

## MARKETING MIX STRATEGY TO INCREASE ROOM OCCUPANCY AT SANCTOO SUITES & VILLAS

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### ABSTRACT

This research focuses on the analysis of the marketing mix strategy used by the Sales & Marketing department at Sanctoo Suites & Villas and also this study aims to determine the most relevant marketing mix strategies used to increase the room occupancy at Sanctoo Suites & Villas. The data collection methods used in this study were participant observation, structured interviews, questionnaires, and documentation. The analysis technique used in this study consists of qualitative descriptive analysis, IFAS (Internal Factor Analysis Summary) Matrix, EFAS Matrix (External Factor Analysis Summary), Internal-External Matrix (IE), and analysis with a SWOT matrix (Strength, Weaknesses, Opportunities, Threats). The result of the IFAS matrix (Internal Factor Analysis Summary) analysis score is 2.99 and the EFAS matrix (External Factor Analysis Summary) score is 2.86 therefore in the IE (Internal-External) Matrix the position of the current marketing mix strategy is at cell 5, Internal-External Matrix (IE), which is called growth and stability strategies through horizontal integration. The analysis with the SWOT matrix (strength, weaknesses, opportunities, threats) result 10 alternative strategies that can be applied to increase the occupancy rate of Sanctoo Suites & Villas rooms.

**Keywords:** strategy, marketing mix, and room occupancy.

### INTRODUCTION

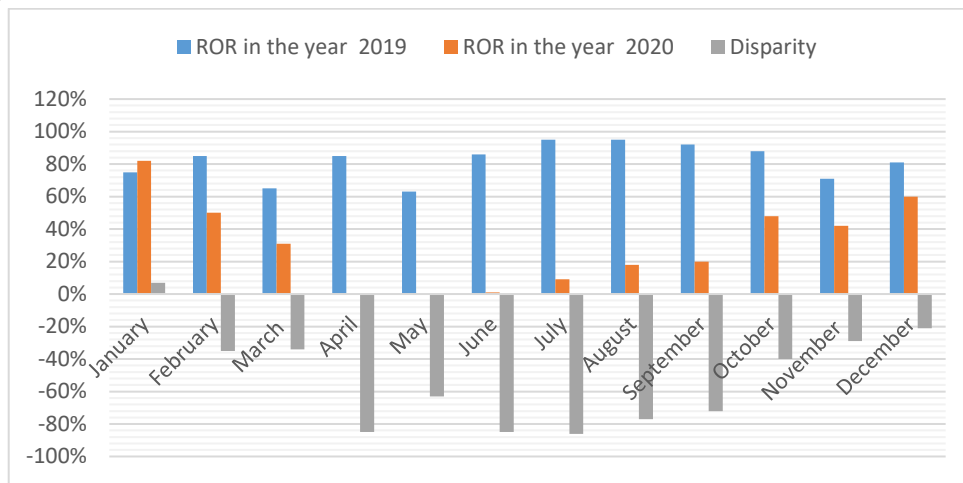
Bali is one of the provinces in Indonesia that relies on the tourism industry as the major industrial sector and field of employment. The tourist segment that comes to Bali is dominated by foreign tourists from Australia, China, India, Japan, Russia, and the United States. However, at the beginning of 2020 the number of foreign visitor arrivals declining sharply because of the pandemic Covid-19. This kind of situation becomes clear evidence affecting all tourism sectors, especially for the hotel industry. There are various indicators can show hotel characteristics, including the occupancy rate of hotel rooms, the number of rooms sold or used, the average length of stay of guests, and the level of bed use (Suwanto, 2020).

The decline in the number of foreign tourists impacts the room occupancy rates (ROR) of hotels in Bali. The longer the Covid-19 pandemic, the lower the occupancy rate of star hotels in Indonesia is due to restrictions on activities in public places or facilities, restrictions on transportation modes, hotel room prices, hotel service quality and hotel facilities (Soehardi et al., 2020). The decline in room occupancy rates was strongly influenced by the closure of the international border, so there are no foreign tourists can visit Bali due to the pandemic Covid-19. This situation impacts in decreasing the room occupancy rates of star and non-star hotels in the Ubud area. Due to changes in the tourist segment that occurs, the hotel must be able to develop strategies to attract the domestic tourists to increase the room occupancy rates.

