyster. (n.d.). *Sofitel Bangkok Sukhumvit review*. Retrieved October 18, 2025, from <https://www.oyster.com/bangkok/hotels/sofitel-bangkok-sukhumvit/>

5. Sustainability Leadership – Green Globe Certification

Achieved its first Green Globe certification in mid-2024, confirming eco-luxury alignment.

→ **References:**

- Green Globe. (2024). *Sofitel Bangkok Sukhumvit embraces green technology / first Green Globe certification*. <https://www.greenglobe.com/news/sofitel-bangkok-sukhumvit>
- Sofitel Bangkok Sukhumvit. (n.d.). *Sustainability & CSR activities*. Retrieved October 18, 2025, from <https://www.sofitel-bangkok-sukhumvit.com/sustainability-csr-activities/>



Figure Official Green Globe linkedin page mention about the property achievement

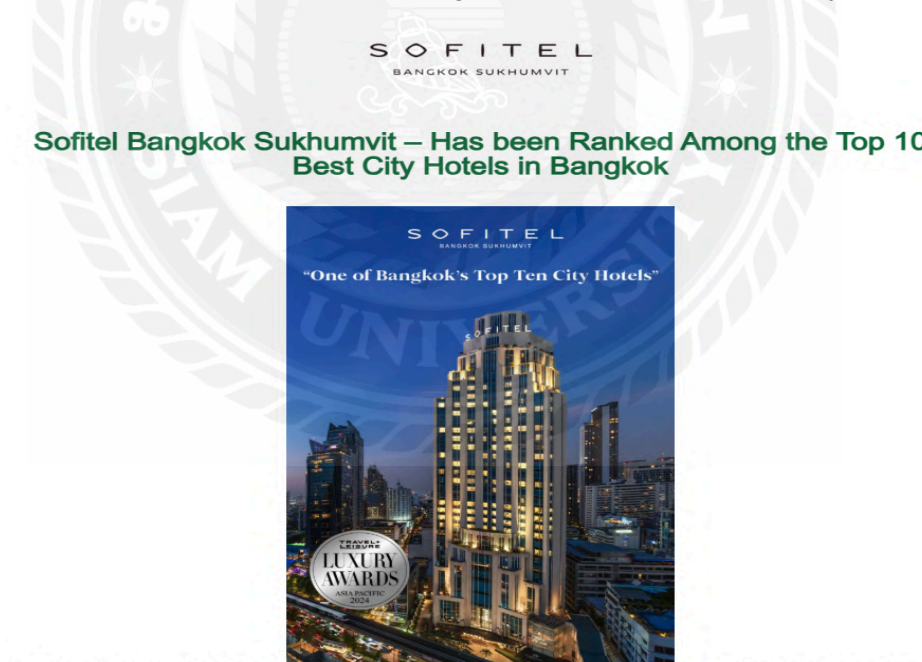


Figure Special mention on Aus chamber of commerce mention about Sofitel standard

ACCOR'S PORTFOLIO



Figure Accor brand portfolio

- The Reputation Performance Score (RPS) reflects how guests perceive the hotel's overall performance, from service and amenities to cleanliness and value. The steady improvement in RPS over the past few years is a sign of consistent progress and dedication to quality. In 2023, the score was 89, which rose to 91 in early 2024 and has now reached 93. This upward trend shows that the hotel's investments in renovations, staff training, and guest satisfaction strategies are having a measurable impact.



Figure: Newly renovated hotel and upgraded facilities.

Weaknesses

- ADR sensitivity in soft periods : Luxury ADR premium may face discounting pressure in low season vs. new luxury entrants or lifestyle hotels with fresher outlook.
- High cost base: Operating as a luxury brand with full-service F&B and large staff = higher fixed costs, reducing flexibility in downturns.
- Location duality: While central, being between Asok and Nana also means proximity to nightlife which can deter ultra-high-end guests seeking a quieter/“exclusive” environment.

Opportunities

Visa tailwinds & length-of-stay boosters

Thailand’s 60-day visa-exemption supports extended travel and “work-from-Bangkok” stays.

→ References:

- Royal Thai Consulate (Los Angeles). (n.d.). *Visa information – Thailand: stay up to 60 days; extension possible another 30 days*. Retrieved October 18, 2025, from <https://thaiconsulatela.thaiembassy.org/en/page/visa-information>
- VisasNews. (2024, July 12). *Thailand: 60-day visa-free takes effect on July 15*. <https://visasnews.com/en/thailand-60-day-visa-free-takes-effect-on-july-15/>

China & regional connectivity

China–Thailand mutual visa-free regime boosts regional arrivals.

→ Reference:

- AP News. (2024, March 1). *China and Thailand launch mutual visa-free travel agreement*. <https://apnews.com/article/china-thailand-visa-free-travel-2024>

Air-traffic growth & airport capacity

Airports of Thailand (AOT) projects >130 million passengers by FY2026.

→ Reference:

- Airports of Thailand Public Co., Ltd. (2025, May 10). *AOT annual report 2025: Passenger traffic projection*. <https://www.airportthai.co.th/en/investor-relations/annual-report>

Events / MICE spillover

Major 2026 fairs such as COSMOPROF CBE ASEAN and InfoComm Asia drive hotel demand.

→ References:

- Trade Fair Dates. (2025). *COSMOPROF CBE ASEAN 2026 – Bangkok exhibition information*. <https://www.tradefairdates.com/COSMOPROF-CBE-ASEAN-M15588/Bangkok.html>
- InfoComm Asia. (2025). *InfoComm Asia 2026 event overview*. <https://infocomm-asia.com>

TAT's 2026 'New Thailand' Push

Campaign emphasizes sustainability and quality tourism.

→ Reference:

- Tourism Authority of Thailand (TAT). (2025, July 21). *Thailand launches "The New Thailand" vision to redefine tourism in 2026*. <https://www.tatnews.org/2025/07/thailand-launches-the-new-thailand-vision-to-redefine-tourism-in-2026/>

Threats

Demand volatility & macro downgrades

Thailand GDP outlook cut → softer spending; arrivals -5–6% YoY.

→ References:

- Reuters. (2025, April 5). *Thailand tourism recovery slows as arrivals drop 5% in early 2025*. <https://www.reuters.com/world/asia-pacific/thailand-tourism-arrivals-2025>
- World Bank. (2025, May 12). *Thailand economic monitor 2025: Cautious growth outlook*. <https://www.worldbank.org/en/country/thailand/publication/thailand-economic-monitor>

New room supply / competitive pressure

Bangkok adds 6,800 new rooms in 2025; pipeline continues to expand.

→ Reference:

- Real Estate Asia. (2025, February 14). *Bangkok's hotel room supply to grow by 6,800 rooms in 2025*. <https://realestateasia.com>

Soft patches in citywide hotel KPIs

STR data shows occupancy declines in Bangkok early 2025.

→ Reference:

- STR. (2025, April 18). *Bangkok hotel performance update Q1 2025*. <https://str.com>

