

Internship Report
On
Sales & Marketing Processes of Impulse Ocean View Hotel

Submitted to
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Date of Submission: April 29, 2025.

LETTER OF TRANSMITTAL

Date: 29 April, 2025

Md. Mishkatul Kabir

Lecturer (Senior Scale)

Department of Tourism and Hospitality Management

Faculty of Business and Entrepreneurship

Daffodil International University

Subject- Submission of Internship report “Sales & Marketing Processes of Impulse Ocean View Hotel”

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 & Marketing Processes of Impulse Ocean View Hotel” Through my six months of Internship, I was able to learn about the Sales & Marketing processes at Impulse Ocean View 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,



.....

Mir Mohammad Masud Rana Sun

ID- 202-43-501

Bachelor of Tourism & Hospitality Management

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CERTIFICATE OF APPROVAL

This is to certify that this internship report on “Sales & Marketing Processes of Impulse Ocean View Hotel” is completed by Mir Mohammad Masud Rana Sun, ID- 202-43-501, as partial fulfilment of the requirements of the Bachelor of Tourism and Hospitality Management degree. This report has been completed under my complete supervision and guidance.



.....

Md. Mishkatul Kabir

Lecturer (Senior Scale)

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ACKNOWLEDGEMENT

First of all, I would like to thank almighty Allah for letting me finish my report on time. My internship report is “Sales & Marketing Processes of Impulse Ocean View Hotel” My internship advisor, Md. Mishkatul Kabir (Lecturer, Senior Scale), has been a great help with my work and writing reports. My special thanks goes to MD. Kamrul Hassan, Director of the sales & marketing department, Mr. Sajjad Hossain (Senior Executive, Sales & Marketing), Md. Jahedul Hasan (Executive, Sales & Marketing) for giving time from their busy schedules to guide me and assign me to various tasks throughout the internship period. Also, I am thankful to the management and authorities of Impulse Ocean View Hotel and the sales and marketing employees.

DECLARATION

I declare that the report entitled “Sales & Marketing Processes of Impulse Ocean View Hotel” was completed after my internship. Additionally, I hereby certify that the information in my internship report is completely my original work and that no part of it has been shared with or given to a third party. I have aimed to present relevant information on hotel-related operations to strengthen and make the report more appropriate. This report is based exclusively on my internship program at Impulse Ocean View, Cox’s Bazar.

Sincerely yours,



.....

Mir Mohammad Masud Rana Sun

ID- 202-43-501

Bachelor of Tourism & Hospitality Management

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Executive Summary

This internship report presents a comprehensive overview of the sales and marketing processes implemented by *Impulse Ocean View Hotel*, a prominent three-star hotel situated in Cox's Bazar, Bangladesh. Conducted over a six-month internship period (September 5, 2024 – March 6, 2025), the report is based on direct observation, secondary data review, and practical involvement in the hotel's sales and marketing operations.

The study explores how the hotel leverages digital platforms, Online Travel Agencies (OTAs), promotional offers, and social media marketing to attract and convert a wide range of customers, including families, corporate clients, and leisure tourists. Strategic partnerships with Booking.com, Sharetrip, Agoda, Expedia, Gozayaan, and ITA Holidays help the hotel maximize its online visibility and increase room occupancy.

Key processes examined include direct and OTA-based sales strategies, seasonal promotion planning, upselling and cross-selling techniques, and targeted social media campaigns. Additionally, the report highlights the hotel's performance comparison between peak and off-peak seasons, showing how promotional tactics adjust to demand fluctuations.

While the hotel excels in OTA collaboration and social media marketing, limitations such as an inactive website and lack of a CRM system present opportunities for improvement. The findings and recommendations offer insights into how the hotel can optimize its sales workflow, increase direct bookings, and enhance long-term market competitiveness.

This report serves as a practical case study on how structured sales and marketing processes contribute to business growth in the hospitality industry, especially in a tourism-focused region like Cox's Bazar.

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Chapter 01

Introduction

1.1 Introduction

The tourism and hospitality sector stands as one of the world's most dynamic industries, driving national economic growth through employment generation, foreign exchange earnings, and infrastructure development. The advancement of online marketing channels and growth in international mobility have significantly intensified strategic sales and marketing efforts in the hospitality sector. To be a prominent and constant source of revenue, today's hotels place much weight on their effective sales and marketing strategies to create a product brand that targets potential tourists.

Especially in a main tourist destination, Cox Bazar, the Bangladeshi hospitality industry has been booming. Although it is famous for its world-renowned long sandy sea beach, Cox's Bazar remains a holiday destination for both the domestic and international tourist community (Chalupa et al., 2021). As the area becomes more popular among tourists, hotels in the zone will have to take a laser-focused sales and marketing plan that emphasizes their respective strengths, rates and prime real estate.

Located at the heart of Cox's Bazar, this three-star hotel, which is a model to other hotels in Cox's Bazar, is Impulse Ocean View Hotel that has flourished due to the structured sales and marketing initiatives it has undertaken. Impulse Ocean View Hotel engages in strategy making by entering strategic alliances with Online Travel Agencies, implementing social media marketing exercises, launching seasonal deals, and providing personalized communications to its customers (Hossain, 2023). With these initiatives, the hotel expands its public image and engages not only direct customers but also third-party reservations, which eventually improve the overall business results of the hotel.

This report also aims to unravel the sales and marketing processes of Impulse Ocean View Hotel, highlighting how such initiatives help organize the hotel's tasks, improve brand communication, and help the Bangladeshi hospitality segment maintain reformative status.

1.2 Background of the Study

As competition tightens and expectations from the customers change and technology advances, successful sales and marketing methods have become of great essence to the hospitality industry. In a loud tourist destination like Cox's Bazar, where hotels are in high competition for visibility

and customer bookings, a disciplined approach to the sales and marketing function is needed in order to retain and improve business performance.

Impulse Ocean View Hotel that is running as a mid-range three-star hotel in Cox's Bazar, uses a mix of conventional and digital marketing methods to strengthen its promotion of services. By looking back at experiences within the hotel, this study reveals the application of such methods and describes their impact on operational success and wider business planning.

1.3 Scope of the Study

This study focuses on the sales and marketing processes of Impulse Ocean View Hotel, particularly how the hotel implements various promotional, digital, and interpersonal strategies to attract and convert customers. The scope includes OTA collaborations, social media usage, promotional package offerings, and the overall workflow of the sales and marketing team.

1.4 Objectives of the Study

Broad Objective:

To understand the structural workflow of the hotel's sales and marketing operations to enhance visibility, drive bookings, and ensure competitive positioning.

Specific Objectives:

- To understand the structural workflow of the hotel's sales and marketing processes.
- To perceive the use of promotional strategies, including social media, email campaigns, and seasonal offers.
- To identify key challenges and limitations in the current sales process & to suggest improvements for streamlining sales and marketing operations.

1.5 Methodology of the Study

This internship report is based on qualitative descriptive research. It draws primarily on secondary data rather than formal primary surveys or interviews.

- Secondary data sources include OTA listings (Booking.com, Sharetrip, Agoda, Gozayaan), promotional materials, social media content, and the hotel's own documentation.
- Internal information was gathered through internal reports and daily logs.

1.6 Limitations of the Study

1. **No Access to Guest Surveys:** The study does not include primary feedback from guests, as no formal survey was conducted.
2. **Confidential Data Restrictions:** Certain internal documents and sales performance figures were not shared due to confidentiality.
3. **Limited to One Property:** All findings are specific to Impulse Ocean View Hotel and may not apply to other properties of Bay Marina Group.
4. **Short Observation Period:** A six-month internship may not capture long-term trends or the full impact of seasonal marketing strategies.
5. **Website Inaccessibility:** The expired hotel website limited the analysis of its role in direct digital bookings.

