

Internship Report On
Sales operations of Days Hotel Dhaka

Submitted to

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Subject- Submission of Internship report on “Sales operations of Days Hotel Dhaka”

Dear Sir,

I am here to submit my Internship Report, which is required coursework for the Bachelor of Tourism and Hospitality Management. It is a fantastic accomplishment to work under your direction. The basis of this research is “Sales operations of Days Hotel Dhaka.” Through my six months of Internship, I was able to learn about the Sales Tactics of Loyalty Program at Days Hotel. This Report was written to meet the requirements of my internship program at the organization to which I was assigned.

If you would be so kind as to review this report and offer your insightful opinion, I would be incredibly grateful. It would be my great pleasure if you found this paper interesting and beneficial in gaining a clear understanding of the topic.

Sincerely,



Tanjir Ahmed

ID- 213-43-190

Bachelor of Tourism & Hospitality Management

CERTIFICATE OF APPROVAL

This is to inform you that the report "A Study on the Sales operations of Days Hotel Dhaka" by Tanjir Ahmed, ID. 213-43-190 has been completed under my supervision and assistance as a partial fulfillment of the requirement of "Bachelor of Tourism and Hospitality Management" degree from "Daffodil International University."



Md Mishkatul Kabir

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Bachelor of Tourism & Hospitality Management

Executive Summary

The report concerns an overview of Days Hotel Dhaka's general sales operations, how it has determined sales success in business growth, customer satisfaction, and the competitive climb. Days Hotel Dhaka, a venture hotel of the Intraco Group, affiliated with Hotel Agrabad Chittagong, is a four-star hotel located in the Baridhara Diplomatic Zone. The hotel mainly targets corporate travelers, diplomat stays, and leisure guests. Given the location of the hotel among many embassies and corporate offices in the area, it is a favorable location for various business meetings and anytime diplomacies. The Sales and Marketing Department emphasizes corporate relations, online sales promotions, and a lead product sales approach to encourage more bookings, focusing on name recognition.

Therefore, the findings indicate that Days Hotel Dhaka uses a multi-channel sales business model, including direct bookings, OTAs, and corporate sales. Extensive corporate sales activity and guest engagement provide the hotel with a decent occupancy rate, although several inefficiency factors remain, including fluctuating seasonal demand, excessive OTA dependence, insufficient marketing budgets, and high staff turnover.

In conclusion, Days Hotel Dhaka has proven its sustainability in the Dhaka hospitality market through efficient sales activity and excellent guest service. Nevertheless, to foster further development, the hotel should focus on directing booking initiatives, loyalty programs, and improved CRM systems due to the results of this academic research and enhance staff training to gain long-term positioning in the hotel industry.

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Chapter-01

Introduction

1.1 Introduction

Tourism and hospitality industry play a significant role in social, economy prosperity, cultural exchange and service innovation of the world. Hotels, being an integral part of the industry, not only offer accommodations services but contribute to customer satisfaction through quality service delivery as well as food and venue spaces. Yet, in the current competitive world, service alone is not actually enough. To win and retain customers, to grow a service business, and to be successful in the market place one must have effective sales and marketing.

Business travelers, foreign delegates and travelers now fill the streets of Dhaka, capital of Bangladesh. As the demand for quality-based hospitality services increases, Dhaka hotels need to find ways to stay competitive and keep their position in the market. How Days Hotel Dhaka established itself a class service provider in one of the most competitive markets: DAYS HOTEL DHAKA, located at Baridhara Diplomatic Zone is Designed to provide complete luxury and comfort. It depends on a formalized sales/marketing mix that creates visibility, revenue and loyalty. This paper focuses on customer acquisition, promotional activities and market competition in order to understand how Days Hotel Dhaka manages its sales related functions.

1.2 Background of the Study

Days Hotel Dhaka, an associate of the sister concern of Hotel Agrabad Chittagong and Intraco group, is a powerful global brand which has to reconcile its global standardization with its local market needs. It gains as much from providing services, to be sure, as it does from the efficiency with which it markets its services to certain audiences. Marketing units increase exposure through advertising, online promotions and sales campaigns while Sales teams target business clients, travel agents and event planners. A look into this strategy is interesting and it tells how the hotel keeps up with a dynamic hospitality environment.