Most Southeast Asian markets post RevPAR growth

YoY % change, April 2024

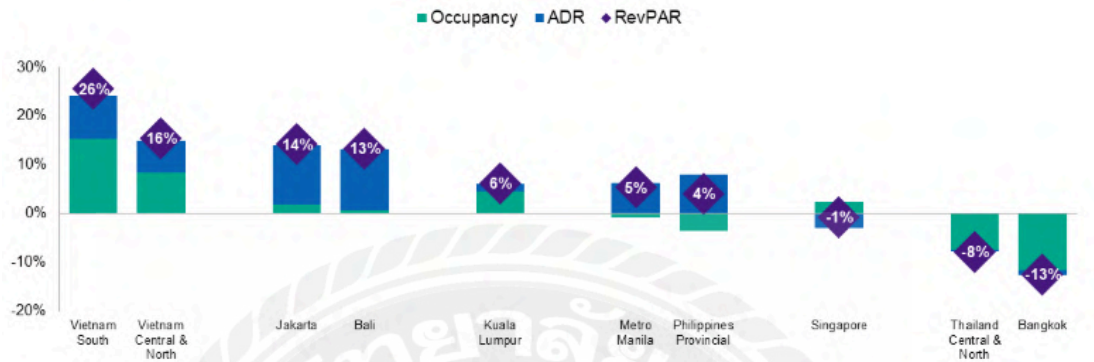


Figure: show the annual YOY growth of each region RevPar growth

Soitel Bangkok Sukhumvit	Sheraton Grande Sukhumvit, a Luxury Collection Hotel	Hyatt Regency Bangkok Sukhumvit	InterContinental Bangkok by IHG	JW Marriott Hotel Bangkok	The Westin Grande Sukhumvit, Bangkok	The Athenee Hotel, a Luxury Collection Hotel, Bangkok	SO/ Bangkok	Conrad Bangkok	Park Hyatt Bangkok	Siam Kempinski Hotel Bangkok
7,000 -20	8,000 +200	6,520	Sold out [10075]	8,000 +500	5,900	7,599	7,000 [Sold out]	6,290 +1,539	12,600 +450	116,200 #####
7,000 -20	7,900 +200	6,520	7,600 -475	Sold out [75000]	5,800	7,599 +200	7,000 [Sold out]	6,890 +267	13,400 +700	Sold out [180000]
7,100 +80	7,800 +200	6,520	7,600 -475	7,800 +600	5,800	7,599 +200	Sold out	6,890 +60	13,500 +650	13,950 +450
6,930 -90	7,600	6,800	7,600 +95	7,300 +100	5,900	7,599 +200	5,400 -1,250	6,090 +1,339	13,000 +850	14,300 +600
6,930 -90	7,700	6,800	7,600 +95	7,300	5,900	7,599 -100	38,000 +29,500	6,090 +1,339	12,500 +350	14,300 +900
7,002 +108	7,700 -100	6,520	7,600 +380	7,500	5,900	17,490 -52,500	Sold out	6,690 +1,684	12,500 -100	14,200 +1,800
7,020	7,800	6,700	7,600 +380	7,500	5,900	68,999	6,350 [Sold out]	6,290 +1,284	14,100 +1,500	12,400 +1,500
7,020 +90	7,700 +100	6,700	7,600 +380	7,300 -200	5,900	7,699	6,850	5,177 +425	12,600	13,700 +1,500
6,750	7,400 +200	6,700	7,600 +380	7,300	5,800	7,199	6,850	5,007 +255	13,400 +200	Sold out [14750]
6,750	7,400	6,700	7,600 +380	7,300	5,800	7,199	6,850	4,752	13,500 +650	15,850 +2,000
6,750	7,400	6,200 -320	7,600 +950	7,100	5,900	7,199	6,350 +450	4,752	13,000 +850	12,050 +1,500
6,750 -9	7,400 +200	6,200 -320	7,600 +950	7,200	5,900	7,099 -100	6,350 +650	4,752	12,500 +350	11,300 +950
6,750	7,300 +100	6,200 -320	7,600 +950	7,200	5,900	7,099 -100	6,400 +500	4,752	12,500 +350	10,150 +1,000
6,750	7,300 +100	6,200 -320	7,600 +950	7,200	5,900	7,099 -100	6,650 +850	4,752	12,500 +350	10,150 +1,000
6,660	7,500 +100	6,200 -320	7,600 +950	7,200	5,900	7,099 -100	7,250 +1,350	4,752	12,500 +2,780	10,350 +900
6,750 +90	7,200	6,200 -320	7,600 +950	7,300	5,800	6,999	7,500	4,752	13,400 +3,240	10,400 +1,250
6,660	7,100	6,200 -320	7,800 +1,140	7,000	5,800	6,999	8,950	4,752	11,800 +2,360	8,800 +300
6,660	7,100	6,200 -320	7,600 +1,140	7,000	5,900	6,999	7,300 +1,400	4,752	11,800 +2,360	8,250
6,840	7,000	4,960	7,600 +1,330	7,000 +700	5,900	6,799	5,200 +100	4,752	12,380 +2,480	8,250
6,840	7,000	4,960	7,600 +1,140	7,000 +700	5,900	6,799	5,200 +100	4,752	12,500 +2,500	8,250
6,840	7,100	4,960	7,600 +1,140	7,000 +700	5,900	6,799	5,450 +300	4,752	11,700 +2,340	8,250
6,840	7,300 +200	4,960	7,600 +1,140	7,000 +700	5,900	6,799	5,700 +600	5,347 +85	9,280	8,250
6,840	7,000	4,960	7,600 +1,140	7,000 +500	5,800	6,599	6,000 +600	5,347 +85	9,600	8,500
6,840	7,000	4,960	7,600 +1,140	7,000 +1,000	5,800	6,599	6,000 +600	4,752	9,840	8,500
6,840	7,000 -100	4,960	7,600 +1,330	7,200 +200	5,900	6,599	5,700 +600	4,752	10,400	8,250
6,840	7,200 +100	4,960	7,600 +1,330	7,700	5,900	6,899	5,700 +600	4,752	9,900	8,250
6,840	7,200 +100	4,960	7,600 +1,140	7,500	5,900	6,899	5,450 +350	4,752	9,520	8,250 +200
6,840	7,200	4,960	7,600 +1,140	7,300 +100	5,900	6,899	5,700 +600	4,752	9,840	9,150
6,840	7,200	6,200	7,600 +1,140	7,000	5,900 -350	6,899	5,700 +600	4,752	9,280	8,050 +50
6,840	7,000 -100	6,200 -990	7,600 +1,140	6,800	5,800 -50	6,599	6,000 +650	4,752	9,600	9,000
6,840	7,100	6,460	6,800	6,800	5,800	6,599	6,000 +650	4,752	10,960	9,000
6,840	7,000	6,200	6,270	6,800 +200	5,900	6,599	5,700 +600	4,752	9,440	9,000
7,020	7,000	6,200	6,270	6,800 +200	5,900	6,599	6,900 +1,800	4,752	9,200	9,000

Figure: A Screenshot of Comp set aggressive rate change

1.2.4 Objective of the Study

The primary goal of this training is to get an in-depth understanding of corporate operations, revenue management, and reservation systems in the luxury hospitality industry. During my internship at Sofitel Bangkok Sukhumvit, I was able to bridge the gap between theoretical understanding and practical implementation. This experience gave me the opportunity to watch day-to-day hotel operations, participate in critical business processes, and analyze data that informs management decisions.

Specific Objectives

Getting to know of Revenue and Upselling

One of the big things I wanted from this internship was to actually understand how the revenue department works in real work. Here I saw how the hotel really tries to push it higher using its competitive set as a reference. I spent time looking at the mix of room types, how occupancy changes with the season, and how much impact upselling can have. It was interesting to see that it's not just "sell the room," it's more like "sell the right room, at the right time, to the right person." Even the choice of booking channels whether it's corporate clients, OTAs, or direct bookings made a big difference in the revenue strategy.

Learning the Tools and Forecasting Tricks

Another objective for me was to actually try out the tools revenue managers rely on every day. I got exposure to OTA Insight, Ideas, and the hotel's own PMS reports. Each of these tools lets the team predict demand, change prices on the fly, and keep track of stock across all channels. Working with methods like lead-time analysis, demand segmentation, and competition benchmarking helped me start making connections after first feeling a little technical and intimidating. It became obvious to me why these strategies are important after I realized how they truly affect price in a market that is so competitive.

Turning Numbers Into Something Useful

I also wanted to improve at handling large amounts of data. Revenue management is basically numbers everywhere reservation reports, pickup data, market trends and I learned how to make that messy info into something clear. The key wasn't just analyzing but simplifying it so managers and owners could act quickly, whether that meant adjusting rates, planning promotions, or preparing for high season. I saw that even small shifts in numbers could cause big differences in a luxury hotel's revenue, so being able to "translate" data was a super valuable skill.

Overall, going through these objectives gave me more than just technical knowledge. It helped me understand the larger plan that underlies luxury hotels' profitability and competitiveness. I

left with a solid foundation that I may apply to my future work in revenue analytics, hotel operations, or even consulting.

Chapter 2 Internship activities

2.1 Job description of the student

As a Revenue Intern at Sofitel Bangkok Sukhumvit, I helped the Revenue and Reservation Management team to day to day task such as research the segment, reading previous data and make the best summary of the dataset as a form of presentation to explain my Director of Revenue and my supervisor to find the best outcome for the hotel. I worked with data, reports, and some time prices. I studied the pickup rate, made sure the room prices were correct, and checked what other hotels were doing.