Chapter 02

Company Profile

2.1 Introduction to Impulse Ocean View

Impulse Ocean View Hotel is one of the leading three-star hotels located in the prime tourist area of Cox's Bazar, Bangladesh. It enjoys a strategic position just a five-minute walking distance from the world's longest sea beach. Established in 2019, the hotel was founded with the vision of providing superior hospitality services at an affordable price point. Over the years, it has built a strong reputation among domestic and international tourists, corporate travellers, and families seeking a comfortable stay within a reasonable budget. The hotel's nine-storied modern structure houses 53 well-furnished rooms, on sight car parking facilities, a versatile hall room for meetings and events, and a multi-cuisine restaurant named Ocean Star, offering Bangladeshi, Chinese, and Indian delicacies. The hotel's aim is to elevate the standard of hospitality services in Cox's Bazar by blending modern amenities with warm, personalised service. Impulse Ocean View Hotel reflects this commitment through its consistent focus on guest satisfaction, operational excellence, and value-driven offerings.

As it stands now, the target market for this hotel comprises the mid-scale tourists who look for quality services at not very high prices and excessive frills. OTAs sourcing includes affiliations with major online travel companies like Booking.com, Gozayaan, Sharetrip, Agoda, Expedia to sell its rooms and to have a wider network in the world. There is no facility like a spa and pool to offer to the customer, but the hotel provides necessities like clean rooms, quality food, services from professionals, and it is also located strategically. The market communication activities of the hotel are well aligned to the main goals of customer retention, returning clientele and recommendations from one tourist to other tourists, all of which are critical given the large competition for tourism products and services in Cox's Bazar.

2.2 Background of The Hotel

Impulse Ocean View Hotel is a three-star hotel established in 2019 at Cox's Bazar, Bangladesh. The Hotel operates under the prestigious Bay Marina Group, a growing name in Bangladesh's hospitality sector. The Group is chaired by Mr. Md. Shahjahan and managed by the dynamic leadership of Managing Director Mr. Abdullah Al Faruk. Besides Impulse Ocean View Hotel, the Bay Marina Group owns and manages other reputed properties such as La Vella Resort, Bay Touch, and City View Hotel.

YEAR OF ESTABLISHMENT	2019
TYPE OF HOTEL	3-Star Tourist Hotel
GROUP	Bay Marina Group
ADDRESS	Plot 69, Block A, PWD, Kolatoli, Cox's Bazar, Bangladesh
TELEPHONE	01312-727010-13
E-MAIL	impulseoceanview10@gmail.com
TRANSPORT	5 minutes walking distance to Cox's Bazar Sea Beach
ACCOMMODATION	53 Guest Rooms
LOCATION	Prime tourist area in Kolatoli, close to Cox's Bazar Sea Beach, Bangladesh

Table 1 Background of The Hotel (Author's Construct, 2025)

2.3 Mission and Vision

- **Mission:** To provide affordable yet quality accommodations with professional hospitality.
- **Vision:** To be a preferred mid-budget hotel brand in Cox's Bazar through consistent service and strategic marketing.

2.4 Organisational Structure of The Hotel

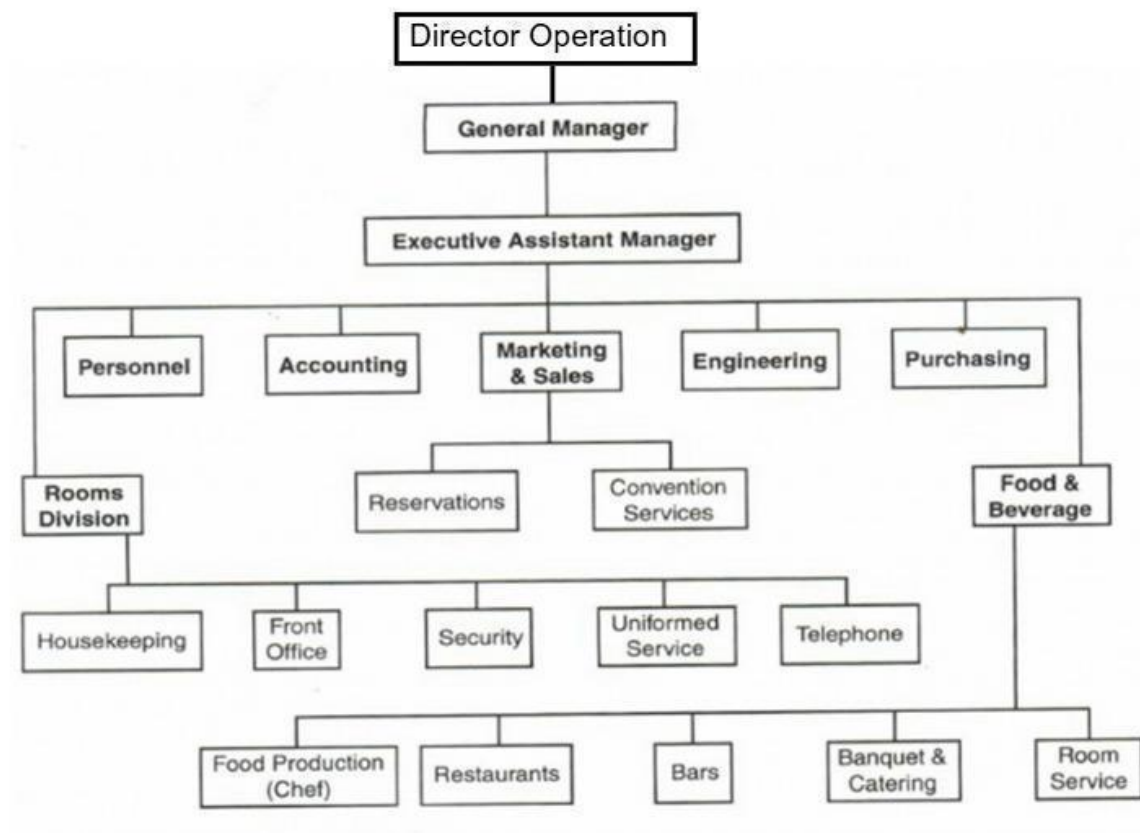


Figure 1 Organizational Structure of Impulse Ocean View Hotel (Author's Construct, 2025)

2.4.2 Management Structure Overview: The organisational structure of Impulse Ocean View Hotel entails a hierarchy and departmentation management structure to help coordinate the flow of its activities effectively. At its top, the organization has the Director of Operations, who effectively supervises the management of all the activities in the hotel on a strategic level. About the company reporting directly to the Director of the Firm, there exists a general manager who oversees the management of the overall business and is responsible for harmonising organisational goals and the corresponding activities of the business. Reporting directly to the General Manager, they are in charge of overseeing the departmental coordination, hence ensuring the general smooth running of the operations, addressing any issues which may arise together with the enhancing the offered services.

2.4.3 Key Departments and Their Responsibilities

Personnel Department: The Personnel Department handles human resources functions, including recruitment, training, performance evaluation, and employee welfare programs. It plays a crucial role in ensuring that the hotel maintains a skilled, motivated, and service-oriented workforce.

Accounting Department: This department manages all financial activities such as budgeting, auditing, financial reporting, payroll, and maintaining transparent financial practices. Proper accounting ensures financial stability and regulatory compliance for the hotel.

