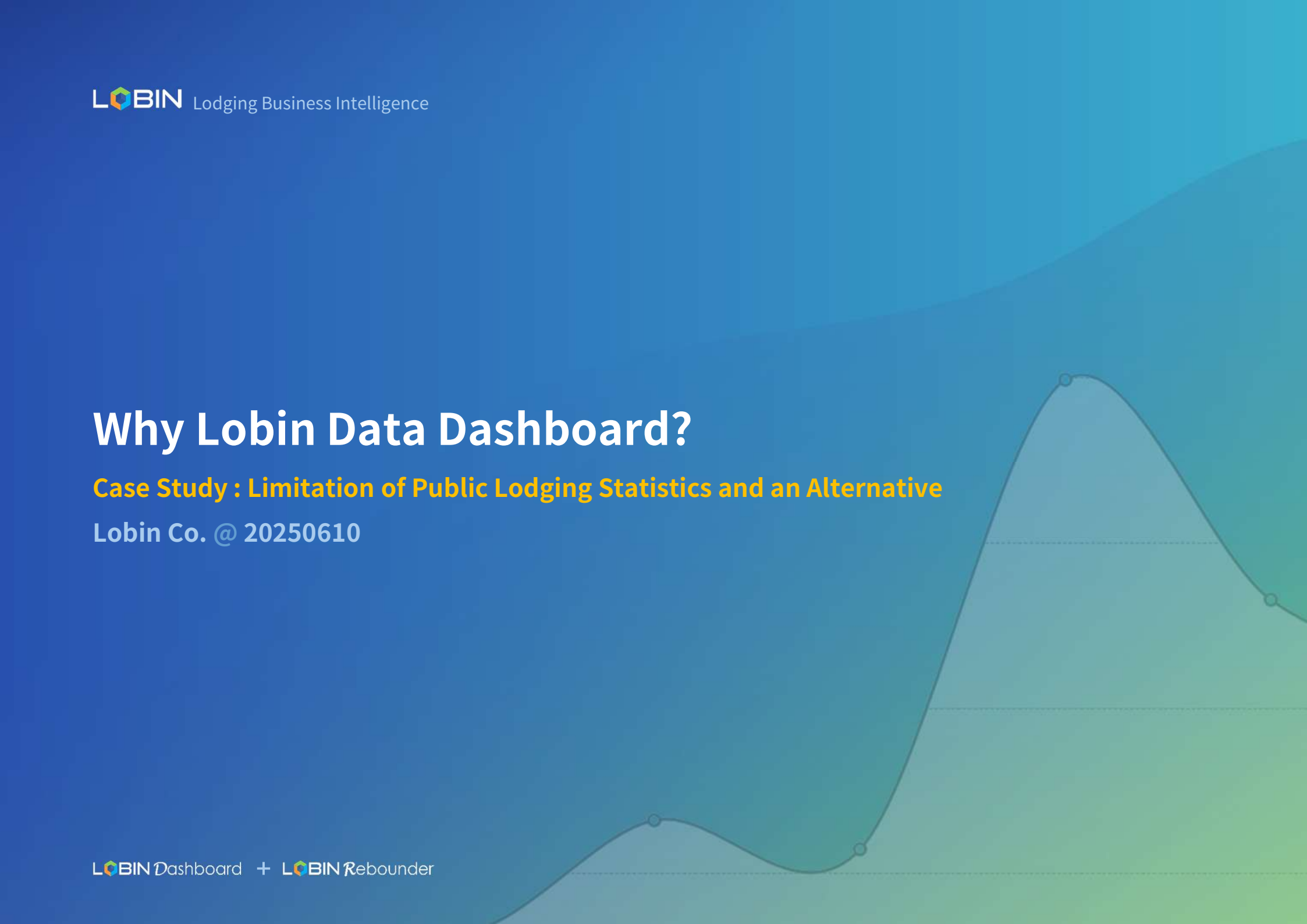
LOBIN Lodging Business Intelligence

Why Lobin Data Dashboard?

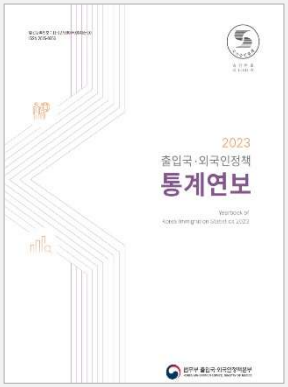
Case Study : Limitation of Public Lodging Statistics and an Alternative

Lobin Co. @ 20250610



LOBIN Dashboard + LOBIN Rebounder

Major Public Lodging Statistics in Korea (2023)