One of the five stars hotels in Ubud that impacts by the pandemic Covid-19 is Sanctoo Suites & Villas. This hotel has a unique concept, it is located next to Bali Zoo in which this hotel sister company. Sanctoo Suites & Villas competes with its competitors to attract the attention of domestic consumers in enhancing room occupancy rates. In order to win the market competition among its competitors, the role of the sales & marketing department is very important in creating the right strategy through the configuration of resources in a challenging

environment, market needs, and stakeholders (Johnson & and Scholes, 2016). The sales & marketing department is a department that has a responsibility to maintain the short and long terms relationship between guests and the hotel.

As one of hotels with a foreign market segment, in this condition the sales & marketing team of Sanctoo Suites & Villas switch the marketing strategy to attract the domestic market segment in increasing the room occupancy rates. The result of the previous research conducted by Arimbawa et al (2020) found that the fluctuating security conditions have an impact on tourism conditions, especially on the level of tourist visits therefore ensuring security for every citizen and foreign tourist who visits is an important thing to be provided by a country. The sales & marketing team need to carry out their respective foreign strategies which are considered effective for the company (Yulianti, 2019). The room occupancy rates at Sanctoo Suites & Villas in 2020 has decreased drastically when compared to 2019, as can be seen in the following Figure 1.



**Figure 1. The Chart of Room Occupancy Comparison at Sanctoo Suites & Villas in 2019 and 2020**

(Source: Sales & Marketing Department at Sanctoo Suites & Villas, 2020).

Figure 1 shows that there is significant decrease in room occupancy rates at Sanctoo Suites & Villas in 2020 compared to 2019. Regarding the market situation and the changes in the market segment, the sales & marketing department must determine the right marketing strategies to be obtained to win the market competition. Considering the market competition in this situation certainly very difficult, because some aspects must be considered in preparing an offer to consumers such as product, price, place, people, process, promotion, and physical evidence or also known as 7Ps in marketing mix by Kotler & Amstrong (2016).

Therefore, the sales & marketing team must be able to create appropriate marketing strategies adjusting to the conditions of the market and also the purchasing power of consumers to increase the room occupancy rate at Sanctoo Suites & Villas. To make the guest interest and willing in making repeat purchase in this case is in the hotel as a repeater guest, the seller must give a good impressions and make the customer trust to always stay in this hotel (Meldayanoor et al., 2019).

Based on the previous research that was conducted by Simasathiansophon (2019), in this current situation of Covid-19 pandemic era the promotion is an important part to set in regarding the point of sale. It requires the role of the sales & marketing department team in reading market opportunities by providing a precisely targeted offer to the consumers. In order to remain competitive with the competitors, it is necessary to develop more varied products (Kurnia et al., 2018). Beside developing the variety of products, before settled and publish

the product price should be adjusted to the benefits and the economic condition because price is a very important tool as a factor that influences buyers decisions (Limakrisna & Tofi, 2017). Determination of marketing strategy, should be based on environmental analysis and internal company through analysis company strengths and weaknesses, and analysis of opportunities and threats faced by companies from living environment (Dino, 2016). In this case, the sales & marketing department must establish appropriate marketing strategies to increase hotel room occupancy rates.

## **RESEARCH METHODS**

This research uses qualitative and quantitative data. Qualitative data are data in the form of words, sentences, schemes, and images then the quantitative data are data in the form of numbers or assumed qualitative data (Sugiyono, 2017). It uses internal and external factors which are can be found at Sanctoo Suites & Villas as the research location. The internal variables are the strengths and weaknesses of this company which are define into 7Ps (product, price, place, promotion, people, physical evidence, and process) indicators according to (Kotler & Armstrong, 2016). The external variables are opportunities and threats which are define into 5 indicators comes from macro-environmental variable according to Kotler & Armstrong (2016) there are competitor, policy & legacy, economic, technology, and social culture.

This research functions 2 types of data namely qualitative and quantitative data meanwhile, the source of data in this research using primary and secondary data. To determining the informants, in this research using purposive sampling method that is using certain criteria by the research. The respondents were selected in this research from the Sales & Marketing Department (Senior Sales Manager, Digital Marketing & Reservation, Reservation & Sales Admin, Marketing Communication) and The General Manager of Sanctoo Suites & Villas. In obtaining data for this study, there are several methods of collecting data such as participant observation, direct interview, questionnaires, documentation. The method used as an analysis tool in this study are the SWOT (strengths, weaknesses, opportunities, and threats) analysis and qualitative descriptive analysis.