1.3 Scope of the study

This study focuses on the sales operations of Days Hotel Dhaka, emphasizing sales planning, promotional activities, and customer relationship management. It is based on internship experiences and highlights internal sales strategies and challenges. The scope is limited to observed operations and excludes comparative analysis.

1.4 Study Objectives

General Objective:

To provide a comprehensive overview of the sales operations of Days Hotel Dhaka.

Specific Objectives:

- To understand the lead generation and onboarding process of Days Hotel Dhaka
- To identify the sales strategies, implemented by Days hotel Dhaka.
- To identify the key challenges faced by the hotel in implementing its sales operations.

1.5 Methodology

This internship report is descriptive and exploratory in nature.

1.5.1 Source of data: This report mostly uses secondary data and observations from internships.

This report uses secondary data such as

- Hotel website and promotional materials
- Internal reports of days' hotel Dhaka
- OTA websites
- Relevant books and articles and reports

1.6 Limitations of the Study

Confidentiality: In the interest of confidentiality, a number of internal documents and sales metrics have not been included in these numbers.

Single to a property: All findings apply exclusively to the Days Hotel itself and are not necessarily transferrable to other Days Group properties.

Chapter-02

An overview of Days Hotel Dhaka

2.1 Background of Days Hotel Dhaka

The Days Hotel Dhaka is a mid-priced business hotel located in the Baridhara Diplomatic Zone of Dhaka, Bangladesh. It is a subsidiary of Intraco Group and Hotel Agrabad Chittagong. They began their journey in 2017. It is an ideal hotel for business and diplomatic travelers due to its proximity to embassies, government offices, and the economic district of Gulshan. It's also near Hazrat Shahjalal International Airport, which is convenient for foreign visitors. The hotel provides just few services and facilities of a standard four-star city hotel. Visitors can expect air-conditioned rooms with modern decor, minibars, Wi-Fi, flat-screen TVs and private bathrooms. There's also a business center, a restaurant serving international cuisine, a 24/7 fitness center, rooftop patio and spa services. Most reviewers comment on the hotel being secure in a diplomatic zone, cleanliness of the rooms, and friendly staff. Some guests have griped about laggy Wi-Fi and poor room maintenance, but the prevailing attitude of most people is that this hotel provides a good value, especially for those seeking access to the city's diplomatic and business quarters. And The Days Hotel Dhaka, belonging to Renowned Hotel Agrabad, meets the needs of local markets with services and features that allow its key property in the area Yet also meet world-class standards for hotels around the globe.

2.2 Organizational Information

Organizational details	
Property name	Day's Hotel Dhaka
Owned by	Intraco group
Address	69 Sarwardy avenue, Baridhara Dhaka.
Mobile No.	01975006314
Email	Moshfeque@dayshotel.com
Website	Dayshotelbd.com
Location	Dhaka, Bangladesh
Year Hotel Opened	2017
Hotel category	Four star
Number of rooms	64

Number of floors	6
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Table No. 01: Organizational Information (Source: Days Hotel Dhaka 2025)

2.3 Objectives of days Hotel

- Consistently deliver outstanding hospitality by treating guests the way you would want to be treated, being polite, considerate and attentive.
- Offering top quality accommodations for business and leisure guests.
- Be situated in a secure area of Dhaka's Baridhara Diplomatic Quarter.
- Provide a variety of commercial facilities, including banquet and conference areas and meeting space.
- Amenities such as a spa, fitness center and 24-hour room service can make visitors' stays more enjoyable.
- Hotel airport shuttles, and a business center with all the amenities will keep things easy.
- Local and tourist friendly food options.

2.4 Mission, Vision and Goal

➤ Mission

Make every guest feel welcome and at home by providing warm and welcoming hospitality. Pay attention to the tiny things that make the guest experience better. Go above and above to make guests happy and surprised, so they remember their stay. Offer meeting rooms, a spa, a gym, and eating options to accommodate the demands of both business and leisure tourists. 5. Make sure that the level of service is the same at all touch points. Build trust and loyalty with guests by providing trustworthy and compassionate service that lasts.

➤ Vision

Days Hotel wants to be the best hospitality brand, known for friendly, trustworthy service, comfortable lodgings, and great value that makes every guest's stay unforgettable every day.