2.2 Job responsibilities

1. Report Generation & Analysis

- Prepare daily pickup reports, performance summaries, and variance reports for mainly Mercure Bangkok Sukhumvit and sometime for Sofitel Bangkok Sukhumvit.
- Compare actual vs. forecasted revenue and occupancy
- Check for booking pace, cancellation trends, and key market shifts and report to my supervisor
- Get updated and ready in advance for any special occasion such as festivals or big events to make sure that we can deliver and capture the most of the demand available in the market to maximum the hotel RevPar

2. Competitor & Market Intelligence

- Conduct pricing comparisons across OTAs such as Agoda and [Booking.com](https://www.booking.com)
- Monitor competitor pricing strategies and count the segment they targeted

3. Meeting Support & Forecasting Assistance

- Attend in-house revenue meetings with teams for both properties
- Take notes of key statements, performance highlights, and upcoming targets.
- Track follow-up action items and ensure deadlines are met.



Figure weekly RevMAX meeting for Mercure Bangkok Sukhumvit

4. Reservation Rate Code Management

- Oversee and correct misapplied rate codes for specific market segments.
- Assist in fulfilling customer requirements and special requests during room bookings.

5. Other Activities

- Contribute to safety-related tasks, including creating safety & security dashboards.
- Develop educational content such as “Tips to Remember During Earthquake Incidents.
- Meet other intern and trainee for connection



Figure Monthly trainee meeting at Sofitel Bangkok Sukhumvit

2.3 Process Diagram for Each Job Responsibility / General Process Flow of the Company

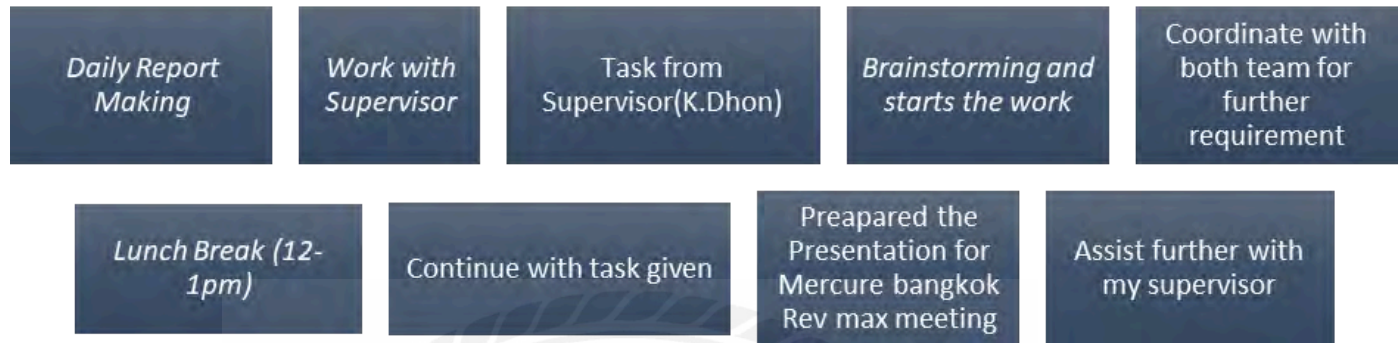


Figure the process of job responsibility flow

2.4 Contribution as intern

- Understand the streamlined through Excel formula template improving and understand the pickup rate and possible demand shift of the market.
- Identified market trends leading to an occupancy increase during peak events.
- Calendar management tools for understanding possible Occ increase
- Understand the competitor pricing insights supporting strategic pricing decisions.
- Learn to utilize the RM tools to make the outcome and objective of research for accurate

2.5 Examples of some special skills learnt during the internship

- During my internship I learned several skills that really can apply in various matters of duty. First and foremost is about bookings and rates; underneath it became a pattern of how data, people, and timing fit together to keep a hotel running additionally with reservation systems such Opera understanding the key metric to see and update about room available and more.

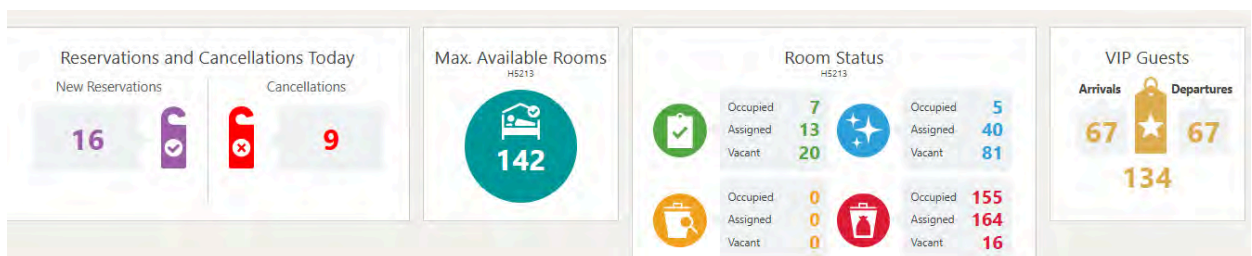


Figure Opera hotel general information to see the current status

- I also learn new and interesting things about Excel skills. From building basic forecasts using pivot tables and turning messy datasets into simple, understandable datasets I learned how crucial this is for quick decision-making and communicating with managers or other teams.

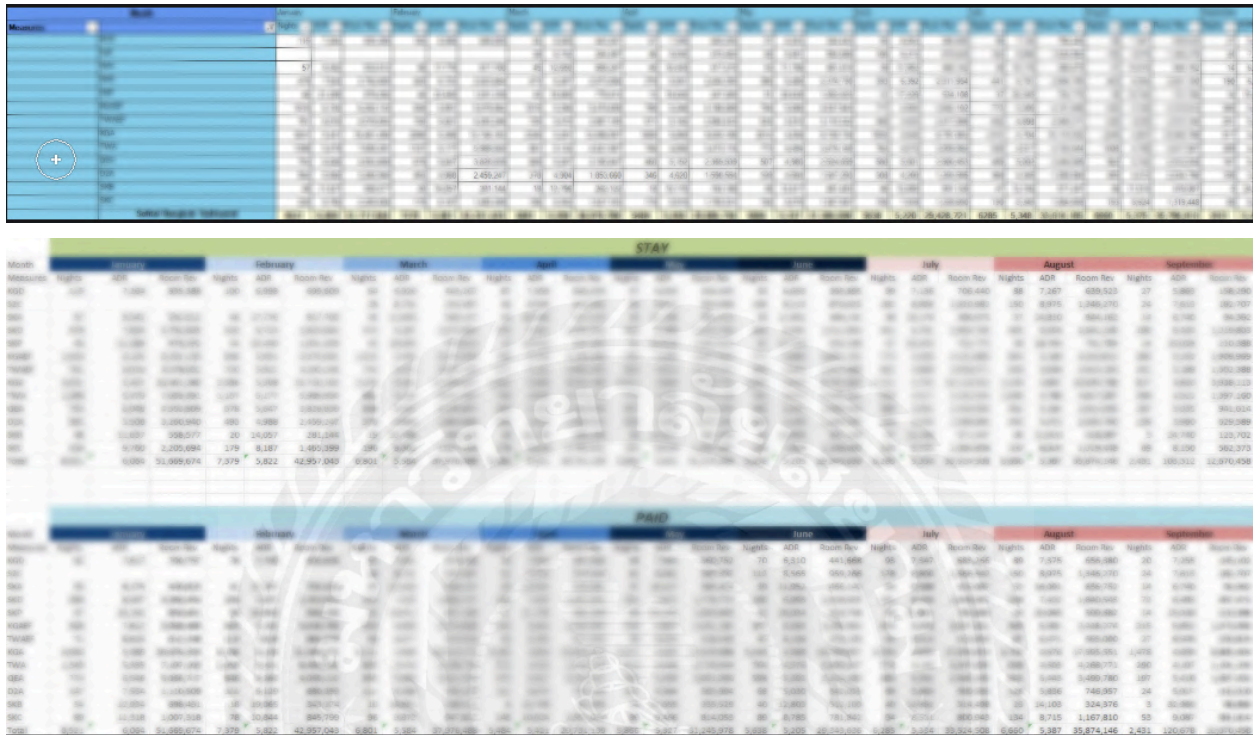


Figure Sample of process to analysed large form of dataset into small and understanding conclusion



- Analyzing competitor performance through Comp Set benchmarking. It made me realize how market segmentation works and why knowing your competition is key for adjusting pricing and targeting the right customers.