Qualitative data are in-depth sentences that come from information and observed behaviour using qualitative techniques such as interviews, observation, and documentation study as a data collection tool (Naidoo et al., 2011). In this study, qualitative descriptive analysis was used to interpret the results of interviews with respondents regarding strengths, weaknesses, opportunities, and threats for Sanctoo Suites & Villas. Later the results of the interview will be processed from the IFAS (Internal Factor Analysis Summary), EFAS (External Factor Analysis Summary), IE (Internal External) Matrix analysis to find out which strategy of the promotional mix is most effectively used at Sanctoo Suites & Villas (Erani, 2018). SWOT (Strength, Weakness, Opportunities, and Threats) analysis is a method or way to systematically identify various factors that are used to formulate company strategies (Rangkuti, 2018). This analysis is based on logic to maximize strengths and opportunities, but at the same time minimize weaknesses and threats. These internal or external factors need to be known to analyze in more detail strengths, weaknesses, opportunities, and threats (Fahmi, 2015).

## **RESULT AND DISCUSSION**

### **Analysis of Internal and External Factors**

IFAS Matrix analysis was carried out to find out how much the indicators contained in internal factors influence the marketing mix strategy to increase the occupancy rate of rooms at Sanctoo Suites & Villas. The results of determining the score for each indicator can be seen in table 1.

**Table 1. Internal Factor Analysis Summary**

Internal Factors				
No	Strength	Weight	Rating	Score
1	A hotel that suitable for family and honeymooners which certified CHSE (Cleanliness, Health, Safety, and Environmental Sustainability).	0.05	3.40	0.17
2	Competitive offer and special price for the repeater guest during Pandemic Covid-19 Situation	0.05	2.80	0.14
3	Product prices are following the quality and benefits provided for the guest	0.05	3.40	0.17
4	Special discounts to domestic guests.	0.05	3.40	0.17
5	Has a strategic location in the south of Ubud	0.05	3.00	0.14
6	The hotel location is very close to Bali Zoo	0.06	3.60	0.22
7	The hotel location has a typical Ubud atmosphere (fresh air and shady trees)	0.05	2.60	0.13
8	Boosting the promotion through various promotional media	0.06	3.00	0.18
9	The hotel conducts various types of promotions	0.06	2.60	0.16
10	Join many promotional collaborations.	0.06	2.80	0.17
11	The services follow the standard operational procedure (SOP) according to the health protocol standard.	0.04	3.00	0.12
12	Routine doing marketing activities to attract the domestic guest	0.06	3.40	0.20
13	The hotel is responsive in handling problems	0.05	3.20	0.16
14	The company's operations are carried out following existing systems and procedures according to health protocols (CHSE) standardization by the government.	0.05	3.60	0.18
15	Special interest (Free Entrance to Bali Zoo as the unique selling point)	0.06	3.60	0.22
16	The facilities are always sterilized according to health protocols (CHSE) standardization.	0.05	3.00	0.15
	Total	0.85	50.40	2.67
No	Weaknesses	Weight	Rating	Score
1	Hotel facilities such as restaurant and spa which certified CHSE.	0.05	2.00	0.1
2	Various types of hotel packages such as staycation, daycation, wedding, spa, romantic dinner, and group lunch/dinner.	0.06	2.00	0.12
3	The hotel employees master the product knowledge at Sanctoo Suites & Villas	0.04	2.40	0.10
	Total	0.15	6.40	0.32
	Total Weight x Rating for Internal Factor			2.99

(Source: Data processed, 2021).

Based on table 1, the result of the Internal Factors Analysis Summary shows that the weight and rating results are obtained by overall number total values of 2.99 by multiplying the weight and rating of each indicator in internal factors. EFAS Matrix analysis was carried out to find out how much the indicators contained in external factors influenced the marketing

mix strategy to increase the occupancy rate of rooms at Sanctoo Suites & Villas. The results of determining the score for each indicator can be seen in table 2.