Marketing and Sales Department: The strategic unit of marketing and sales entails the promotion of the hotel through the internet and other conventional media platforms. They always combine with online travel agencies, such as Ita Holidays, Gozayaan, Sharetrip, Booking.com, Agoda, and Expedia to promote their properties and enter into bookings. They also prepare and implement promotions, manage customer relations, and contribute to the loyalty of the guests.

Engineering Department: The responsibility of the Engineering department is the overall responsibility for all the physical aspects of the hotel, such as lights, electrical systems, plumbing, air conditioning, heating and ventilation systems, and fire safety. They actively maintain all the hotel facilities so that they are put to optimal use as required by the guests.

Purchasing Department: This department is responsible for the identification of supply sources, purchasing and tracking inventory and having a good rapport with vendors for the provision of necessary stock in the hotel department.

Rooms Division: The Rooms Division plays a central role in the guest experience by managing housekeeping, front office services, guest security, telephone services, and uniformed staff operations. Their efficiency directly impacts the comfort, safety, and satisfaction of guests.

- **Housekeeping:** Ensures cleanliness and upkeep of guest rooms and public areas.
- **Front Office:** Handles reservations, check-ins, check-outs, and guest inquiries.
- **Security:** Safeguards guests, employees, and hotel assets.
- **Uniformed Service:** Includes bell service and concierge support for guest convenience.
- **Telephone Services:** Manages internal and external communication services.

Food and Beverage Division: The Food and Beverage Division oversees the hotel's dining facilities, primarily the Ocean Star restaurant. It is responsible for food production (kitchen operations), restaurant service, banquet and catering events, and room service delivery. The division ensures high standards of food quality, service, and hygiene.

2.5 The Sales & Marketing Department

The Sales & Marketing Department at Impulse Ocean View 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.

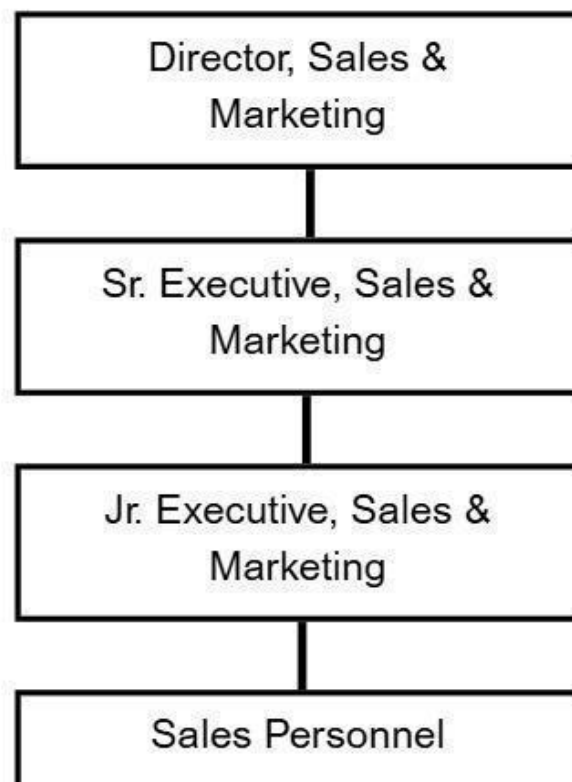


Figure 2: The Sales department and operational network of the hotel (Author's Construct, 2025)

Director of Sales & Marketing: At the top of the hierarchy is the Director of Sales & Marketing, who oversees the entire sales and marketing strategy of the hotel. This role involves setting the

strategic direction for sales growth, market positioning, promotional campaigns, and brand awareness. The Director plays a key role in partnerships, key account management, and ensuring that sales targets align with the hotel's overall goals.

Senior Executive, Sales & Marketing: The Senior Executive, Sales & Marketing is responsible for executing the marketing and sales plans developed by the Director. They coordinate the implementation of campaigns, monitor performance, and ensure that guest satisfaction is maximized while identifying new revenue-generating opportunities. They also handle major client relationships, including corporate accounts and tour operators.

Junior Executive, Sales & Marketing: The Junior Executive, Sales & Marketing supports both the Senior Executive and the Sales Personnel. This role focuses on administrative tasks, assisting with market research, managing customer databases, organising promotional materials, and tracking sales performance. They play a vital role in assisting in the coordination of marketing efforts both online and offline.

Sales Personnel: At the bottom of the hierarchy, Sales Personnel are responsible for direct sales activities, including interacting with potential guests, guiding them through the booking process, and handling inquiries. They focus on increasing room bookings through targeted sales, following up on leads, and supporting efforts on various platforms like OTAs and direct channels. Their contribution is crucial to ensuring the hotel's sales objectives are met on a day-to-day basis.

2.6 Facilities and Services Offered

Impulse Ocean View Hotel offers a range of essential facilities and services designed to provide a comfortable and convenient stay for guests. The hotel features a modern nine-story building equipped with 53 well-furnished guest rooms that cater to different types of travellers, including families, corporate clients, and leisure tourists. For corporate meetings, seminars, and events, the hotel provides a fully functional hall room with seating arrangements and basic audiovisual support.

The in-house multi-cuisine restaurant, Ocean Star, serves a variety of Bangladeshi, Chinese, and Indian dishes, offering guests an enjoyable dining experience without needing to leave the hotel premises. Additionally, 24/7 front desk support, housekeeping services, security arrangements, and room service facilities ensure a seamless guest experience. Although the hotel does not feature

luxury amenities like a spa, gym, or swimming pool, it focuses on maintaining cleanliness, quality service, and personalised hospitality at an affordable price. The prime location, proximity to Cox's Bazar beach, and collaboration with various online booking platforms further enhance guest convenience and satisfaction.

Room Type	Published Rate
Deluxe Couple	33\$
Honeymoon Suite	41\$
Family Suite	43\$
Deluxe Suite	41\$
Twin Bed AC	33\$

Table 2 Available Rooms & Tarrif (ITA Holidays. 2025)

2.7 Target Customers

➤ Domestic Tourists

Impulse Ocean View Hotel attracts a large number of domestic tourists who visit Cox's Bazar for vacations, leisure, and family outings. Affordable pricing, beach proximity, and quality service make it a preferred choice for Bangladeshi travellers seeking relaxation without high expenses.

➤ International Tourists

The hotel also targets international tourists who visit Cox's Bazar to experience the world's longest sea beach. Through collaborations with global online travel agencies (OTAs) like Gozayaan, Booking.com, Sharetrip and Agoda, the hotel ensures strong visibility to overseas visitors seeking mid-budget accommodations.

➤ Families

Families are a key customer segment for the hotel, as it offers clean, spacious rooms and a child-friendly environment. Its convenient location near the beach and accessible restaurant services make it an ideal option for family trips.

➤ Corporate Clients

Corporate clients form an important part of the hotel's target market. With meeting facilities, professional service, and quiet accommodations, Impulse Ocean View Hotel caters to business travellers attending conferences, meetings, or corporate retreats.

2.8 Operational Departments at Impulse Ocean View Hotel

To operate efficiently, Impulse Ocean View Hotel has several departments that work together to provide the highest quality service and accommodations to guests. The failure of a single department can have detrimental effects on other sub-departments, resulting in lost business. Therefore, these departments are highly interdependent, each playing a critical role in guest satisfaction and overall hotel performance.