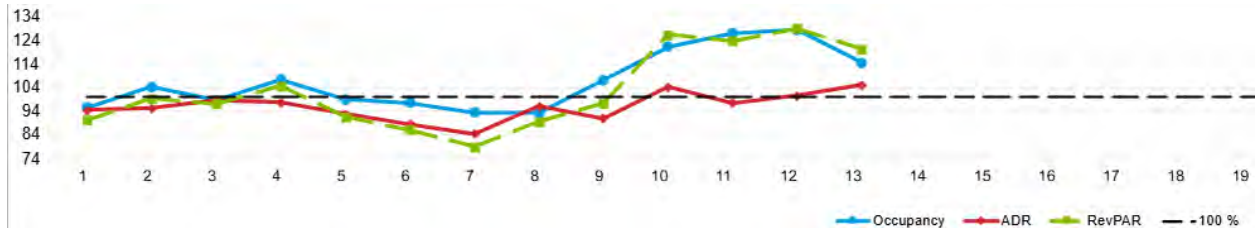


Figure sample of Occ ADR and RevPAR of sofitel bangkok

- Time management quickly became essential. With reservations, guest requests, and revenue updates all coming in at once, I had to figure out how to prioritize without dropping the ball. It taught me to stay organized and anticipate what needed attention first.
- I also got familiar with a bunch of revenue terms and formulas RGI (Revenue Generation Index), RevPAR, ADR,. I started to see how these points are related to pricing strategies, occupancy, and overall hotel performance.

Method

1. RevPAR (Revenue per Available Room)

RevPAR=Total Room Revenue divided by Total Available Rooms

Or RevPAR = ADR×Occupancy

This is the key indicator to see how the hotel doing are we really making money or just filling rooms

2. ADR (Average Daily Rate)

ADR = Total Room Revenue divided by Number of Rooms Sold

It shows the **average price** a guest pays per occupied room, the higher the better

3. OCC or Occupancy

OCC = room sold divided by total room available

In hotel performance, **Occupancy %** shows how many rooms are sold compared to how many rooms are available (excluding OOC rooms).

Performance Snapshot

My Property: Mercure Bangkok Sukhumvit 11 #203225

Comp Set: DoubleTree by Hilton Hotel Sukhumvit Bangkok #123427, Fraser Suites Sukhumvit Bangkok #148202, Aloft Bangkok Sukhumvit 11 #186598, Holiday Inn Bangkok Sukhumvit #209077, Excludes Subject Property



Month to Date: Sep 1, 2025 - Sep 9, 2025 vs Sep 1, 2024 - Sep 9, 2024									
	Occupancy			ADR			RevPAR		
	This Year	Last Year	% Chg	This Year	Last Year	% Chg	This Year	Last Year	% Chg
My Property			-3.4			-7.9			-11.0
Competitive Set	62.0	63.7	-2.7	3,173.84	3,391.54	-6.4	1,967.12	2,161.32	-9.0
Index (MPI, ARI, RGI)			-0.6			-1.6			-2.2
Ranking	2 of 5	3 of 5	4 of 5	4 of 5	3 of 5	4 of 5	3 of 5	3 of 5	4 of 5

Figure sample of Occ ADR and RevPAR of sofitel bangkok

- Watching the team respond to sudden shifts in demand, like holiday spikes or surprise event bookings, gave me real insight into the challenges of forecasting. Flexibility really matters; sticking rigidly to a plan can cost revenue fast.
- Finally, my communication skills improved a lot. Interacting with supervisors and colleagues to clarify data, confirm bookings, or understand procedures highlighted how critical clear, precise communication is across departments.

All in all, these experiences gave me a solid, rounded view of revenue and reservation operations. I could see how data analysis, software tools, market awareness, and day-to-day operations all link together and how your ability to handle them can directly impact a hotel's performance.

Chapter 3: Learning process

3.1 Indicate the problem faced/noticed during internship

1. Technical and Analytical Skills

Initial state, data-driven work was completely new to me. It is a wide range of tasks, such as forecasting, demand modeling, and pricing optimization. With my BBA experience, my learning is more based on management-focused tasks, such as business management and marketing. However, I had no exposure to the technical tools commonly used in the hospitality industry. Tools like Excel modeling, BI dashboards, and RMS software were part of the daily workflow of revenue management, making the transition challenging but not impossible.

2. Hospitality-specific knowledge

As a revenue management intern, the learning curve is smoother for those with prior hotel experience or a basic understanding of revenue management principles. For me, the first month was spent adapting to new hotel-related terminology, concepts, and practices, in addition to my academic curriculum. Over time, I gradually became familiar with the language and pace of the industry, making it easier to stay on top of and contribute more effectively.

Mini Research

How country economy and unexpected incident can influence the behavior of tourist and hospitality industries

3.3.1 Problem Statement

Prior to my internship at Sofitel Bangkok Sukhumvit, I noticed that the hotel forecast demand did not always correspond to the actual bookings. These discrepancies often occur during unpredicted events or times of political or social instability, directly impacting guest and market behavior. For example, when a famous Chinese actor was reported missing near the Thai border, it caused concern among international tourists especially Chinese tourists because in the hotel where I work our post occupancy before this event was , particularly Chinese tourists, which negatively impacted Thailand's image as a safe and secure destination. This led to a sudden drop in hotel bookings across Bangkok.