**Table 2. External Factors Analysis Summary**

External Factors				
No	Opportunities	Weight	Rating	Score
1	There are many competitors in the Singapadu and southern part of Ubud areas	0.11	3.20	0.34
2	Routine attends organizational meetings with the government to support the welfare of tourism in Indonesia and convey the aspirations of the hotel to the government.	0.10	3.60	0.36
3	Carry out CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) certification so that activities are carried out at the hotel in accordance with the health protocol standards by the government.	0.11	3.80	0.41
4	Development of electronic devices and application software.	0.10	3.60	0.36
5	Technology and information systems network.	0.10	3.60	0.36
6	Community support around the hotel.	0.07	2.80	0.2
	Total	0.59	20.60	2.03
No	Threats	Weight	Rating	Score
1	Similarity inclusion and type of room offered with the competitors during Pandemic Covid-19	0.10	2.20	0.22
2	The inflation rate during Pandemic	0.12	1.80	0.22
3	The purchasing power of consumers	0.12	1.80	0.22
4	Local cultural attraction	0.07	2.40	0.17
	Total	0.41	8.20	0.83
Total Weight x Rating for External Factor				2.86

(Source: Data processed, 2021)

Based on table 2, the result of the External Factors Analysis Summary shows that the weight and rating results are obtained by overall number total values of 2.86 by multiplying the weight and rating of each indicator in external factors.

After getting a score from the weight and rating calculations that have been analyzed on the IFAS (Internal Factor Analysis Summary) and EFAS (External Factors Analysis Summary) matrices, to find out the position of the marketing mix strategy at Sanctoo Suites & Villas, the next step is the total of the two matrices to be analyzed in IE (Internal-External) matrix table. It can be seen that the position of the marketing mix strategy at Sanctoo Suites & Villas can be seen in figure 2.

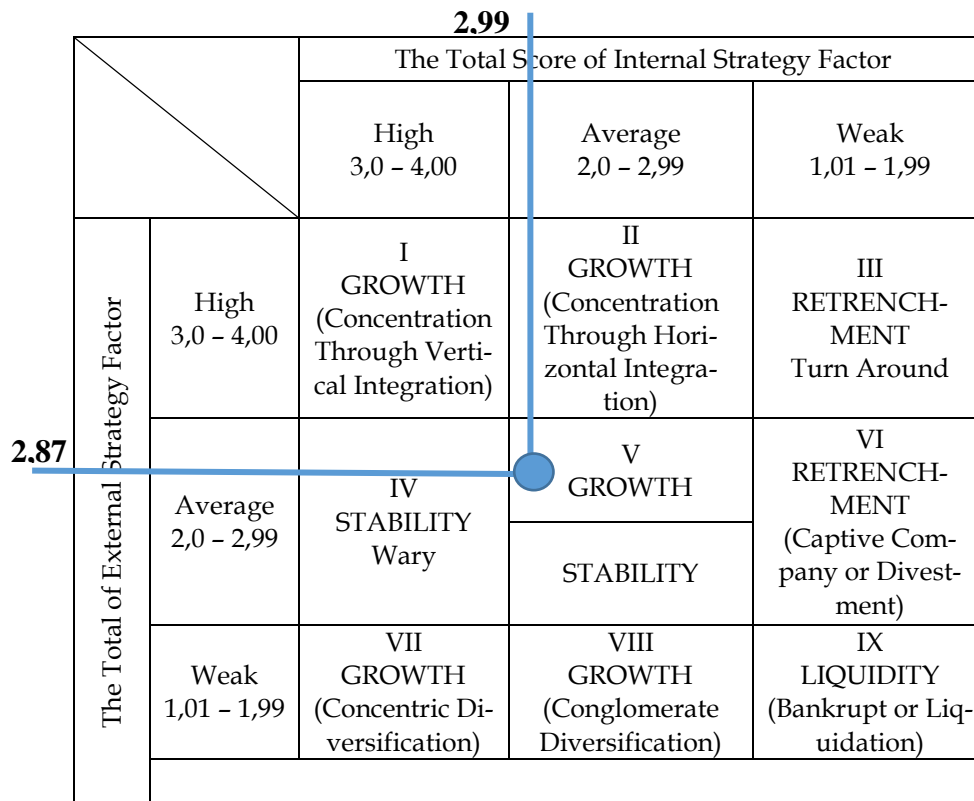


Figure 1. IE Matrix of Marketing Mix Strategy at Sanctoo Suites & Villas (Source: Data Processed, 2021)

Based on the results of the IE Matrix in figure 2, the position of the marketing mix strategy at Sanctoo Suites & Villas is in Cell V in the growth and stability strategy. Cell V is a growth strategy with concentration through horizontal integration, namely activities to develop the company by building in other locations and improving products and services (Rangkuti, 2018: 98). From the position of the marketing mix strategy carried out by the sales & marketing department at Sanctoo Suites & Villas in cell V, it can be seen that the company is in a fairly attractive industry, therefore the strategy that can be applied is consolidation. The goal is to avoid losing sales and profits so that it is relatively defensive. Based on SWOT analysis, four strategies can be seen in table 2.