➤ Goal

Days Hotel Dhaka wants all of its visitors, whether they are on business or leisure, to feel welcome and at ease. They pay attention to every detail, give guests modern, well-equipped accommodations, and make sure there are enough of high-quality amenities to make sure visitors have memorable experiences. The hotel seeks to meet the needs of foreign guests by combining comfort, safety, and hospitality to make sure that every stay is smooth and enjoyable. The food they provide, the events they host, or the personalized care they give to guests are all ways they do this. Days Hotel Dhaka strives to make sure that customers always get great service and feel important while they are there.

2.5 Organizational Structure of Days Hotel

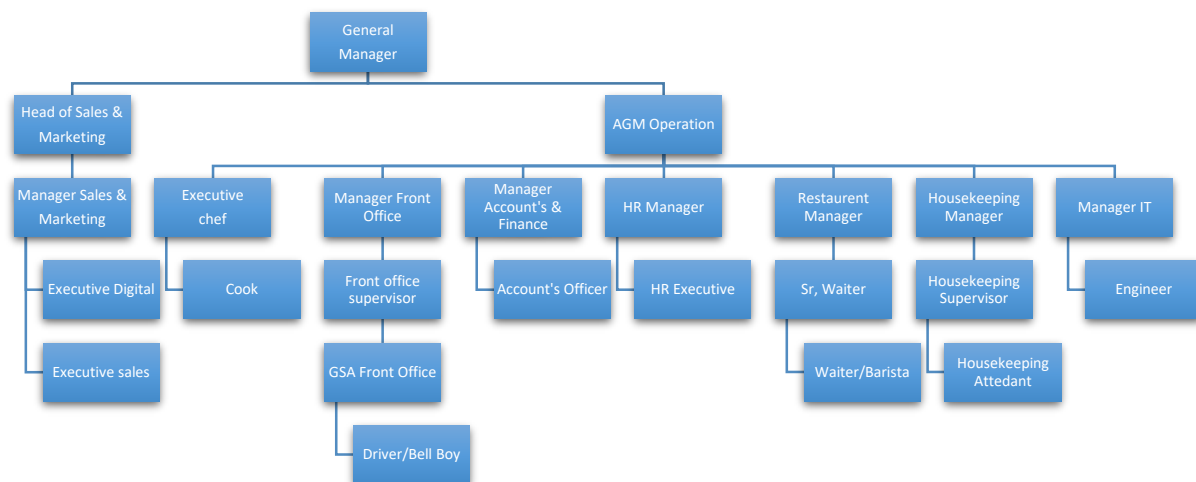


Figure No. 01: Organizational Structure (Source: Days Hotel Dhaka 2025)

2.6 The key departments, their functions and revenue- generating areas of Days Hotel Dhaka.

The skeleton infrastructure A hotel such as Days Hotel Dhaka functions with various key departments that are all integral to the smooth running of its service offering and operations. The principal ministries, and their duties, are as follows:



Figure No. 02: key departments (Source: Days Hotel Dhaka, 2025)

- **Front Office Department**

Guest check-ins, check-outs, reservations, and customer service. It is the hotel's first impression department for guests; therefore, the department must run efficiently.

In terms of revenue generation, the front office department gets it from room bookings, upscaling, and concierge services.

- **Housekeeping Department**

Function Clean and maintain adequate condition hotels' guests' rooms and public areas to the required hotel standards of comfort and cleanliness. It should not be missed because guests will not be happy or anxious.

Revenue-generating Areas operational, housekeeping collaboratively participates in guest satisfaction and their return, affecting overall rooms sales and rooms' occupancy.

- **Food & Beverage (F&B) Department**

The food and beverage department is responsible for the bars, restaurants, room service, and event catering. The department provides food and drink services to the hotel visitors and at various events held at the hotel, such as meetings or conferences.

The revenue-generating areas in the F&B department include: restaurant dining, event catering, room service and banqueting.

- **Sales & Marketing Department**

Promote the hotel, maintain relationships with customers, carry out marketing activities, and develop additional bookings. To promote the hotel, the Development Department targets business and diplomatic clients through direct sales activities, corporate cooperation, and OTA and digital channels.

Revenue-Generating Area: Room, business, and corporate apartments reservations.

- **Finance & Accounts Department**

This department is responsible for the financial activities of the hotel business. The head of this department ensures that there is efficient use of the resources and gains/profit realized by the hotel. It is amongst the most important departments in the hotel.