The forecast process consists of multiple steps

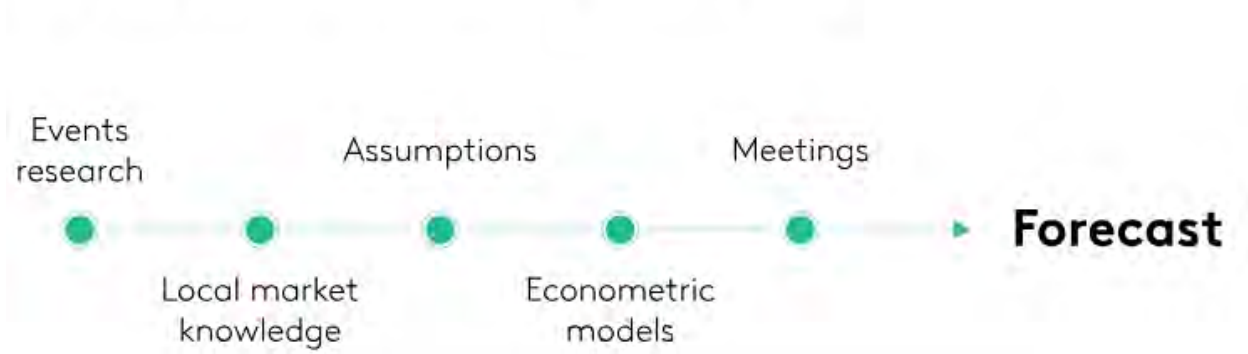


Figure how forecast process look like typically

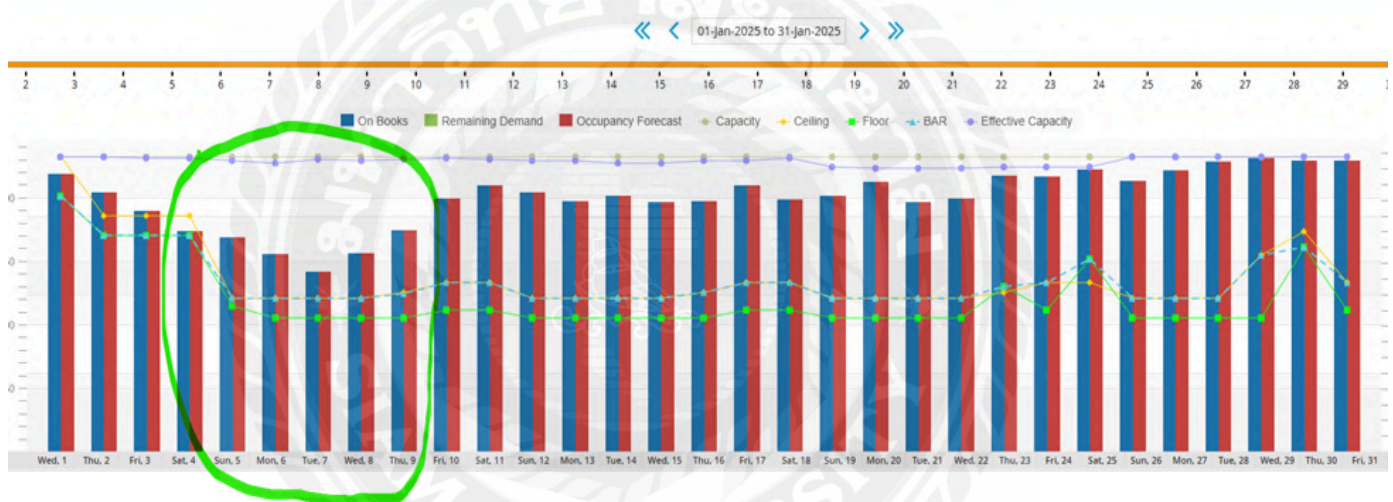


Figure: Internal software show the demand and OCC drop during Chinese crisis

These changes show how difficult it is that it is not always obvious that what we predict to or called "forecast demand" is not always true and reliable due to uncertain incidents and this incident not only applies to us, property whose segment is driven by the Chinese segment also affects it largely. When forecasts are inaccurate, it does not only affect pricing and room availability but also creates challenges in other areas such as staffing, inventory management, and guest services. For example, front desk staff struggled to handle sudden shifts in demand, reservation may face booking cancellation rapidly

Table: Jan-Aug 2024 to Jan-Aug 2025 arrival contribution

Nationality	Arrivals	Arrivals Last Year	Variance
China	1,787	3,888	-54%
India	2,395	1,991	20%
Australia	1,285	999	29%
England	880	789	12%
USA	894	724	23%
France	759	671	13%

The gap compared with last year was very large. Chinese tourist numbers dropped sharply. In the same period last year, there were about 3,800 arrivals, but after the incident the number fell by around 54%. This was not just a small decrease; it created a serious impact on business and reduced a major source of revenue.

Other markets, however, helped to reduce the damage. For example, Indian arrivals increased by about 20% compared to the previous year. This growth could not fully replace the loss from China, but it provided some support. In addition, arrivals from markets such as Australia and the United States also increased by more than 20% year-to-date, which helped bring more balance.

The key lesson is that hotels should not depend too much on one market. A more diverse customer base works like a safety net. If one group is affected by politics, negative news, or unexpected events, the others can help keep operations stable.

Forecasting demand is also never exact. Hotels rely on past data and teamwork across departments to make predictions, but unexpected events like pandemics, regional tensions, or even celebrity scandals can suddenly change demand. For this reason, revenue managers must always stay alert, adjust pricing based on market conditions, and carefully monitor profit and loss. In hospitality, every single booking is important

3.3.2 Significance of the Study

This study matters because forecasting in hotels is crucial and can predict what the future looks like, it requires a lot of work and coordination from each department before coming up with a final report. The numbers aren't always reliable and adjustment on an occasional basis is required. Unexpected news, trade conflicts, political difficulties, pandemics, or large worldwide shocks can completely change the pattern of current status. As of this booking pattern and demand of booker affect as well

Revenue teams are therefore unable to take it easy. It is our responsibility to monitor threats, maintain a list of warning indicators, and be prepared to quickly adjust. Since every department sees a different piece of the jigsaw, cooperation is essential in this situation. Together, we are reminded of all that information during weekly meetings, which enables the hotel to streamline operations, react swiftly, and still communicate with employees, management, and investors. Forecasts are more accurate and the company is more robust when internal and external trends are kept up to date.

3.3.3 Literature Review

Plenty of research backs up these points:

- Ivanov & Zecher (2012) stress that using real-time booking data and market updates makes predictions way more accurate. Daily updates let hotels react before it's too late.
- Cross et al. (2009) show how forecasts shape pricing. Mess up the demand estimate and you either undersell or overprice both kill revenue.
- Li et al. (2020) argue that machine learning models (like regression or time-series) beat traditional methods when demand moves fast.
- Nguyen (2019) adds that blending external stuff events, holidays, even weather—with past booking data makes forecasts far more realistic.

Taken together, these studies basically say: don't just stare at old numbers. Mix them with current market info if you want forecasts that actually make sense.

3.3.4 Methodology

Research Approach

This study uses a case study design. I focus on Sofitel Bangkok Sukhumvit, where I worked as a revenue trainee. I research and examine how sudden events and economic changes affect hotel demand and market behavior. I combine numbers from internal reports with notes from daily work. I also compare these findings with past studies and official tourism data.

Data Collection

Primary data came from my internship from day-to-day duty and observations from meetings and some notes on how the team adjusted forecasts and prices. I reviewed the daily report where we did day-to-day pickup trends and pace of booking and additional BI tools such as Ideas RM software to compare past data and metrics to see the possible future, AKA forecast. For example, room demand for each month, occupancy, the most booked room type, and yearly market share between January 2024 and August 2025.

Secondary data came from outside sources. I used tourism arrival reports, academic studies, current news and trends of Thailand's tourism economy for forecasts, and media reports about sudden incidents. For instance, the case of the missing Chinese actor near the Thai border was key. It showed how safety fears linked to one event can change travel patterns fast.

Sampling and Scope: The study looks at one luxury hotel in Bangkok. I reviewed guest arrivals from four main markets: China, India, the United States, and Australia. This scope shows both loss in one group and growth in others.

Data Analysis

I used two steps. First, I compared arrivals and occupancy before and after the incidents and for a bigger picture I used last year and this year's nationality. For example, Chinese arrivals fell by 54%, while Indian arrivals rose by 20%. Second, I read meeting notes and coded common themes. These themes showed how teams reacted, such as by changing promotions or shifting staff.

Limitations

The study only covers one hotel. It looks at short-term impacts and not full recovery. Some data stayed confidential and quite confidential to show the insight information of the organization.

Ethics: I kept all guest data private. I used hotel data only with approval from my supervisor. I wrote this study for learning and education purposes and not for any personal benefit or profit.

ROOM NIGHT	August	September	October	November	December
OTB Yesterday	5,755	2,510	2,177	1,418	1,408
OTB Today	6,170	2,677	2,269	1,473	1,424
ROOM NIGHT Pickup	415	167	92	55	16
Occ % Pickup	3.9%	1.6%	0.9%	0.5%	0.2%

REVENUE	August	September	October	November	December
OTB Yesterday	31,493,248	14,044,352	11,709,395	9,323,256	10,701,163
OTB Today	33,379,813	15,120,649	12,185,915	9,674,786	10,825,066
REVENUE Pickup	1,886,565	1,076,297	476,520	351,530	123,904
ADR Pickup	4,546	6,445	5,180	6,391	7,744

On the Book today + 45 days					
	P/U RNs	OTB	ADR	Revenue	OCC%
Sunday, August 17, 2025	26	244	5,482	1,337,535	70.9%
Monday, August 18, 2025	32	219	5,052	1,106,450	63.7%
Tuesday, August 19, 2025	26	206	4,972	1,024,197	59.9%
Wednesday, August 20, 2025	30	210	4,621	970,309	61.0%
Thursday, August 21, 2025	22	191	5,166	986,718	55.5%
Friday, August 22, 2025	19	157	5,525	867,404	45.6%
Saturday, August 23, 2025	36	166	5,427	900,818	48.3%
Sunday, August 24, 2025	51	208	4,974	1,034,574	60.5%
Monday, August 25, 2025	51	203	5,065	1,028,130	59.0%
Tuesday, August 26, 2025	40	185	5,265	973,973	53.8%

Figure: daily report format so management can easily see the hotel's booking pace + future demand

3.3.5 Expected Results and Recommendation.

1. Build a single source and trustful source of data

One of the biggest headaches is juggling data across all platforms , and internal spreadsheets. It's a mess. As one revenue manager cleaning data is a "time sink" that wastes hours from strategic work demandcalendar.com. We need to integrate systems Opera Cloud, Ideas, Lighthouse, reservations, sales, housekeeping into a unified dashboard. This avoids mismatches and gives you actionable insights fast.