Table 2. SWOT Matrix

IFAS / EFAS	Strength (S)	Weakness (W)
	SO Strategies	WO Strategies
Opportunities (O)	<ul style="list-style-type: none"> <li>a. Maximizing Bali Zoo as a USP that is able to attract domestic and local market segments</li> <li>b. Following the demand and supply desired by potential guests, especially in the domestic and local market segments</li> </ul>	<ul style="list-style-type: none"> <li>a. Develop facilities and add variations of the packages that offer</li> <li>b. Improve and update the SOP with the provisions of the Government-Provided Health Program (CHSE)</li> <li>c. Added friendly facilities for children in the hotel area</li> </ul>

	ST Strategies	WT Strategies
Threats (T)	<ul style="list-style-type: none"> <li>a. Adjusting the price from offers that will be published</li> <li>b. Providing a variety of benefits that are adjusted to the offering price and attracting the interest of all guest segments</li> </ul>	<ul style="list-style-type: none"> <li>a. Routine conduct product knowledge training both internally per department or general.</li> <li>b. Improve the quality of services and products provided from every outlet in Sanctoo Suites &amp; Villas</li> <li>c. Collaborating with another sister company owned by Sanctoo Suites &amp; Villas, namely the Flamingo Bali Beach Club</li> </ul>

(Source: Data processed, 2021)

From table 2, the SWOT matrix is combined with the results of observations, questionnaires, and interviews conducted by the author with all respondents during the study from all of the staff in the sales & marketing department and General Manager of Sanctoo Suites & Villas. The results of alternative strategies that can be applied by the sales & marketing department to increase the occupancy rate of the rooms at Sanctoo Suites & Villas. The following is an explanation of the alternative strategies obtained from the SWOT matrix, namely:

1. SO strategies (Strength - Opportunity)

There are two alternative strategies for implementing the marketing mix strategy in terms of strength opportunities, such as:

- a. Maximizing Bali Zoo as a USP that can attract domestic and local market segments as the main market segment at this time. The domestic and local guest segments are currently the main segment that can be relied on to increase the occupancy rate of rooms at Sanctoo Suites & Villas. Free unlimited entrance to Bali Zoo is the main attraction that makes many domestic and local guests, especially from families to vacation at Sanctoo Suites & Villas. In addition to providing a free unlimited entrance for every guest staying, to make it more attractive for potential guests, they can add other benefits at Bali Zoo such as providing certain discounts on paid activities so that it can be a symbiosis of mutualism to both parties, not only for Sanctoo Suites & Villas to be able to increase room occupancy rates but also at Bali Zoo to be able to do up selling to guests.
- b. Following the demand and supply desired by potential guests, especially in the domestic and local market segments. Domestic and local market shares have different demand and supply compared to foreign tourist segments, so the sales & marketing department team must adjust to the needs and desires desired according to the target market segments by conducting marketing research to potential customers. Another way is to make observations using social media or conduct a survey of questions on social media or suggestions from guest comments.

2. ST strategies (Strength - Threat)

There are two alternative strategies for implementing a marketing mix strategy in strength threat, such as:

- a. Adjusting the price of the offer that will be given to prospective guests, especially in the main tourist segment nowadays currently are domestic and local so that the price offered is adjusted to the level of consumer purchasing power. The low purchasing power of consumers is currently a threat to all business actors in all fields. To facing this phenomenon, the sales & marketing team from Sanctoo Suites & Villas must always adjust the offer price that will be given to guests so that it remains affordable for local and domestic guests who are currently the main tourist segment. Besides the

adjustment to the offer price is also followed by all the benefits provided that are worth the price.