The following table lists the **operational departments** at Impulse Ocean View Hotel:

Serial No.	Department
1	Front Office
2	Sales & Marketing Department
3	Food and Beverage Service
4	Food and Beverage Production
5	Engineering and Maintenance
6	Housekeeping Department
7	Security Department
8	Finance and Accounting Department

Table 3 Operational Departments at Impulse Ocean View Hotel (Author's Construct 2025)

Chapter 03

Discussions

3.1 Marketing Process of Impulse Ocean View Hotel

To strengthen its brand identity as well as to capture a wide variety of visitors, Impulse Ocean View Hotel has embarked on a string of strategic marketing campaigns targeting domestic and international tourists and corporate clients. In a saturated Cox's Bazar tourism environment, the hotel focuses on investment in creating robust digital linkages, establishing crucial partnerships and organising special festivities to secure continued patronage. The following outlines the core components of the hotel's marketing process:

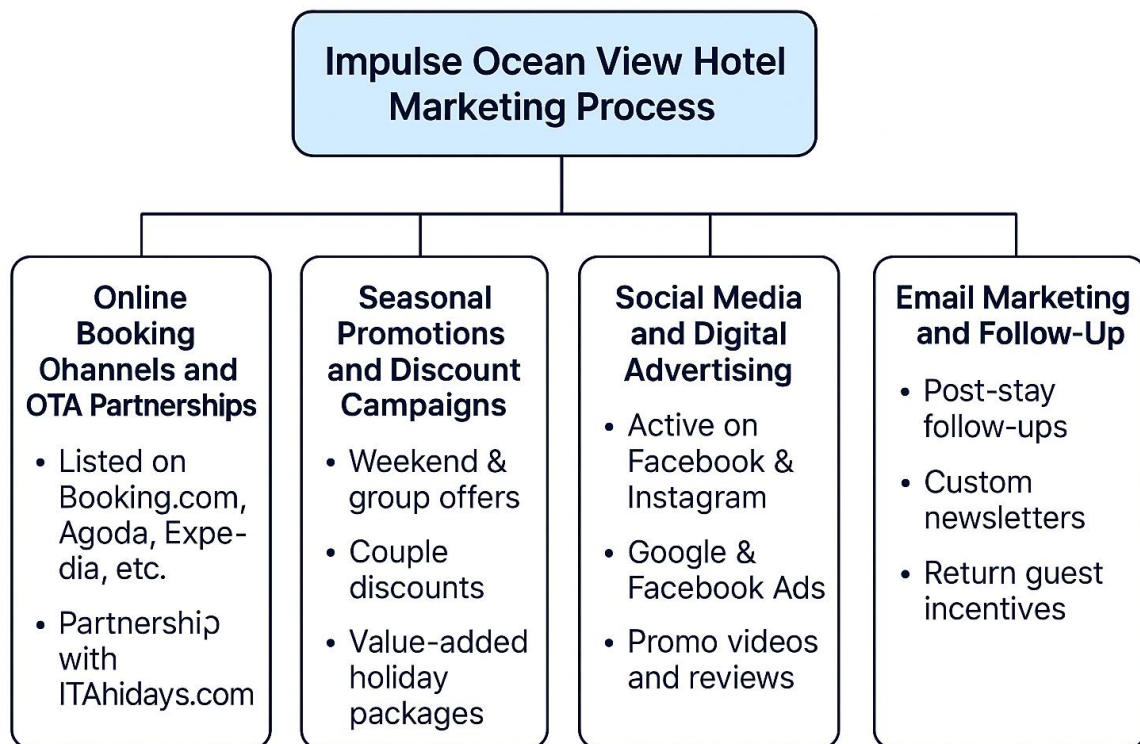


Figure 1 Marketing Process of Impulse Ocean View Hotel (Author's Construct, 2025)

1. Online Booking Channels and OTA Partnerships

One of the crucial strategies of the hotel marketing is a partnership with reasonably high-profile Online Travel Agencies such as Booking.com, Sharetrip, Agoda, Expedia, Gozayaan, and ITA Holidays. Every platform allows the hotel to set its stores, services, reviews, and promotional schemes to international visitors (Bilgihan, & Bujisic, 2015). The hotel's marketing staff always

points out beautiful visual presentations and competitive pricing on all OTAs, being updated with the current offers and seasonal promotions.

The addition of the hotel to Cox's Bazar itineraries designed by ITAholidays.com increases reach due to increased publicity and domestic holiday bookings. (ITA Holidays. 2025)

2. Seasonal Promotions and Discount Campaigns

When times are less hectic, the hotel implements targeted promotions against families, group travellers, and corporate clientele respectively. The promotional discounts are displayed through various online channels and major OTAs, presenting value-added packages including weekend breaks, couples offers, or group corporate deals. These initiatives improve sales while improving the hotel offering to the cost-sensitive travelers.

3. Social Media and Digital Advertising

Easily visible on Facebook and Instagram, the hotel maintains and communicates its brand to its target audience online. The marketing challenges include periodic postings about empty rooms, culinary page, new travel promos, and reviews by pleased customers (Uğurlu, 2020). Promo videos, customer feedback, and visual appealing photo collections add to an increase in an organic exposure and developing a strong online brand.

As an example, a focused facebook ad campaign offered discounts such a couple package (BDT 4,500/person) and group of 4 person package (BDT 3,600/person) with all accommodation, round trip transportation included. These offers were intended to improve booking sales in the slow periods of the year.

Further, the hotel utilises Google Ads and Facebook Ads with the intention of targeting particular geographic and behavioural sectors, increasing both coverage and direct traffic to the hotel's web postings.

4. Email Marketing and Follow-Up

Targeted email campaigns are also used as heavy marketing tools by the hotel. A follow up email after checking out for the guest to say thanks for the stay and offer them a discount to their next visit. Marketing efforts that are not as well known include telling the guests about future activities, sending out new packages, and advertising seasonal discounts via timely newsletters which keeps

the hotel in skincare of repeat customers. The email communication is customised based on the guest's booking records and interests.

3.2 Sales Process of Impulse Ocean View Hotel

The sales process at Impulse Ocean View Hotel is strategically designed to ensure a steady inflow of bookings and maximize revenue. As a mid-range hotel operating in the competitive hospitality sector of Cox's Bazar, the hotel employs both traditional and digital sales techniques to target various customer segments, including families, corporate clients, and leisure travelers. The following outlines the core components of the hotel's sales process:

Sales Process of Impulse Ocean View Hotel

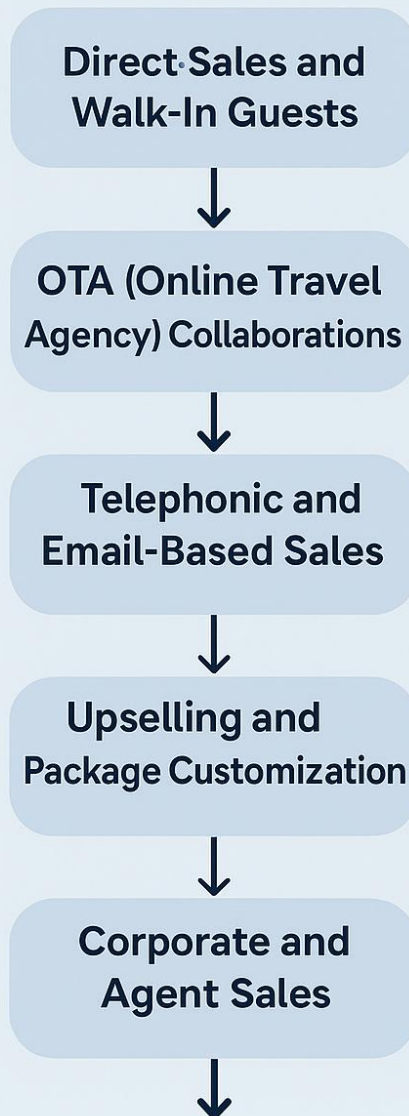


Figure 2 Sales Process of Impulse Ocean View Hotel (Author's Construct, 2025)

1. Direct Sales and Walk-In Guests

Impulse Ocean View Hotel has a front desk sales system in place to handle walk-in customers and direct inquiries. The front office team is trained to provide detailed room information, showcase available packages, and encourage on-the-spot bookings. During peak seasons, the hotel also offers flexible pricing options to accommodate last-minute guests.