2. Use Rolling Forecasts Rather Than Static Ones

Revenue managers should always keep forecasts current, recent and adapt, so decisions are based on the going situation of the market, rather than previous month flow. Revenue managers shared that “we need to review forecasts on a rolling basis and continue to be resilient and flexible” [Revenue Analytics](#). Weekly or even daily forecast reviews allow for dynamic pricing, staffing tweaks, and promo shifts that reflect the current reality, not yesterday's data.

3. Collaborate, Don't Operate in Solo

Revenue management touches every department for example operation, front of the house, marketing, sales. Yet implementation often neglects operational realities like labor shortages or renovation schedules Hospitality Upgrade. Make it a habit to involve these teams in planning discussions so forecasts match operational capability.

4. Focus where the thing really matters.

Selling the right room at the right time to the right people is all about the revenue management said by real world RM and it's so true demandcalendar.com. Understanding the segment and offer that attract those particular targeted groups with high-margins is crucial such as corporate groups, long-stay leisure or even design tailor packages to maximize the RevPar compared to compset on the market, not just occupancy. Revpar is key indicator to show how hotel actually perform, filling room only don't indicate that hotel is doing good

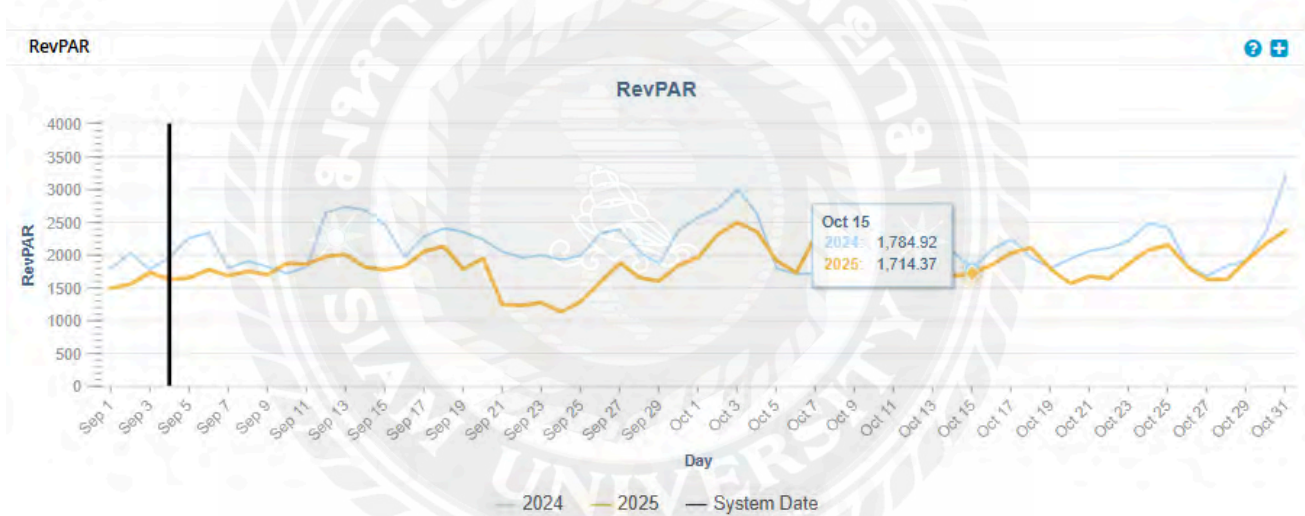


Figure Ideas BI tools RevPAR comparison last year and this year

Chapter 4: Conclusions

4.1 Limitation of the Study

Overall, the internship experience at Sofitel Bangkok Sukhumvit was very smooth and well-organized, with full support from the Revenue and Reservation Department. I was able to access all the necessary tools, data, and systems used by the team, and my supervisor provided clear guidance in every task. There were no major obstacles or restrictions throughout my training period.

However, since my responsibilities were mainly focused on data management, market analysis, and assisting in revenue strategy planning, the study was centered more on the analytical side rather than guest interaction or service operations. The research therefore reflects the internal and strategic aspects of the hotel's performance, rather than customer experience or feedback from external stakeholders.

Despite this, the overall internship offered a complete and valuable understanding of how revenue management works in a luxury hotel environment and how data-driven strategies support business decisions at Sofitel Bangkok Sukhumvit.

4.2 Recommendation for the Company

Throughout my internship at Sofitel Bangkok Sukhumvit, I found the working environment in the Revenue and Reservation Department to be very supportive and professional. The team maintained clear communication and showed genuine care and cooperation among each other and interns as well. My supervisor was exceptionally patient, dedicated and made sure that I understood the process and point of explanation from him and tools used in revenue management. The experience and knowledge gave me strong practical knowledge that can apply not only in the revenue department but also for further positions needed.

The department used a variety of professional systems and platforms such as Opera, Ideas, STR, OTA Insight, Fornova, Avalon, Accor Max, Expedia, and Booking.com, which helped me to practice in analyzing data, see the actual market behavior, and managing online distribution channels. Additional chances to meet with OTA managers also help me to learn market insight and behavior into how marketing and promotional campaigns influence hotel visibility and decision-making.

In terms of innovation and sustainability, Sofitel Bangkok Sukhumvit continues to maintain its modern and eco-friendly standards through recent property renovations and the use of sustainable materials like glass and metal utensils instead of single-use products. These initiatives reflect the brand commitment to progress and environmental care.

The only suggestion I would personally like to share is regarding trainee incentives. For students who work full-time for a longer period such as four to six months as part of their university requirement a small daily allowance or transportation support could be considered. This gesture would not only help with personal expenses but also serve as motivation for future interns to perform even better and feel more valued during their training.



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Reference and supplementary documents

Type of Source	Example / Description	APA Reference Format & Example
Corporate Website	Accor Group official info	Accor Group. (2024, February 10). Sofitel brand story. https://group.accor.com/en/brands/luxury/sofitel
Corporate Website	Sofitel Bangkok Sukhumvit overview	Sofitel Bangkok Sukhumvit. (2024). About the hotel. https://sofitelbangkoksukhumvit.com
Webpage (Media Outlet)	Thai Tourism news	Tourism Authority of Thailand. (2024). New Thailand 2026 tourism push. TAT Newsroom. https://www.tatnewsroom.com
Webpage (Media Outlet)	Airports & traffic projections	Airports of Thailand. (2024). Passenger traffic projections FY2026. https://www.airportthai.co.th
Webpage (Media Outlet)	Chinese tourist visa news	AP News. (2024, May 12). China-Thailand visa-free travel update. https://apnews.com
Webpage (Media Outlet)	Macro / GDP data	Reuters. (2024, February 5). Thailand GDP outlook 2025–26. https://www.reuters.com
Industry Report	STR hotel performance	STR. (2024). Bangkok hotel performance review January–August 2025. STR Global. https://www.str.com
Industry Tool / Blog	DemandCalendar insights	DemandCalendar. (2024). Revenue management best practices. https://www.demandcalendar.com
Journal Article	Hotel revenue management review	Ivanov, S., & Zecher, V. (2012). Hotel revenue management – A critical literature review. <i>Turizam: međunarodni znanstveno-stručni časopis</i> , 60(2), 175–197. https://doi.org/10.5937/menopre1232175
Journal Article	Machine learning in forecasting	Li, H., Hu, X., & Zhang, C. (2020). Hotel demand forecasting using deep learning with different data sources. <i>Technological Forecasting and Social Change</i> , 158, Article 120155. https://doi.org/10.1016/j.techfore.2020.120155
Conference Paper / Chapter	Big data in hospitality	Nguyen, T. T. H. (2019). Leveraging big data in hospitality revenue management. In A. K. Singh & R. Sharma (Eds.), <i>Emerging trends in digital transformation</i> (pp. 94–104). Springer. https://doi.org/jhfnbfb/10.1007/978-981-32-9630-7_9
Conference Paper / Proceedings	External terms-of-trade insight	Chaudhuri, S., & Biswas, A. (2017). External terms-of-trade and labor market imperfections in developing countries: Theory and evidence. <i>Proceedings of the Academy of Economics and Economic Education</i> , 20(1), 11–16. https://search.proquest.com/docview/1928612180