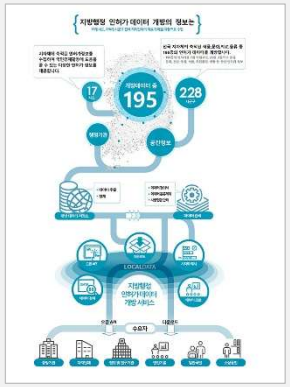


Intl. Arrivals
(MOJ)

Intl. Traveler Survey
(MCST)

Dom. Traveler Survey
(MCST)

Hotel Performance
(KHA)



Lodging Biz. Ledger
(MOIS)

Case #1

Global Hotel Brand

Expansion into Korea in 2023

Using Public Lodging Statistics : Hotel (2023)

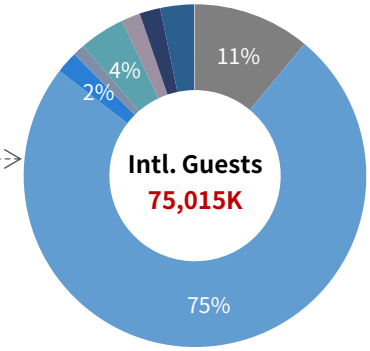
Intl. Arrivals

Intl. Traveler Survey (2023, 16,196 samples)

Compile

Arrivals
11,032K

Length of Stay
6.8 nights



Family
Hotel
Motel
Condo
Guesthouse
Minbak
Dormitory
Other
Red-eye

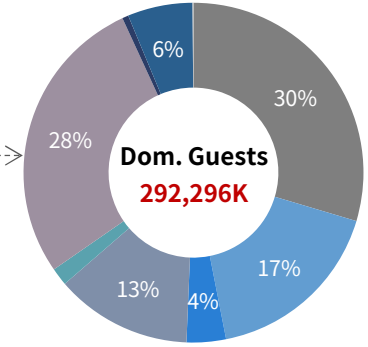
Intl. Hotel Guests
55,858K

Intl. 52.5%

Population
48,654K

Frequency
2.7 times

Length of Stay
2.2 nights



Family
Hotel
Motel
Condo
Guesthouse
Minbak
Dormitory
Other
Red-eye

Dom. Hotel Guests
50,548K

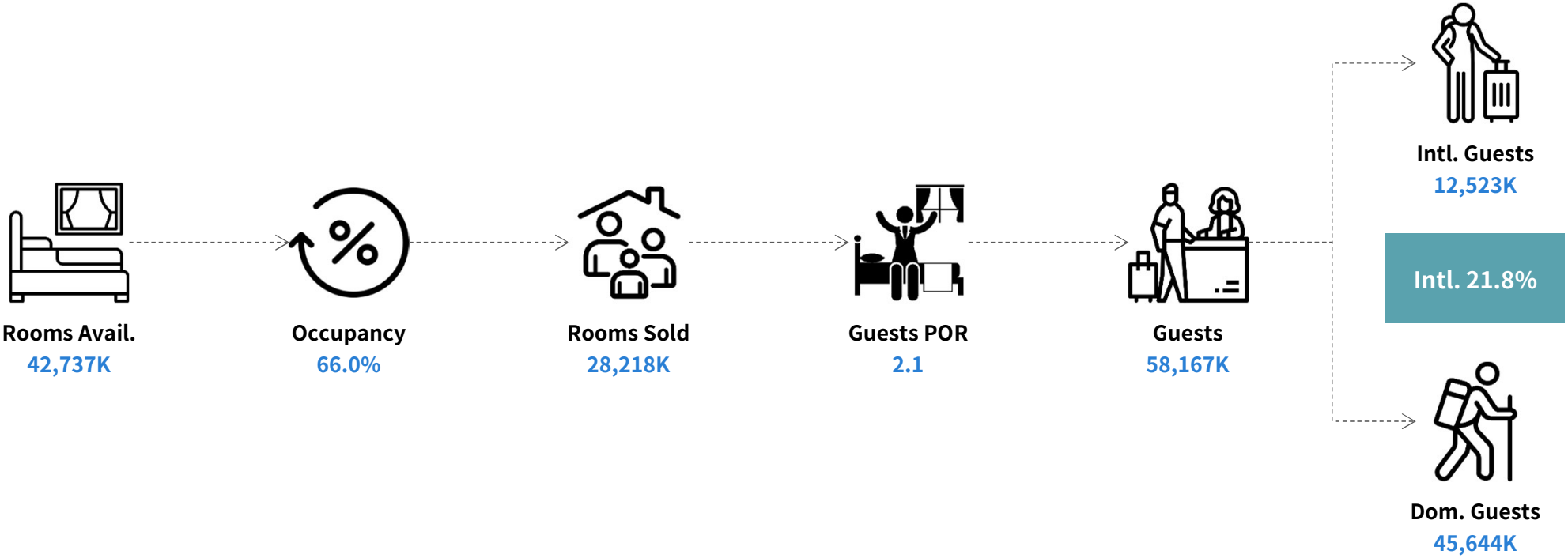
Population Census

Dom. Traveler Survey (2023, 51,600 samples)