- b. Provides benefits that are adjusted to the price offered that can attract big groups, family guests, and honeymooner tourist segments. The style of Sanctoo Suites & Villas is currently not only suitable for honeymooners but also families who want to spend their free time at the hotel while having conservation education recreation at the Bali Zoo. As a hotel that has a unique selling point free unlimited entrance to Bali Zoo, this is a plus point to be able to attract more guests in large numbers or groups or big groups. As for big groups that can be targeted at this time, coming from the government agencies, education, and private agencies outside the tourism sector, or families in large numbers of guests. Therefore, special offers are needed for guests with a large number and add relationships in various sector agencies so that they can always keep the occupancy rate of the rooms at Sanctoo Suites & Villas high.

### 3. WO strategies (Weakness - Opportunity)

There are three alternative strategies for implementing a marketing mix strategy in weakness opportunity, namely:

- a. Developing facilities and adding variety to the offering packages that you have to attract more potential guests to make Sanctoo Suites & Villas a place to stay. In winning the market competition with its competitors, providing attractive and varied offers (different from its competitors) will be an added value compared to similar competitors. The interest of potential guests to choose a hotel as a place for a staycation can be influenced not only by the offers given but also influenced by the supporting facilities in the hotel itself. The development of supporting facilities will certainly increase the interest of guests to choose Sanctoo Suites & Villas as a place to stay so that it can increase the occupancy rate of the rooms.
- b. Adjusting standard operating procedures with the provisions of the health program provided by the government (CHSE). In a new normal habit situation like today, the implementation of the health protocol for the tourism industry players, especially in accommodation services, is very necessary to be able to always increase consumer confidence in the hotel itself. Not only by carrying out certification, but after obtaining certification, it requires continuous implementation of the health protocol so that it can maintain consumer confidence so that the guest is a loyal guest repeater to Sanctoo Suites & Villas.
- c. Added child-friendly facilities in the hotel area. As a hotel with a family concept, Sanctoo Suites & Villas can add other supporting facilities such as a kids club or friendly rides for children in the hotel area, so that children who are staying at Sanctoo Suites & Villas can also enjoy their vacation together with their parents. Furthermore, providing special activities for children can also be a good consideration for the convenience of family guests in particular. Adding child-friendly facilities can attract more family guests to stay, which will increase the occupancy rate of the rooms at Sanctoo Suites & Villas.

### 4. WT strategies (Weakness - Threat)

There are two alternative strategies for implementing a marketing mix strategy in weakness opportunity, namely:

- a. Routine conduct product knowledge training both internally per department or general. Providing training to staff at Sanctoo Suites & Villas must be carried out regularly and continuously. The purpose of conducting training product knowledge continuously is to keep maintain the hotel operations can run properly, guests get good service, and are in accordance with the company's SOPs. In addition, guests who stay also



- feel comfortable so that they can provide good reviews on all platforms, both written and mouth to mouth. Reviews from these guests will be one of the free promotional media that can increase the interest of potential guests to stay at Sanctoo Suites & Villas.
- b. Improve the quality of services and products provided from every outlet in Sanctoo Suites & Villas. Good quality of services is the main concentration in providing hospitality. Not only that but the friendliness of its human resources must also be considered to support good service product quality. As for improving product quality that can be done is by periodically updating the provision of facilities at each given outlet.
  - c. Collaborating with another sister company owned by Sanctoo Suites & Villas, namely the Flamingo Bali Beach Club. Currently, there is another sister company of Sanctoo Suites & Villas besides the Bali Zoo that is a beach club located at Jl. Saba Beach, Saba village, Blahbatuh District, Gianyar Regency namely the Flamingo Bali Beach Club. As a family-friendly day club, collaborating with the Flamingo Bali Beach Club will certainly attract more interest from potential guests who will stay at Sanctoo Suites & Villas so that they can increase the occupancy rate of the rooms. This is supported by the fact that the majority of the tourist segment staying at Sanctoo Suites & Villas is currently dominated by families.

