

FINAL REPORT

MAXIMIZING OCCUPANCY AT ARYADUTA HOTEL AND CONVENTION CENTER PALEMBANG



This report is written to fulfil the requirements of final report for Diploma III educational accomplishment at English Department

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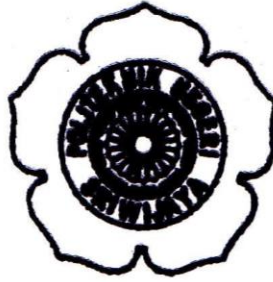
STATE POLYTECHNIC OF SRIWIJAYA

PALEMBANG

2015

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**MAXIMIZING OCCUPANCY AT ARYADUTA HOTEL AND CONVENTION
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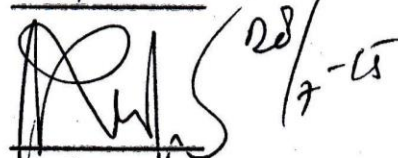
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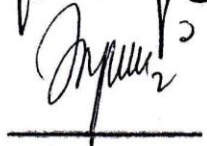
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PREFACE

Fisrt of all, the writer would like to say thank to Allah SWT for His grace that has been given to the writer so that the writer could accomplish and finish the final report on time. This report is created in order to fulfill the requirement for Diploma III educational accomplishment at English Department. The report is entitled “Maximizing Occupancy at Aryaduta Hotel and Convention Center Palembang”.

The writer considers that this report is far from perfect. Therefore, suggestions, comments and criticisms from all readers are accepted with pleasure. May this final report give benefits and usefulness to all students State Polytechnic of Sriwijaya especially for English Department.

Palembang, June 2015

The Writer

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The Writer

Motto and Dedication

*“ Real success is determined by 2 factors,
FAITH AND ACTION! “*

*“ Keep going and never quit! The
champion is never quit “*

The Final report is dedicated to:

Allah swt

My beloved Mother and Father

My beloved brother and sister

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ABSTRACT

MAXIMIZING OCCUPANCY AT ARYADUTA HOTEL AND CONVENTION CENTER PALEMBANG

(Sonia Aprianti, 2015, 33 pages, 13 pictures, 1 table)

This report discusses about maximizing occupancy at Aryaduta Hotel and Convention Center Palembang. The main purpose of this report is to know what the strategies Aryaduta Hotel does to maximize occupancy. The research methodology of this report is observation and interview. There are strategies to increase hotel occupancy such as weekend package , graduation package, business lunch, wedding package, ramadhan night package, idul fitri package, end of month sale, promoting the occupancy by email blast, broadcast message, maintain with corporate, and sales blitz. Aryaduta Hotel, has made some approaches with some organizations such as KONI, the local authorities, newspapers and other media. They are be ready to compete with many competitors.

Key words: *Maximizing, Occupancy, Hotel.*