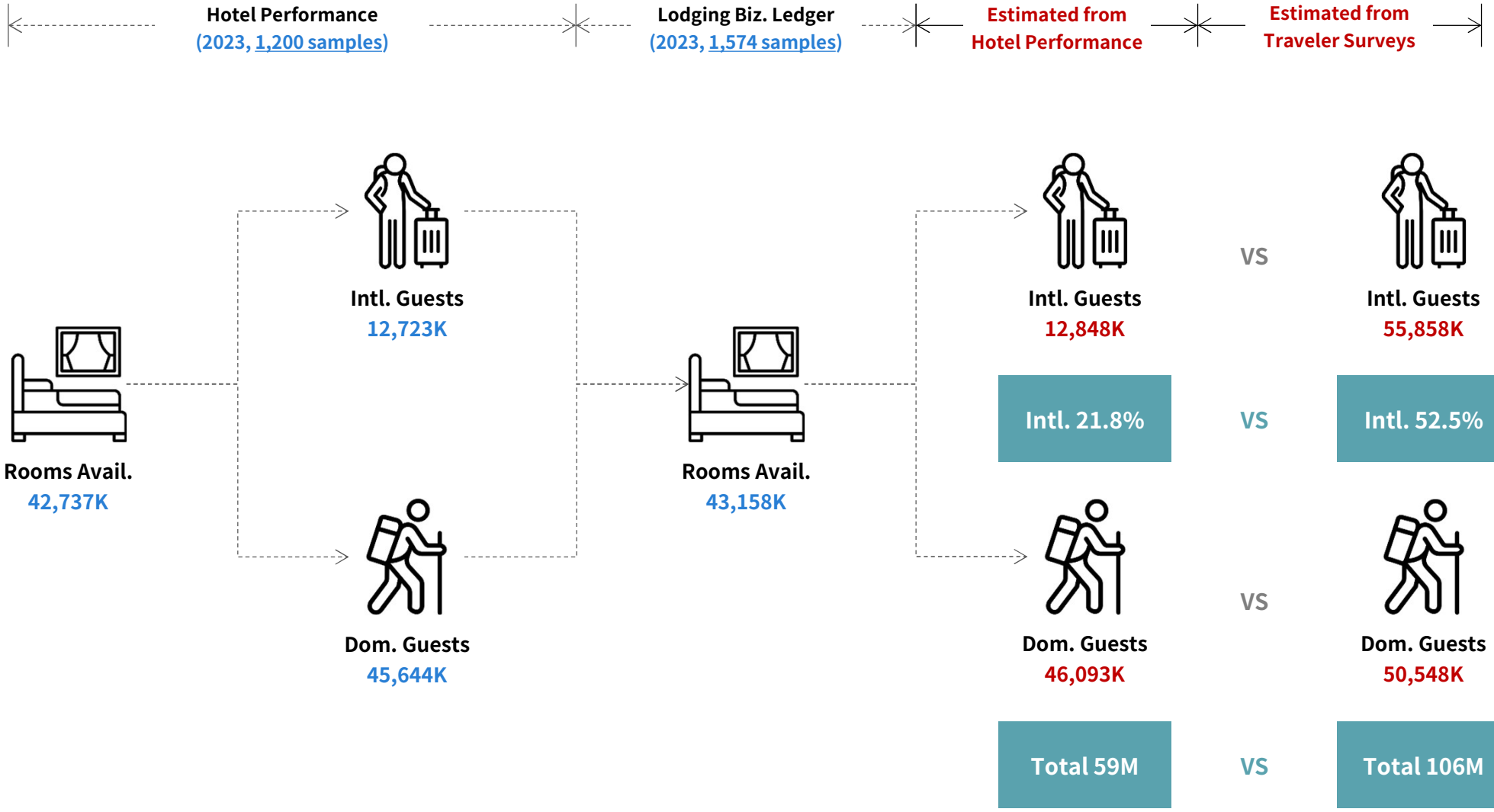
Compile

Using Public Lodging Statistics : Hotel (2023)

Hotel Performance
(2023, 1,200 samples)



Using Public Lodging Statistics : Hotel (2023)



Lobin Data Dashboard : Hotel (2023)

LOBIN Dashboard

Intl. Guests
18,481K

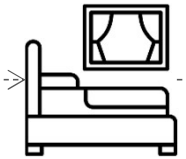
Intl. 31.4%

Dom. Guests
40,332K

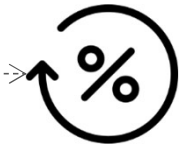
Total 59M

Guests POR
2.1

Rooms Sold
27,889K



Rooms Avail.
43,158K



Occupancy
64.6%

Case #2

Commercial Bank

Expansion of lending in 2023

Using Public Lodging Statistics : Motel (2023)