2. OTA (Online Travel Agency) Collaborations

The hotel has partnered with major OTAs like Booking.com, Sharetrip, Agoda, Expedia, Gozayaan, and ITAholidays.com (ITA Holidays. 2025). These platforms act as primary sales channels where room listings, descriptions, and promotional offers are regularly updated. The sales team coordinates with OTA account managers to ensure that the hotel ranks well on search results and maintains a positive guest rating.

3. Seasonal and Promotional Offers

To stimulate bookings during off-peak periods, the hotel designs seasonal packages and discount offers. These promotions are created in coordination with both the OTA partners and the hotel's internal sales personnel. The offers are then pushed through social media and website banners, and tracked for performance.

4. Telephonic and Email-Based Sales

The sales department often responds to reservations and guest requests by phone and by email. Guest needs are highly central in developing customised proposals for corporate and group bookings. Companies book follow-up calls which confirm if guests are interested in the reservation made, give simple information about added services and advertise complementary services in order to increase revenue potential for each booking.

5. Upselling and Package Customisation

Sometimes when guests enter for reservations or registration, an upgrade from a basic deluxe room to a honeymoon suite is sometimes presented to the guests. In addition, customised packages with dining, transportation, or venue services to cater to all kinds of stays, be it family holiday or

company retreat, are offered. The implementation of these strategies results in an increase in overall revenue per booking.

6. Corporate and Agent Sales

The hotel develops business associate and travel advisor ties because regularly, corporate travelers and tourists book rooms with them. Exclusive pricing and customised offers are provided to regular business partners by the sale team. These ties among professionals are formed with time through frequent contact, welcoming visits to the sites and agreements that involve commissions.

3.3 Performance of Sales Department (Peak Season vs Off Season)

The performance of the sales department at Impulse Ocean View Hotel varies significantly between peak and off-peak tourist seasons, reflecting the impact of effective sales strategies, seasonal demand, and promotional campaigns.

To analyze the efficiency of the sales process, a comparative study was conducted between two sample dates:

- **Peak Season:** December 20, 2024
- **Off Season:** January 7, 2025

The chart below outlines the room bookings and revenue generated during these two periods:

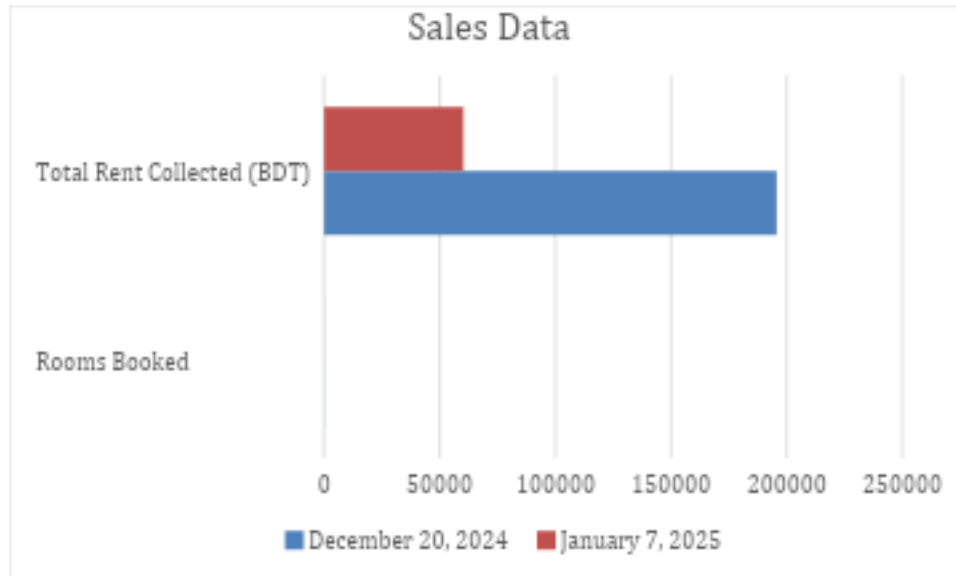


Figure 3 Peak Season vs Off Season Sales Performance (ITA Holidays. 2025)

Season	Booking Date	Rooms Booked	Total Rent Collected (BDT)
Peak Season	December 20, 2024	48	195,600
Off Season	January 7, 2025	24	60,200

The **bar chart** above visually compares these figures, highlighting the substantial difference in occupancy and revenue during high and low demand periods.

Key Observations:

- During **peak season**, the hotel nearly reaches full occupancy, with most bookings made through cash payments or OTA pre-bookings.
- In the **off-season**, the number of bookings and revenue significantly decreases, which is typical due to lower tourist influx.
- The sales department counters low seasonality effects by launching promotional offers and maintaining OTA collaborations to attract short-notice and discounted bookings.
- Upselling, seasonal discounts, and corporate packages are utilized to maximize revenue per available room (RevPAR).

Chapter 4

Findings, Recommendations & Conclusion

4.1 Findings

Based on hands-on experience and departmental exposure, the following key findings were identified:

- **Effective Use of OTAs:** A significant portion of room bookings comes from Online Travel Agencies like Booking.com, Sharetrip, Agoda, and Gozayaan. The hotel relies heavily on these platforms to maintain visibility and drive sales.
- **Well-Structured Sales Hierarchy:** The hotel has a clearly defined sales team structure, from Director to Junior Executives, ensuring smooth coordination and task delegation.
- **Seasonal Promotions Drive Sales:** During off-peak seasons, customized packages and discounts are launched to maintain room occupancy. These promotions are well-targeted and frequently updated.
- **Social Media Marketing is Actively Practiced:** Facebook is a key platform for running paid campaigns and promotional content. The marketing team uses attractive visuals and offers to engage with potential guests.
- **Limited Collaboration Between Departments:**
There is a noticeable gap in communication and coordination between the sales, front office, and housekeeping departments. This sometimes results in booking mismatches, delayed room readiness, and inconsistent guest service, ultimately affecting the overall guest experience.
- **Lack of a Functional Website:** Although the hotel had an official website, its domain expired during the internship period. This limited the scope of direct online bookings and impacted brand credibility.
- **Limited CRM (Customer Relationship Management) System Use:**
The hotel lacks an integrated CRM platform to effectively manage guest data, preferences, and feedback. As a result, personalisation in marketing and upselling efforts is limited, impacting guest satisfaction and loyalty potential.

4.2 Recommendations

- **Revive and Maintain the Official Hotel Website.**

Although the hotel has an official website, its domain hosting has expired, limiting its online presence. Reviving the website with updated content, regular maintenance, and mobile responsiveness would enhance credibility, enable direct bookings, promote offers, and strengthen guest engagement.

➤ **Improve Cross-Department Communication**

Establish better communication channels between departments to ensure smoother coordination, especially for handling last-minute guest requests and operational challenges. A centralised system for internal communication could help streamline processes.