All departments within the hotel make sales. Good focus on the financial and accounting department means that the manager keeps an eye on all the departments as the head.

- **Human Resources (HR) Department**

The HR Department coordinates recruitment, training, performance assessments, employee relations, and labor laws enforcement. This department seeks to ensure that the hotel is staffed with qualified personnel, increase performance with training, and maintain a healthy work culture. This department does not directly generate revenue but facilitates a foundation on which optimal operations are built, directly influencing revenue.

- **Engineering & Maintenance Department**

This department's function is to look after the hotel's physical plant, such as room fixtures, HVAC systems, plumbing, and electricity. This department is in charge of keeping all facilities

in working order and safe for guests. Furthermore, this area is vital because the hotel's rooms must be in working form at all times. Hence it is a revenue-generating area.

- **Spa & Wellness Department**

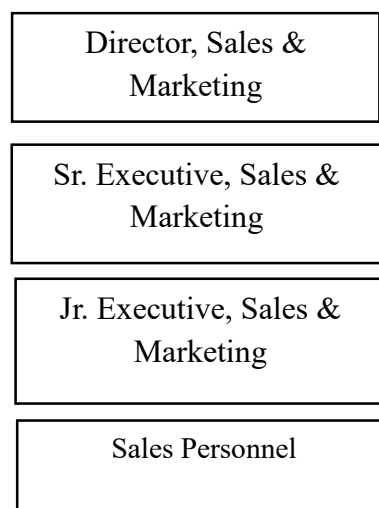
This department delivers wellness services such as massages, spa treatments, and fitness programs. The department caters to guests seeking relaxation and wellness during their hotel stay. spa services, wellness packages, fitness center membership.

- **IT & Systems Department**

The IT & Systems Department supervises operation of technology systems in the hotel and covers the reservation system, guest Wi-Fi, security system, and internal communication tools. IT & Systems is responsible for ensuring proper operation of all technology systems including resolving technical issues and supporting digital marketing activities. This department directly contributes to improved operational efficiency and guest experience.

2.7 The Sales Department

The Sales & Marketing Department at Days Hotel is responsible for driving business through marketing, guest acquisition, retention and overall revenue generation. The department is structured hierarchically to ensure efficient workflow and clear role delegation.



2.7.1 Director of Sales & Marketing

Sitting at the pinnacle is the Director of Sales & Marketing, responsible for running the total sales and marketing vision of the hotel. This role establishes the sales growth, market position, and promotional messaging including brand awareness. Key teammate in all partnerships, key account management and that sales strategies meet the hotel's overall objectives.

2.7.2 Senior Executive, Sales & Marketing

The Senior Executive, Sales & Marketing is to implement the sales and marketing strategies developed by the Director. They oversee the execution of campaigns, live monitoring and maximization of guest satisfaction in addition to generating extra revenue wherever possible. They are also responsible for customer relationships, with corporate clients and tour operators.

2.7.3 Junior Executive, Sales & Marketing

The Junior Executive is responsible to assist the Senior Executives as well as the sales people. This position will be driven in doing admin work, supporting market research and handling customer databases, promotion materials as well as monitoring sales results. They are crucial for helping coordinate marketing online and off.

2.7.4 Sales Personnel

At the lower end of the hierarchy, Sales Personnel take direct sales actions where they actually deal with potential guests, assist them in booking and solving their doubts. They are involved in promoting room nights through sales, follow up with inquiries and local community efforts on different platforms whether it is OTAs or direct channels. They are essential to achieving the hotel's daily sales goals.

2.8 Facilities and Services Offered

Days Hotel Dhaka offers several amenities for business and leisure guests. The hotel provides comfortable rooms and suites that are equipped with contemporary facilities such as air conditioning, Wi-Fi, flat-screen TVs, minibar and tea/coffee maker. Dining is available at all-day

restaurant, cafe and in-room dining (24 hours), while the lobby lounge offers the ideal location for casual meetings. The business center has meeting and banquet rooms with audio-visual equipment. Recreational facilities include a pool, gym and spa. Furthermore, other services including airport transport, concierge, cleaning, laundry service, parking and 24-hour security make for convenience and comfort to remember.