Table 2: Bibliography Section (Supplementary / Consulted Sources)

Type of Source	Example / Description	APA Reference Format & Example
Newspaper Article (Print)	General news on tourism & events	Bidey, S. (2018, January 1). Bid to curb youth crime. Townsville Bulletin, p. 13.
Newspaper Article (Online)	CES / tech news	Davidson, J. (2018, January 9). CES 2018: Samsung vows to add artificial intelligence to everything it does. Australian Financial Review. http://www.afr.com/
Corporate Website	Accor Sustainability initiatives	Accor Group. (2024). Planet 21 sustainability program. https://group.accor.com/en/group/sustainable-hospitality
Industry Blog / Tool	Hospitality Upgrade insights	Hospitality Upgrade. (2024). Revenue management collaboration tips. https://www.hospitalityupgrade.com
Industry Blog / Tool	Duetto Cloud KPI alignment	Duetto Cloud. (2024). Aligning hotel KPIs across departments. https://www.duettocloud.com
Webpage (Media Outlet)	Trade fair / event info	Trade Fair Dates. (2024). InfoCOMM Asia 2026 event calendar. https://www.tradefairdates.com

Appendix

Student Information

Name	Sonu Bawonmethichai
Student ID	6508000034
Email	6508000034@siam.edu
Job supervisor name	Dhone Ongsangkoon
Supervisor Contact No	02 126 9999
Supervisor Email	Dhon.ONGSANGKOON@sofitel.com
Company Name:	Sofitel Bangkok Sukhumvit
Location of the Company	189 Sukhumvit Rd, Khwaeng Khlong Toei Nuea, Watthana, Bangkok 10110, Thailand



Dhon Ongsangkoon

Daily Dairy

Week 1 (4–6 June 2025)

- **4 Jun (Wed):** Registered fingerprint & facial data; introduction to hotel departments; overview of daily responsibilities.
- **5 Jun (Thu):** Observed demand-based pricing; learned booking pace & lead time; attended rate planning training.
- **6 Jun (Fri):** Attended Mercure revenue meeting; learned OTA performance reports; practiced booking data entry; studied segment/rate codes, check-in/out process, and room-type codes; reviewed booking errors.

Week 2 (9–13 June 2025)

- **9 Jun (Mon):** Full hotel orientation (rules, dress code, safety protocols); department introductions.
- **10 Jun (Tue):** Site visit to spa, suites, meeting rooms, and F&B areas; observed facility standards & guest expectations.
- **11 Jun (Wed):** Learned Accor pricing codes (RA4, RB3); practiced identifying rate codes.
- **12 Jun (Thu):** Studied price elasticity & pricing psychology; competitor analysis; reviewed 50+ OTA guest reviews; summarized guest preferences.
- **13 Jun (Fri):** Prepared ADR, occupancy & pickup reports; learned Opera & Excel reporting; compared OTA vs direct bookings; reviewed OTA commissions.

Week 3 (16–20 June 2025)

- **16 Jun (Mon):** Created safety materials on earthquake tips; reviewed hotel emergency procedures.
- **17 Jun (Tue):** Edited & finalized safety materials with supervisor feedback.
- **18 Jun (Wed):** Practiced revenue maximization strategies with limited supply scenarios.
- **19 Jun (Thu):** Learned calendar forecasting tools; studied forecasting models & revenue KPIs.
- **20 Jun (Fri):** Attended weekly revenue meeting; observed pricing strategy discussions; wrote meeting summary.

Week 4 (23–27 June 2025)

- **23 Jun (Mon):** Prepared daily comp set report for Mercure Bangkok; analyzed room nights & LOS.
- **24 Jun (Tue):** Presented report to Director & Supervisor; recommended segmentation strategies.
- **25 Jun (Wed): Sick leave.**
- **26 Jun (Thu):** Conducted pricing comparisons in Excel; analyzed weekend vs monthly trends; reviewed weekly work.
- **27 Jun (Fri):** Entered booking data in Opera Cloud; calculated lead time & room nights; attended Townhall meeting.

Week 5 (1–4 July 2025)

- **1 Jul (Tue):** Prepared daily report; compared pickup rates across segments.
- **2 Jul (Wed):** Updated competitor pricing sheet from OTAs; added weekend trends to dashboard.
- **3 Jul (Thu):** Opera PMS error handling; flagged wrong rate codes; joined Expedia business review.
- **4 Jul (Fri):** Prepared Mercure pickup report; learned STR basics (OCC%, ADR, RevPAR, market index); compared with comp set.

Week 6 (7–11 July 2025)

- **7 Jul (Mon):** Learned Performance Forecast (DPF) in Excel; practiced forecasting formulas.
- **8 Jul (Tue):** Updated daily pickup report; checked OTA bookings; flagged mismatches in Opera PMS.
- **9 Jul (Wed):** Assisted comp set analysis; compared ADR & RevPAR; formatted revenue slides.
- **10 Jul (Thu):** Shadowed front office team; observed check-in/out during peak hours.
- **11 Jul (Fri):** Compiled OTA feedback; created satisfaction trend report; backed up data & cleared logs.

Week 7 (14–18 July 2025)

- **14 Jul (Mon):** Accor Business Campus training (Revenue Mgmt & Geopolitical Risk: crisis planning, pricing flexibility, guest trust).
- **15 Jul (Tue):** Updated daily pickup report; attended Sofitel RevMax meeting.
- **16 Jul (Wed):** Assisted comp set analysis; formatted revenue slides.
- **17 Jul (Thu):** Service charge calculation (Mercure & Sofitel).
- **18 Jul (Fri):** Compiled OTA review feedback; prepared satisfaction summary.



Dhon Ongsangkoon

Week 8 (21–25 July 2025)

- **21 Jul (Mon):** Online Accor Business Campus training (advanced forecasting; seasonal pricing).
- **22 Jul (Tue):** Created 2025–2026 event calendar for pickup trends.
- **23 Jul (Wed):** Revised booking system to align with government scheme *Kon La Krung*; updated yearly segments.
- **24 Jul (Thu):** Prepared daily pickup report; attended Mercure RevMax meeting; analyzed STR report.
- **25 Jul (Fri):** Compiled daily pickup + STR + comp set summary; presented to revenue analyst.

Week 9 (26–31 July 2025)

- **26–27 Jul (Sat–Sun):** Off.
- **28 Jul (Mon):** Public holiday – King Vajiralongkorn’s Birthday.
- **29 Jul (Tue):** Monthly trainee meeting; hotel information session; presented findings to supervisor.
- **30 Jul (Wed):** Townhall meeting with Sofitel CEO Maud Bailly on brand & performance review.
- **31 Jul (Thu):** Prepared RevMax presentation for Mercure Bangkok; adjusted customer booking details.

Week 10 (1–4 August 2025)

- **1 Aug (Fri):** Adjusted customer passwords, IDs & reservation statuses; updated monthly report; assisted supervisor with Excel adjustments.
- **2–3 Aug (Sat–Sun):** Off.
- **4 Aug (Mon):** Reflected on past tasks; revised work process understanding; identified improvement areas.

Week 11 (5–8 August 2025)

- **5 Aug (Tue):** Reviewed invoices; corrected discrepancies.
- **6 Aug (Wed):** Corrected inaccurate data in Opera PMS; updated reservations.
- **7 Aug (Thu):** Prepared confirmation letters; generated DPF report for RevMax; attended F&B farewell event.
- **8 Aug (Fri):** Assisted in budget preparation; checked reservations; corrected discrepancies in room availability & pricing.