➤ **Leverage Data for Personalised Marketing**

Utilise guest data to offer personalised marketing and special promotions. Implementing a CRM (Customer Relationship Management) system can help track guest preferences and previous stays to tailor offers and improve retention.

➤ **Increase Online Presence**

Focus on digital marketing efforts such as increasing engagement on social media platforms, running targeted ads on search engines, collaboration with social media influencers and improving the hotel website's SEO to attract a broader range of potential guests.

➤ **Develop Loyalty Programs**

Introduce a loyalty program that rewards returning guests with exclusive benefits like discounts, room upgrades, or access to special packages. This program can increase repeat bookings and long-term customer retention.

➤ **Optimize Revenue Management**

Review and optimize the hotel's pricing strategy, ensuring that it is competitive yet profitable. Dynamic pricing models based on demand, seasons, and guest demographics can help maximize occupancy and revenue, especially during peak seasons.

4.3 Conclusion

It remains to a large degree to the proper implementation of the sales and marketing practices of Impulse Ocean View Hotel that fulfils its placement in the noisy Cox's Bazar market for hospitality services. Through association with important online travel partners, strategic marketing initiatives, as well as leveraging social media and direct approaches, the hotel has created a systematic way of promoting bookings and spreading its brand around the world. Although there are such challenges as the absence of an active website and a CRM system modernization, the existing hotel strategies for implementation and operational efficiency already give a strong foundation for future improvement. By its sales and marketing methods, the hotel has gained its reputation for offering reliable and competitive prices, which are beneficial for its sustainable business model and the guests' experiences.

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Appendix



Figure 1: Facilities and Operations of Impulse Ocean View

Impulse OCEAN VIEW
BEST HOTEL
50% OFF
ON OUR HOTEL

AC ROOM RENT AFTER 50% DISCOUNT
 • FAMILY SUITE: 2750/- (14 PERSONS)
 • DELUX SUITE: 2500/- (14 PERSONS)

AC ROOM RENT AFTER 50% DISCOUNT
 • HONEYMOON SUITE: 2300/- (12 PERSONS)
 • DELUX COUPLE: 2000/- (12 PERSONS)

Book Now
 01312-737010 (HOTLINE)
 01312-737011

STAY IN BLACK & WHITE HOTEL ZONE, DUTY FREE

Impulse OCEAN VIEW
ENJOY 40% OFF
YOUR STAY FOR NOVEMBER

• Family Suite: (16 Persons maximum in room)	3500/-
• Delux Suite: (14 Persons maximum in room)	3000/-
• Honeymoon Suite: (12 Persons in room)	3000/-
• Delux Couple: (12 Persons in room)	2400/-

BOOK NOW
 01312779300 (HOTLINE)
 01312777011

**01312-210567 (what's app)
 013120004707**

Plot 49, Block-A, Hotel Motel Zone, C/o's Bazar

Impulse OCEAN VIEW
Happy New Year 2025
Luxury HOTEL

BOOK NOW 30% OFF
HAPPY NEW YEAR 2025
 *Terms and Condition Applied

24 Hours Room service • **Mineral Water**
24 Hours Electricity • **Free Wifi**

DISCOUNT 15% OFF SUN TO THU
Impulse OCEAN VIEW

Enjoy our service
 • FREE WIFI
 • AC ROOM
 • LIFT
 • NON STOP ELECTRICITY
 • 24 HOURS ROOM SERVICE
 • TOILET TRIS ITEM
 • PARKING
 • LED TV

21 INTERNATIONAL MOTHER LANGUAGE DAY

Contact Us 01312737010

Figure 2: Promotional Campaigns and Discount Offers by Impulse Ocean View

Booking report for date of : 20-12-2024

#	Hotel Name	Sold by	Customer	Room No.	Check In Date	Price Advance	Payment Method	Due	Com. Note	Breakfast	Status	Id
1	Impulse Ocean View	Impulse Ocean View(Reception) [01312737013]	604605 LQ[01312737010]	101 [Dian Ac Couple]	20 Dec.2024	2500	0 CASH	2500	250	YES	Unpaid	626627
2	Impulse Ocean View	Mr. S.ajal Hasan [01820054767]	Srls[0181443110]	102 [Three Bed Family Suite]	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626381
3	Impulse Ocean View	Impulse Ocean View(Reception) [01312737013]	Samir ve[01721777712]	104 [Deluxe Couple]	20 Dec.2024	3500	0 CASH	3500	350	YES	Unpaid	626643
4	Impulse Ocean View	Mr. S.ajal Hasan [01820054767]	Srls[0181443110]	202 [Twin Bed AC]	20 Dec.2024	4000	0 CASH	4000	400	YES	Unpaid	626381
5	Impulse Ocean View	Mr. Reyal [01310755400]	Ms. Name[0179099209]	203 [Three Bed Family Suite]	20 Dec.2024	4500	2250 CASH	2250	450	YES	Unpaid	619028
6	Impulse Ocean View	Mr. Kamal Hasan [01520215567]	Mr. Ibrahim [0171373410]	204 [Deluxe Suite]	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626643
7	Impulse Ocean View	Mr. Reyal [01310755400]	Ms. Arif [0191493436]	205 [Deluxe Suite]	20 Dec.2024	4000	4000 CASH	0	400	YES	Unpaid	616490
8	Impulse Ocean View	Mr. Reyal [01310755400]	Reyal Ref. [01966623174]	207 [Three Bed Family Suite]	20 Dec.2024	4000	0 CASH	4000	400	YES	Unpaid	626476
9	Impulse Ocean View	Impulse Ocean View(Reception) [01312737013]	Rizwan ve chaka mowar under [0191493436]	208 [Deluxe Couple]	20 Dec.2024	2000	0 CASH	2000	200	YES	Unpaid	623230
10	Impulse Ocean View	Manar Alam [01312737011]	Sultan Muhammad [01622327028]	301 [Deluxe Suite]	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	617488
11	Impulse Ocean View	Mr. Kamal Hasan [01520215567]	Moad of ch-hi-carayan [01520215567]	302 [Family Suite]	20 Dec.2024	4500	0 CASH	4500	450	YES	Unpaid	616381
12	Impulse Ocean View	Mr. S.ajal Hasan [01820054767]	Mr. Mofar Rahman [0171040089]	303 [Family Suite]	20 Dec.2024	5000	3000 CASH	2000	500	YES	Unpaid	623338
13	Impulse Ocean View	Mr. Kamal Hasan [01520215567]	KH Mustafar Rahman[0178768998]	304 [Family Suite]	20 Dec.2024	5000	5000 CASH	0	500	YES	Paid	626502
14	Impulse Ocean View	Mr. Jahidul Islam [01826097623]	Samir ve[01312737010]	305 [Deluxe Suite]	20 Dec.2024	3000	0 CASH	3000	300	YES	Unpaid	626643
15	Impulse Ocean View	Mr. Jahidul Islam [01826097623]	Samir ve[01312737010]	306 [Deluxe Suite]	20 Dec.2024	3000	0 CASH	3000	300	YES	Unpaid	626643
16	Impulse Ocean View	Manar Alam [01312737011]	Sultan Muhammad [01622327028]	307 [Deluxe Suite]	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	617488
17	Impulse Ocean View	Mr. S.ajal Hasan [01820054767]	Srls[0181443110]	401 [Deluxe Suite]	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626381
18	Impulse Ocean View	Mr. Kamal Hasan [01520215567]	Curpy[01842352031]	402 [Family Suite]	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626613
19	Impulse Ocean View	Mr. Kamal Hasan [01520215567]	Nazib[01748893774]	403 [Family Suite]	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626613
Total				48		195600	16250	179350	19560			