Room Type	Approximate Rate (USD)
Standard Room	43\$
Deluxe Room	48-63\$
Double Room	69\$
Deluxe	30-35\$

Table No. 02: Types of Room & Rates (Source: Days Hotel Dhaka 2025)

2.9 The target customers of Days Hotel Dhaka

Days Hotel Dhaka targets to serve varied customer segments by utilizing geographical advantages in this Diplomatic Zone at Baridhara and modern life facilities standardized with the premise. Most of the guests is international and domestic leisure travelers in search for comfort, safety and best value. The markets to be served will be divided up as follows:

Business Travelers

A significant portion is comprised of management executives, Business owners and overseas delegates. They are attracted not only to the hotel's close proximity to embassies, corporate offices and business districts but also its contemporary conference rooms, meeting facilities and business-friendly services.

Leisure Tourists

Domestic and international leisure travelers wanting to experience the city with their families or as a couple visit Days Hotel Dhaka for the comfortable air-conditioned rooms, restaurant, spa and fitness center. The respite is open to tourists who are looking for relaxation, culture and safety.

Diplomats and International Officials

As part of diplomatic zone, the hotel accommodates ambassadors, embassy staff and visiting dignitaries who seek a high level of security, convenient access and personalized service.

Local Event Clients

The hotel is even popular among nearby residents and businesses who utilize its banquet halls, restaurants, and event space for wedding receptions, seminars and social functions gaining it a reputation as the best spot for events.

2.10 Departments in Operation at Days Hotel Dhaka

Several departments working as a team to efficiently run Days Hotel in order to offer the best of service and stay for their guests. One sub-department's failures can harm other sub-departments, and ultimately cost business. Thus, the departments are closely connected with each other and both contribute to guest satisfaction and hotel performance.

The Day's Hotel departments of operations are as follows:

Serial No.	Department
1	Front Office
2	Sales & Marketing Department
3	Food and Beverage Department
4	Engineering and Maintenance Department
5	Food Production Department
6	Finans & Accounts Department
7	Human Resources Department
8	IT & System Department
9	Security Department

Table No. 03: Operational Departments (Source: Days Hotel Dhaka 2025)

Chapter-03

Discussion

3.1 Sales Process of Days Hotel Dhaka



Figure No. 03: Sales process of Days hotel Dhaka

▪ Lead generating

Days Hotel Dhaka generate leads based on location and client's requirement as per particular segment. The hotel in Gulshan target mainly corporate people, multinationals, and business who are looking for short stays with meeting and conferences services but advertising to expat including diplomatic when it comes to promotion. In Banani, they are reaching out to young professionals with staycation packages for convenience and comfort, companies that are seeking meeting and seminar facilities; families who want a retreat on the weekend as well as weddings and events. Luxury travelers who desire top-notch services are the target market for Bashundhara, which also creates tailor-made packages for weddings, corporate meetings and community events. Admit small businesses and budget travelers with short stay business package and reasonable accommodations are available within Notun Bazar.

▪ **Qualification**

In the qualification stage, the hotel team recognizes the customer's requirement. This includes whether they are business or leisure travelers or are celebrating a special event. In terms of what the client wants, this includes meeting rooms, car transport from the airport, and a dining estimate. The client's budget is established to be able to learn which room categories and services to suggest. Then, the availability of a vacancy is established, and some kind of substitution is offered. Next, the leads are split into segments of business travelers, corporate clients, event planners, and leisure tourists.

▪ **Proposal**

During the proposal process, customized offers like room rates, packages, event space options and more along with complementary services like catering or transport can all be formatted into quotes. Promotions, discounts and special amenities say, free breakfast or early check-in are emphasized while flexible terms exist for corporate clients- think discounted rates for extended stays, or large group reservations.

▪ **Onboarding**

At the time of onboarding, the hoteliers confirm the booking with a mail telling all the details including how to release payment. The fee can be paid in several ways that may include in full or by installment. A welcome email is delivered before arrival with details about the hotel, check-in and special requests. Check-in is made to be casual, yet customized at reception where corporate group have dedicated desk space and event planners benefit from special arrangements so that on arrival all the guests experience the ease of check-in.