Estimated from Traveler Surveys → Maximize Rooms Sold by the Given Guests → Lodging Biz. Ledger (2023, 16,827 samples) → Contamination of Survey Data

Intl. Guests
1,543K

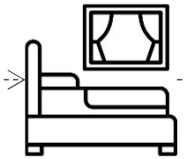
Intl. 13.9%

Dom. Guests
10,980K

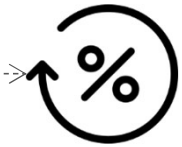
Total 13M

Guests POR
1.0

Rooms Sold
12,524K



Rooms Avail.
140,320K



Occupancy
8.9%

???

Lobin Data Dashboard : Motel (2023)

LOBIN Dashboard

Intl. Guests
27,194K

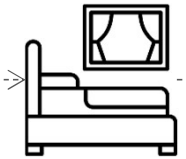
Intl. 13.0%

Dom. Guests
182,644K

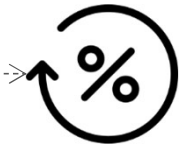
Total 210M

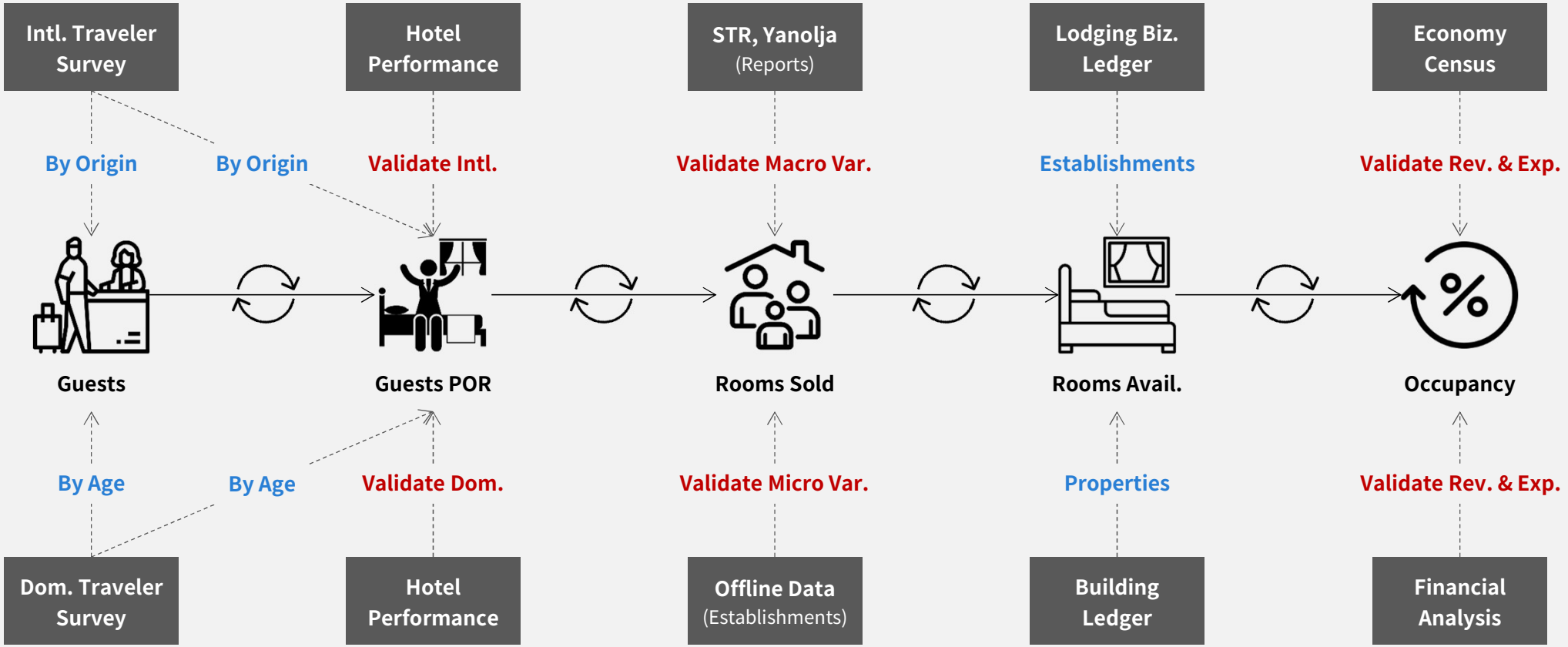
Guests POR
2.2

Rooms Sold
97,268K



Rooms Avail.
140,320K



Occupancy
69.3%

Lobin’s Data Processing Architecture