Dhon Ongsangkoon

Week 12 (9–15 August 2025)

- **9–10 Aug (Sat–Sun):** Off.
- **11 Aug (Mon):** Attended graduation ceremony.
- **12 Aug (Tue):** Public holiday – Mother’s Day.
- **13 Aug (Wed):** Updated pickup reports; checked OTA bookings; reviewed weekend demand; prepared comp set data.
- **14 Aug (Thu):** Followed up on missing reservation info; adjusted rates for high-demand week; learned Excel techniques.
- **15 Aug (Fri):** Sent reservation confirmations; updated pickup pace; brainstormed direct booking strategies.

Week 13 (16–22 August 2025)

- **16–17 Aug (Sat–Sun):** Off.
- **18 Aug (Mon):** Assisted supervisor with assigned tasks.
- **19 Aug (Tue):** Checked booking reports; calculated service charge split (Sofitel 70%, Mercure 30%); drafted service description; updated Word TOC.
- **20 Aug (Wed):** Extracted weekly booking pace; reviewed group inquiries; updated confirmation letters; observed rate adjustments.
- **21 Aug (Thu):** Compiled monthly OCC/ADR/RevPAR; prepared RevMax material; updated segmentation data.
- **22 Aug (Fri):** Summarized weekly pickup trend; attended monthly townhall; service charge announcement.

Week 14 (25–31 August 2025)

- **25 Aug (Mon):** Prepared daily report; edited reservation confirmation letters; adjusted pricing & room rates based on weekend trends; updated cooperative report.
- **26 Aug (Tue):** Prepared Mercure daily report; created RevPro meeting materials; edited presentation format.
- **27 Aug (Wed):** Researched competitor rankings on OTAs; adjusted rate codes & transaction IDs; assisted reservations.
- **28 Aug (Thu):** Presented RevMax at Mercure Bangkok; met new sales director & coordinator; made rate adjustments; prepared daily report.
- **30–31 Aug (Sat–Sun):** Off.



Dhon Ongsangkoon

Week 15 (1–7 September 2025)

- **1 Sep (Mon):** Assisted supervisor with Month-End Report (room revenue, F&B, occupancy); learned data extraction from Opera Cloud & cross-checking in Excel.
- **2 Sep (Tue):** Updated RevPro Meeting Presentation (KPIs: ADR, RevPAR, pickup trends, competitor STR data); improved slide visuals.
- **3 Sep (Wed):** Reviewed pickup reports & cancellations; monitored OTA channels; updated pace report (YOY comparison).
- **4 Sep (Thu):** Attended RevMax meeting; took notes on long-weekend pricing strategy.
- **5 Sep (Fri):** Checked group bookings; ensured block updates; created event summary (concerts, trade shows, festivals) to support forecasting.

Week 16 (8–12 September 2025)

- **8 Sep (Mon):** Prepared daily report; adjusted data; updated demand calendar with 2026 events; handled reservation transaction IDs.
- **9 Sep (Tue):** Calculated Fastcom OTA commissions; prepared RevPro presentation.
- **10 Sep (Wed):** Reviewed upselling options & commission distribution for hotel benefit optimization.
- **11 Sep (Thu):** Leave – family emergency
- **12 Sep (Fri):** Assisted supervisor with RevMax data preparation & analysis.

Week 17 (15–19 September 2025)

- **15 (Mon):** brainstorming session with supervisor and director regarding bringing new segments and nationalities during this month, planning for marketing and channels to invest in.
- **16 Sep (Tue):** Checked the commission of the OTA platform and avoided the error amount; attended RevPro meeting for Sofitel Bangkok.
- **17 Sep (Wed):** Cracked down the large dataset into a basic analytic dataset for supervisors about room type and paid/stay version categories.
- **18 Sep (Thu):** Assisted revenue team in preparing month-end reports; followed up with reservations on rate parity issue.
- **19 Sep (Fri):** Leave – maternal grandfather passed away; traveled to India
- **20–21 Sep (Sat–Sun):** Off.



Dhon Ongsangkoon

Week 18 (22–26 September 2025)

- 22 Sep (Mon): Leave – maternal grandfather passed away; in India.
- 23 Sep (Tue): Leave – maternal grandfather passed away; in India.
- 24 Sep (Wed): Got a chance to talk with traveloka market manager regarding hotel and market update and overall performance during this months and general discussion about competition performance and data insight
- 25 Sep (Thurs): Updated weekly pick-up report; checked ADR trend for corporate bookings. And practice fire drill with team member
- 26 Sep (Fri): Research about bangkok top luxury hotel that provide premium suites and offer that attract booker identify the pricing and records in excel file, reservation about **INDIVIDUAL RESERVATION FORM**
- 27–28 Sep (Sat–Sun): Off.

Week 19 (29 September – 4 October 2025)

- 29 Sep (Mon): Did competitor analysis of bangkok top ultra luxury hotel about their suites and offer that they make to sell more suites and attract more bookers.
- 30 Sep (Tue): Reviewed group booking inquiries and attend RevPro meeting for sofitel bangkok
- 1 Oct (Wed): Check the commission of the OTA booking and finding the error and brainstorming with supervisor and director for october
- 2 Oct (Thu): Sick leave
- 3 Oct (Fri): Prepared weekend occupancy update, Update DPF file for YTD, check the status of price of mercure and sofitel and check insight report of booking.com sales statistics
- 4–5 Oct (Sat–Sun): Off.

Week 20 (6–10 October 2025)

- 6 Oct (Mon): check the rate parity across OTA website and oversee the trends of the compset over the weekend
- 7 Oct (Tue): help the work with reservation department for Free room booking and rate checking and customer member card
- 8 Oct (Wed): Assist supervisor for rate check up due to massive group cancellation from mercure
- 9 Oct (Thu): Coordinated with the reservations team to ensure correct coding of bookings.
- 10 Oct (Fri): Attend the graduation day for completing the internship requirement and certification ceremony with hotel area general manager and supervisor
- 11–12 Oct (Sat–Sun): Off.

Week 21 (13–15 October 2025)

- 13 Oct (Mon): Public holiday
- **14 Oct (Tue):** Assisted Revenue department in monitoring daily pickup report, updated room inventory in PMS/CRS, and checked for discrepancies across OTA platforms to ensure rate parity.
- **15 Oct (Wed):** Prepared daily forecast and pickup summary for management review; supported team in analyzing competitor pricing strategy and adjusted rates accordingly on key channels.



Curriculum vitae

Sonu Bawonmethichai

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Summary

22-year-old Bachelor of business administration graduate candidate from Siam university, with previous experience as cluster role in revenue and reservation management trainee in luxury tire hotel in the main land Bangkok name Sofitel Bangkok Sukhumvit and additional experience in luxury customs made tailoring store as before and after sales as well as marketing ideas, I am born and raised in Thailand and can easily communicate in Thai and English fluently both written

Professional Experience

Revenue and Reservation Internship
Sofitel Bangkok Sukhumvit

(June 2025 – October 2025)

- Learn to optimize Comp set business view and performance in the markets
- Cluster role for making pickup report for Mercure and Sofitel to see the performance and pace of the pickup
- Preparing essential preparation for Rev Max meeting for weekly update about market position and view the overall performances for Mercure Bangkok Sukhumvit
- Assist in rate code changing and update booking in reservation software to make Front office operation run smoothly
- Assist day to day responsibility with my supervisor for making work done faster

Sales Associate and Marketing Coordinator
Class Bespoke Tailor

(Feb 2024 – Present)

- Customers consulting with fabric selection, styling, and fitting for bespoke suits
- Manage appointments and follow-ups with new and existing clients
- Create social media content creation and posting for brand promotion
- Coordinate with tailors to ensure timely delivery and quality control of orders
- Handle inquiries via phone, email, and social channels professionally
- Track customer feedback to improve service and tailor-made offerings

Education

Siam University
Bachelor of Business Administration

- GPA: 3.43
- Developed a presentation skill and presenting techniques to deliver clear, easy-to-understand information to audiences

Skills

- English and Thai language proficiency (Both written and speaking)
- Natural storyteller for presenting products in a way that drives purchasing decisions.
- Computer literacy in MS Office and google workspace.
- RM software such as Ideas, OTA insight, STR and more
- Problem solver, ability to stay clam during stress situation.
- Time oriented, ability to manage deadline on given task.



Hotel tour and team building session





Site visit from university professor at sofitel bangkok Sukhumvit



Working with supervisor and assist with work





Last day celebration with senior member