3.2 Sales Strategy of Days Hotel Dhaka

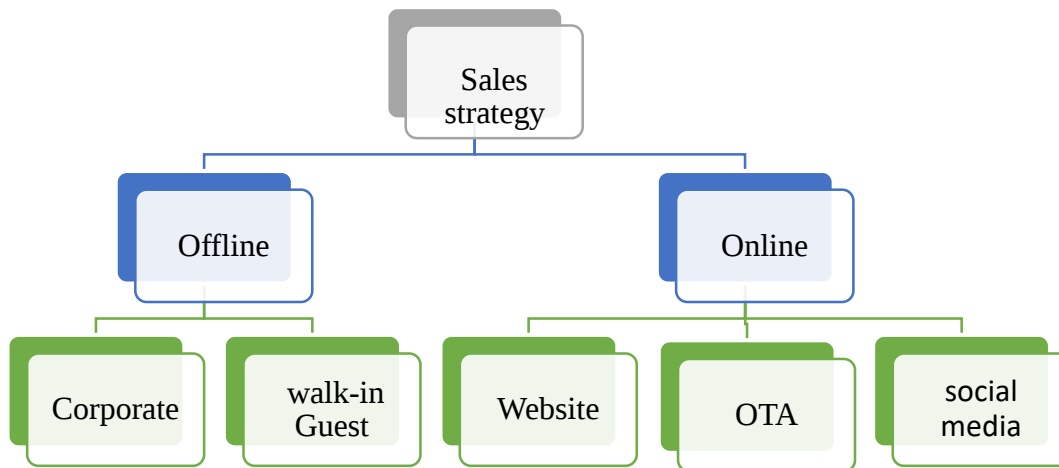


Figure No. 04: Organizational Structure (Source: Days Hotel Dhaka 2025)

3.2.1 Offline sales strategy

- **Corporate Sales**

Corporate sales are the most important revenue segment for Days Hotel Dhaka, targeting embassies, multi-national companies (MNCs), NGOs and business associations in diplomatic and commercial areas. The hotel also boasts customized corporate packages that include room discounts, meeting rooms, airport transfers, catering services and flexible reservations. An in-house corporate sales force promotes relationships by visiting clients and making presentations at networking events. The hotel also puts its modern banqueting and conference facilities at disposal for corporate events, with full event management service. In order to encourage loyalty, Days Hotel Dhaka provides free upgrades, long-stay discounts and other perks for returning corporate guests.

- **Walk-In Guests**

Days Hotel Dhaka appreciates Walk-In Guests as a vital source of income by seeing that the arrival and check out experience is swift, efficient and friendly. Front-desk staff are trained to recognize guest desires, suggest applicable room accommodations and encourage repeat discounts or

packages. The hotel draws local and impromptu travelers with special walk-in deals, weekend getaways and staycation offerings. Bonuses such as free breakfast, an upgrade to a better room or spa access spur immediate bookings. Not only that, the front desk staff employs upselling techniques for better rooms and services as well as entices repeat visits and customer loyalty with referral bonuses and discounts on future stays.

3.2.2 Online sales strategy

- **Website**

The official website of Days Hotel is the main channel for direct engagement and direct sales. The website has been searching engine optimized with relevant keywords like “luxury hotel in Dhaka” and “business hotel near diplomatic zone” to improve online organic visibility. It has a user-friendly interface which enables you to check on booking details and other related info in real-time with the intuitively designed room page, listing the availability and prices directly. In a move to stimulate direct bookings, the hotel provides special benefits – discounted rates, free breakfast and airport transfer, early bird promotions and seasonal packages - only for those booking on official site. Also, the helpful content includes blogs, local travel guides, and business travel tips which are posted on a regular basis to rank higher on search engines and attract users.

- **OTA**

Days Hotel Dhaka works with top Online Travel Agencies such as Booking. com, Agoda, Expedia and GoZayaan to increase its international presence and lure more foreign visitors. Optimized hotel listings on these platforms with great images, full service descriptions, live rooms inventory and competitive pricing. In addition, OTAs ascribe promotional offers (flash sale, last-minute offer, loyalty discount) to low occupancy periods in order to increase occupancy. The hotel is proactive in the management of OTA feedback, which can include responding to reviews immediately so that its reputation and rank remain high. Using the distribution reach of the OTAs, Days Hotel Dhaka continues to receive constant exposure from business and leisure travelers in various markets.