Room No.	Room Name	Room Type	Room Category	Room Status	Room Price	Room Advance	Room Payment Method	Room Due	Room Com. Note	Room Breakfast	Room Status	Room Id
101	Deluxe Couple	20 Dec.2024	2500	0 CASH	2500	250	YES	Unpaid	626627			
102	Three Bed Family Suite	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626381			
104	Deluxe Couple	20 Dec.2024	3500	0 CASH	3500	350	YES	Unpaid	626643			
202	Twin Bed AC	20 Dec.2024	4000	0 CASH	4000	400	YES	Unpaid	626381			
203	Three Bed Family Suite	20 Dec.2024	4500	2250 CASH	2250	450	YES	Unpaid	619028			
204	Deluxe Suite	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626643			
205	Deluxe Suite	20 Dec.2024	4000	4000 CASH	0	400	YES	Unpaid	616490			
207	Three Bed Family Suite	20 Dec.2024	4000	0 CASH	4000	400	YES	Unpaid	626476			
208	Deluxe Couple	20 Dec.2024	2000	0 CASH	2000	200	YES	Unpaid	623230			
301	Deluxe Suite	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	617488			
302	Family Suite	20 Dec.2024	4500	0 CASH	4500	450	YES	Unpaid	616381			
303	Family Suite	20 Dec.2024	5000	3000 CASH	2000	500	YES	Unpaid	623338			
304	Family Suite	20 Dec.2024	5000	5000 CASH	0	500	YES	Paid	626502			
305	Deluxe Suite	20 Dec.2024	3000	0 CASH	3000	300	YES	Unpaid	626643			
306	Deluxe Suite	20 Dec.2024	3000	0 CASH	3000	300	YES	Unpaid	626643			
307	Deluxe Suite	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	617488			
401	Deluxe Suite	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626381			
402	Family Suite	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626613			
403	Family Suite	20 Dec.2024	5000	0 CASH	5000	500	YES	Unpaid	626613			
Total												

#	Hotel Name	Sold by	Customer	Room No.	Check In Date	Price	Advance	Payment Method	Due	Com.	Note	Breakfast	Status	Id
41	Impulse Ocean View	Mr. Sajjad Hosen [01820004767] [SERVICE_COUNTER_HOTEL]	Roman Ahmed [01880170882]	705 [Deluxe Suite]	20 Dec,2024	4000	0	CASH	4000	400		YES	Unpaid	426387
42	Impulse Ocean View	Mr. Sajjad Hosen [01820004767] [SERVICE_COUNTER_HOTEL]	Roman Ahmed [01880170882]	706 [honeymoon Suite]	20 Dec,2024	4000	0	CASH	4000	400		YES	Unpaid	426387
43	Impulse Ocean View	Mr. Kamrul Hassan [01521215567] [SERVICE_COUNTER_HOTEL]	Mr Alamgir [01300943488]	707 [Three Bed Family Suite]	20 Dec,2024	4500	0	CASH	4500	450		YES	Unpaid	415847
44	Impulse Ocean View	Mr. Jahedul Islam [01824097623] [SERVICE_COUNTER_HOTEL]	Samim vai [01312737010]	801 [Twin Bed AC]	20 Dec,2024	2400	0	CASH	2400	240		YES	Unpaid	405055
45	Impulse Ocean View	Mr. Jahedul Islam [01824097623] [SERVICE_COUNTER_HOTEL]	Joi priyo [01312727010]	803 [Twin Bed AC]	20 Dec,2024	4000	0	CASH	4000	400		YES	Unpaid	423930
46	Impulse Ocean View	Impulse Ocean View(Reception) [01312737013] [SERVICE_COUNTER_HOTEL]	Samim vai [01721777712]	804 [Twin Bed AC]	20 Dec,2024	4000	0	CASH	4000	400		YES	Unpaid	416043
47	Impulse Ocean View	Mr. Jahedul Islam [01824097623] [SERVICE_COUNTER_HOTEL]	Samim vai [01312737010]	805 [Twin Bed AC]	20 Dec,2024	2400	0	CASH	2400	240		YES	Unpaid	405055
48	Impulse Ocean View	Mr. Sajjad Hosen [01820004767] [SERVICE_COUNTER_HOTEL]	Shakhwat (Al-Rahla Tours) [01789652675]	HALL ROOM 1 [HALL ROOM]	20 Dec,2024	7000	0	CASH	7000	700		YES	Unpaid	426071
Total				48		195600	16250		179350	19560				

User Name	No. of Room	Rent	Com.	Advance	Due
Impulse Ocean View(Reception) [01312737013]	4	12000	1200	0	12000
Mansur Alam [01312737011]	2	10000	1000	0	10000
Mr Nurul Absar [01601946786]	1	3700	370	0	3700
Mr Reyad [01310755400]	3	12500	1250	6250	6250
Mr. Jahedul Islam [01824097623]	11	32900	3290	0	32900
Mr. Kamrul Hassan [01521215567]	15	63000	6300	7000	56000
Mr. Sajjad Hosen [01820004767]	12	61500	6150	3000	58500
Total	48	195600	19560	16250	179350

Collected By	No. of Room	Collected Due	Suspend Amount
Total	0	0	0

Table 4 Peak Season Sales Report of ITA Holidays Booking Site

Booking report for date of : 7-1-2025

#	Hotel Name	Sold by	Customer	Room No.	Check In Date	Price	Advance	Payment Method	Due	Com.	Note	Breakfast	Status	Id
1	Impulse Ocean View	Mr. Sajid Hossain [0131 2737013] [SERVICE_COUNTER_HOTEL]	203 er jomno L/C/O [01312 737010]	102 [Three Bad Family Suite]	7 Jan,2025	50.00	0	CASH	5000	50.0		YES	Uhpaid	437209
2	Impulse Ocean View	Mr. Jahedul Islam [0182 4097623] [SERVICE_COUNTER_HOTEL]	[p] [0131273 7010]	201 [Deluxe Suite]	7 Jan,2025	50.00	0	CASH	5000	50.0		YES	Uhpaid	436519
3	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Ariful Islam (R-Rory Restaurant) [013 1273 7010]	202 [Twin Bed AC]	7 Jan,2025	15.00	0	CASH	1500	15.0		YES	Uhpaid	437563
4	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	203 [Three Bad Family Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
5	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	207 [Three Bad Family Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
6	Impulse Ocean View	Impulse Ocean View [0131 2737013] [SERVICE_COUNTER_HOTEL]	601 er port barto [013 1273 7010]	301 [Deluxe Suite]	7 Jan,2025	20.00	2000	CASH	0	20.0		YES	Paid	437676
7	Impulse Ocean View	Mr. Kamrul Hossain [0152 1215567] [SERVICE_COUNTER_HOTEL]	AMINUL [017144 3701]	302 [Family Suite]	7 Jan,2025	35.00	0	CASH	3500	35.0		YES	Uhpaid	437208
8	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	304 [Family Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
9	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	405 [Twin Bed AC]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
10	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	406 [Twin Bed AC]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
11	Impulse Ocean View	Mr. Jahedul Islam [0182 4097623] [SERVICE_COUNTER_HOTEL]	Rasoul islam nayem [015 18887 665]	407 [Family Suite]	7 Jan,2025	23.00	0	CASH	2300	23.0		YES	Uhpaid	436842
12	Impulse Ocean View	Mr. Kamrul Hossain [0152 1215567] [SERVICE_COUNTER_HOTEL]	Rakib [0198283 5878]	501 [Deluxe Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437033
13	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	502 [Three Bad Family Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
14	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	503 [Three Bad Family Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
15	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	504 [Three Bad Family Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
16	Impulse Ocean View	Mr. Jahedul Islam [0182 4097623] [SERVICE_COUNTER_HOTEL]	Sakib [018 7237 6876]	505 [Deluxe Suite]	7 Jan,2025	17.00	0	CASH	1700	17.0		YES	Uhpaid	436541
17	Impulse Ocean View	Mr. Sajid Hossain [0182 0004767] [SERVICE_COUNTER_HOTEL]	Musazzan (Tourism) [017 1118 7188]	506 [Deluxe Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	437697
18	Impulse Ocean View	Mr. Kamrul Hossain [0152 1215567] [SERVICE_COUNTER_HOTEL]	SABIR [017556 0739 6]	601 [Deluxe Suite]	7 Jan,2025	20.00	0	CASH	2000	20.0		YES	Uhpaid	436892
19	Impulse Ocean View	Mr. Nurul Abzar [0160 1946786] [SERVICE_COUNTER_HOTEL]	Rafsan vai [018974 64898]	602 [Three Bad Family Suite]	7 Jan,2025	30.00	0	CASH	3000	30.0		YES	Uhpaid	436533
Total				24		602.00	2000		582.00	6020				