Based on the results of the analysis on the IFAS and EFAS matrices that have been carried out, it is found that indicators are included in Strengths, Weaknesses, Opportunities, and Threats so that based on that's indicators the sales & marketing team of Sanctoo Suites & Villas can determine what strategies are used to improve the room occupancy. This is also supported by the position of the marketing strategy at Sanctoo Suites & Villas based on the results of the IFAS and EFAS matrices analysis shown in the IE matrix. The strategies used to increase room occupancy at Sanctoo Suites & Villas are as follows:

1. Creating packages with benefits or inclusion for guests that supply the demands and desires of the current target market which is the local or domestic tourist segment.
2. Conduct promotions by utilizing various media so as to increase the reach of the target market for the Indonesian market, such as promotions using various social media and conducting sales calls.
3. Expanding the reach of the target market not only focused on people who want to just spend their holidays but also reaching the types of guests in small groups to hold various types of events at Sanctoo Suites & Villas tailored to the abilities and capacities that can be accommodated so that they remain convenient to use as an event venue.
4. Participate in campaigns created by online travel agents whose market coverage is more reaching the domestic and local market segments. Besides takes part in a campaign to increase engagement from the current target market, namely the domestic market, to increase the room the sales & marketing team also join live streaming held by the online travel agent. By joining the live streaming takes place, every prospective guest who participates will get the best available rate (BAR).
5. Create a special domestic promotion by giving certain sales to online travel agents and on the website. This promotion can be narrowed down again by providing special sales for prospective guests who want to book either via the mobile, website, or for members as well as by holding special secret deals for members of the online travel agent.

There are several strategies that are most relevant to be applied to the current Covid-19 Pandemic situation, as below:

1. Maximizing Bali Zoo as a USP that is able to attract domestic and local market segments  
Free unlimited access to Bali Zoo is the most attractive inclusion that makes Sanctoo Suites & Villas has one plus point among its competitors. In addition to providing a free unlimited entrance for every who guest staying at Sanctoo Suites & Villas, to make it more attractive for potential guests, they can add other benefits at Bali Zoo such as providing certain discounts on paid activities so that it can be a symbiosis of mutualism to both parties.

2. Providing a variety of benefits that are adjusted to the offering price and attracting the interest of all guest segments

In certain condition, to increase the room occupancy at Sanctoo Suites & Villas it does not only by depends on single travelers or family or honeymooners. By targeting other segments comes from the small to big groups which can increase the room occupancy at Sanctoo Suits & Villas.

3. Added friendly facilities for children in the hotel area

The concept of Sanctoo Suites & Villas has been shifting into Family-friendly besides suitable for the honeymooners. This shifting concept makes the management should have child-friendly facilities. Adding child-friendly facilities can attract more family guests to stay, which will increase the occupancy rate of the rooms at Sanctoo Suites & Villas.

4. Collaborating with another sister company owned by Sanctoo Suites & Villas, namely the Flamingo Bali Beach Club

Currently, there is another sister company of Sanctoo Suites & Villas that is the Flamingo Bali Beach Club. As a family-friendly day club, collaborating with the Flamingo Bali Beach Club will certainly attract more interest from potential guests who will stay at Sanctoo Suites & Villas in order to increase the occupancy rate of the rooms. As well as Bali Zoo as the unique selling point of Sanctoo Suites & Villas that makes a mutualism symbiosis, by doing collaboration between Sanctoo Suites & Villas and Flamingo beach club, it could make a positive impact on each other.

## CONCLUSION

From the results of the analysis carried out in research on the marketing mix strategy to increase the room occupancy rate at Sanctoo Suites & Villas, it can be concluded that the marketing strategies of the Sales & Marketing Department to increase the room occupancy at Sanctoo Suites & Villas based on the results of the research can be seen from the position of the marketing strategy at Sanctoo Suites & Villas which is currently in cell 5, namely growth and stability strategy. To increase the occupancy rate of rooms at Sanctoo Suites & Villas, there are several strategies such as by creating packages with benefits or inclusion for guests that supply the demands and desires of the current target market, conduct promotions by utilizing various media, expanding the reach of the target market by looking through to the small groups to hold various events, participate in campaigns and live streaming created by online travel agents, create a special domestic promotion by giving certain sales to online travel agents and on the website.

Several alternative strategies are relevant to Sanctoo Suites & Villas. However, the most relevant strategies to increase the room occupancy at Sanctoo Suites & Villas that suitable apply due to the Pandemic Covid 19 situation are maximizing Bali Zoo as a USP that is able to attract domestic and local market segments, providing a variety of benefits that are adjusted to the offering price and attracting the interest of all guest segments, added friendly facilities for children in the hotel area, collaborating with another sister company namely the Flamingo Bali Beach Club.

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