▪ **Social Media**

The Days Hotel Dhaka engages potential guests via social media and other outlets, including Facebook, Instagram and LinkedIn. The hotel's social media channels frequently feature visuals of its rooms, dining experiences, as well as spa treatments, event space and guest testimonials to promote its hospitality offerings. To promote special packages, weekend offers, corporate deals and event bookings to specific target groups, targeted advertisements are launched. In addition, social media is employed to engage with our travelers in the moment via live video, polls, stories and direct messages. Additionally, the hotel works with travel influencers and bloggers to grow its brand exposure and target fresh markets. Days Hotel Dhaka harnesses the power of social media to generate direct bookings and enhance its digital branding with regular postings and promotions

Chapter-04

Findings and Recommendations

4.1 Findings

- **Multi-Channel Sales Strategy:**

The sales channels that are used by Days Hotel Dhaka are direct booking, OTAs (Booking. com, Agoda, GoZayaan), corporate tie-ups and event partnerships. This multi-channel strategy boosts exposure & provide a consistent supply of bookings from the home and abroad.

- **Strong Corporate and Institutional Focus:**

The hotel's proximity to the Baridhara Diplomatic Zone is competitive in drawing embassies, nongovernmental organizations (NGOs) and business clients. Long-term corporate deals and negotiated or relationship-based selling are significant factors in generating steady cash flow.

- **Seasonal Demand Variation:**

The hotel also sees strong occupancy in busy periods because of business travelers and conferences but struggles for bookings in off-peak months. This on again/off again cycle also poses difficulties with respect to manpower planning, resource management and profitability.

- **Digital Presence and Customer Engagement:**

Days Hotel Dhaka stays connected through official website, SM and OTA reviews. Regular contact, guest review tracking and targeted marketing builds name recognition and repeat business.

- **Operational and Technological Challenges:**

Having tried selling but the sales efforts have been very unfruitful, the hotel support complains of depending too much on OTAs, lack of marketing budgets, constant staff turnover and outdated systems (eg; no CRM). Those are all obstacles to good sales lead flow as well as growth, for that matter.

4.2 Recommendations

- **Create a Direct Booking and Loyalty Program:**

The hotel should promote the number of direct bookings through its website by providing special discounts and loyalty points. A tiered loyalty program which awards return guests and corporate clients would lower OTA reliance and increase recurring customers.

- **Improve Digital Marketing and Your Brand's Online Presence:**

The Days Hotel Dhaka needs pump in more money into digital advertising, SEO and targeted social media. Teaming up with influential individuals, bloggers and websites on travel can expand your exposure and place you in front of a younger kind of audience and an international one at that.

- **Add Seasonal Packs and Dynamic Pricing:**

To offset seasonal demand declines, the hotel needs to create appealing off-season special offers – like weekend escapades, family incentives and festivals discounts. Using dynamic pricing software is another way to optimize rates in the light of demand forecast and competitive analysis.

- **Upgrade Technology and Sales Systems:**

With the integration of modern instruments, such as the Customer Relationship Management (CRM) and automated booking software Itcs would optimize selling processes, standardized data accuracy was improved and efficient individualized guest communication and service.

- **Invest in Training Staff and Retaining Them:**

The hotel chain must implement on-going sales and customer service training programs, as well as performance-based incentives to lower the attrition of workers. A diligent and competent sales force will result in better working relationship with clients, enhanced negotiation tactics and increased departmental output.

Chapter 05

Conclusion

Conclusion

To conclude, the study on the sales operations of the Days Hotel Dhaka shows that the hotel has managed to make a mark for itself in the competitive industry through diverse sales channels, corporate connections, and digital presence. Situated in the center of the Baridhara Diplomatic Area, the establishment is close to many embassies and business hubs, thus generating a large share of business and diplomatic consumers. Nevertheless, its location also created a challenge of seasonal demand, as the dip in diplomatic activities during the vacation seasons. Moreover, the hotel's dependence on OTAs for bookings, constrained marketing budget, and outdated systems and high staff turnover causing operational hiccups remain the key challenges.

To enjoy sustainable growth, Days Hotel Dhaka should pay close attention to its direct booking system, have a loyalty program, remain loyal to high-quality technology equipment, and improve staff training. Implemented new sales strategies will enable this entity to increase the quality of Guest Satisfaction/Recommendation Index and remain competitive in Dhaka's growing hotel industry.

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Appendix



Facilities and Operations (Source: Days Hotel Dhaka 2025)