#	Hotel Name	Sold by	Customer	Room No.	Check In Date	Price	Advance	Payment Method	Due	Com.	Note	Breakfast	Status	Id
20	Impulse Ocean View	Mr. Jahedul Islam [0182-4097623] [SERVICE_COUNTER_HOTEL]	Sakib (018 7237 6876)	603 [Three Bed Family Suite]	7 Jan, 2025	22.00	0	CASH	2.200	22.0		YES	Up sold	436541
21	Impulse Ocean View	Mr. Jahedul Islam [0182-4097623] [SERVICE_COUNTER_HOTEL]	Goni sir (01312 73701 0)	604 [Family Suite]	7 Jan, 2025	53.00	0	CASH	5.300	53.0		YES	Up sold	436831
22	Impulse Ocean View	Mr. Jahedul Islam [0182-4097623] [SERVICE_COUNTER_HOTEL]	Sakib (018 7237 6876)	605 [Honeymoon Suite]	7 Jan, 2025	17.00	0	CASH	1.700	17.0		YES	Up sold	436541
23	Impulse Ocean View	Mr. Sajjad Hossain [0182-0004767] [SERVICE_COUNTER_HOTEL]	Mr. Hossain Hossain [017 1941 6444]	607 [Three Bed Family Suite]	7 Jan, 2025	30.00	0	CASH	3.000	30.0		YES	Up sold	430713
24	Impulse Ocean View	Mr. Sajjad Hossain [0182-0004767] [SERVICE_COUNTER_HOTEL]	Musazzam (Touham)	707 [Three Bed Family Suite]	7 Jan, 2025	20.00	0	CASH	2.000	20.0		YES	Up sold	437547
Total				24		602.00	2000		582.00	6.020				

User Name	No. of Room	Rent	Com.	Advance	Due
Impulse Ocean View (Description) [01 3127 37013]	2	7000	700	2.000	5.000
Mr. Nasir Abbas [016 0194 6786]	1	3000	300	0	3.000
Mr. Jahedul Islam [0182-4097 623]	6	18200	1820	0	1.8200
Mr. Kamrul Hossain [01 52121 5567]	3	7500	750	0	7.500
Mr. Sajjad Hossain [0182-00047 67]	1.2	24900	2490	0	2.4900
Total	2.4	60200	6020	2.000	5.8200

Collected By	No. of Room	Collected Due	Suspend Amount
Total	0	0	0

Table 5 Off Season Sales Report of ITA Holidays Booking Site





মাত্র ৩৬০০ টাকায়
কক্সবাজার

হোটেলে ২ রাত থাকা + স্লিপার বাসে আসা-যাওয়া

Exclusive Tour Package

★ Couple Package:
4,500 per person

★ Group of 4 Package:
3,600 per person

Package Includes:

🏠 2 Nights Hotel Stay (AC Room)

🚌 Sleeper Bus – Up & Down Tickets

BOOK NOW
01312737010



Impulse OCEAN VIEW



Family Suite



Honeymoon Suite



Deluxe Suite



Deluxe Couple

➔ Facilities

- ✓ Free Wi-Fi
- ✓ AC Room
- ✓ Lift Service
- ✓ Non-Stop Electricity
- ✓ 24 Hours Room Service
- ✓ Complimentary Toiletries
- ✓ Free Parking
- ✓ LED TV in Every Room

Book Now!

01312-737010

01312-737011

01312-737012

01820-004767

WhatsApp

01521215567

Location

Plot-69, Block-A, Hotel Motel Zone, Cox's Bazar

Table 6 Social Media Marketing Approach

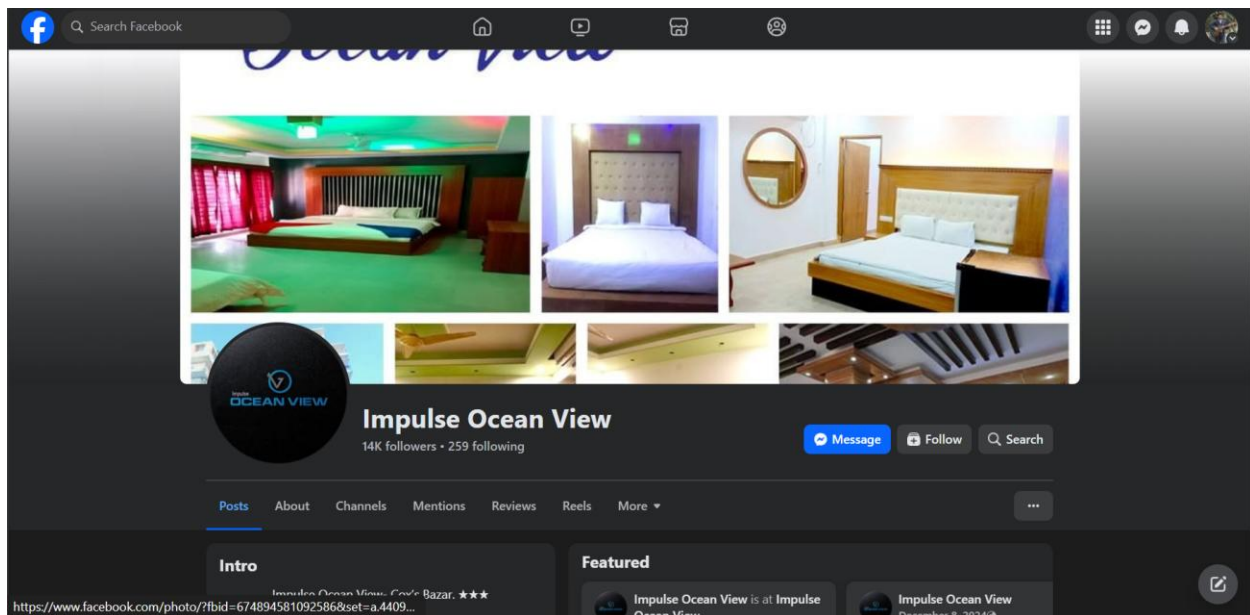


Table 7 Social Media Presence of Impulse Ocean View