



§ EMC005

# MACHINE LEARNING IN HOTEL ROOM PRICING

Data Mining Research - Michael Jacob M. Delos Santos

20 MAR, 2026

# PROBLEM

With the Philippines (still) being a popular tourist destination for Westerners, venturing into hotels offers a promising business opportunity.

Goal: What's the best price for room types in urban, suburban, and rural areas?

§ EMC005



# DATASET DESCRIPTION



# DATASET DESCRIPTION

**LABEL**

price

**REAL**

latitude, longitude, price, TouristAttraction\_latitude, TouristAttraction\_longitude, distance\_from\_nearest\_TouristAttraction\_in\_meters, rating\_10\_star\_system, rating

**INTEGER**

area\_type\_sort, price\_for\_x\_adults, num\_of\_reviews, length\_of\_stay\_days, stars

**DATE**

checkin\_date, checkout\_date

**NOMINAL**

room\_type, name\_of\_hotel, booking\_platform, latitude\_and\_longitude, region, area\_type, day\_of\_week, season, nearest\_TouristAttraction\_name, City, FirstLevelNationAdministrativeDivision SecondLevelNationAdministrativeDivision, Nation, description, checkin\_time, checkout\_time, amenities

**BINOMINAL**

has\_balcony, is\_a\_resort, is\_there\_nearby\_TouristAttraction, is\_near\_an\_airport, is\_near\_a\_metro\_station, is\_near\_a\_University\_Building, is\_TouristAttraction\_A\_Mall

*(the rest are amenities I splitted with ", ", now they're on their own columns with true / false)*

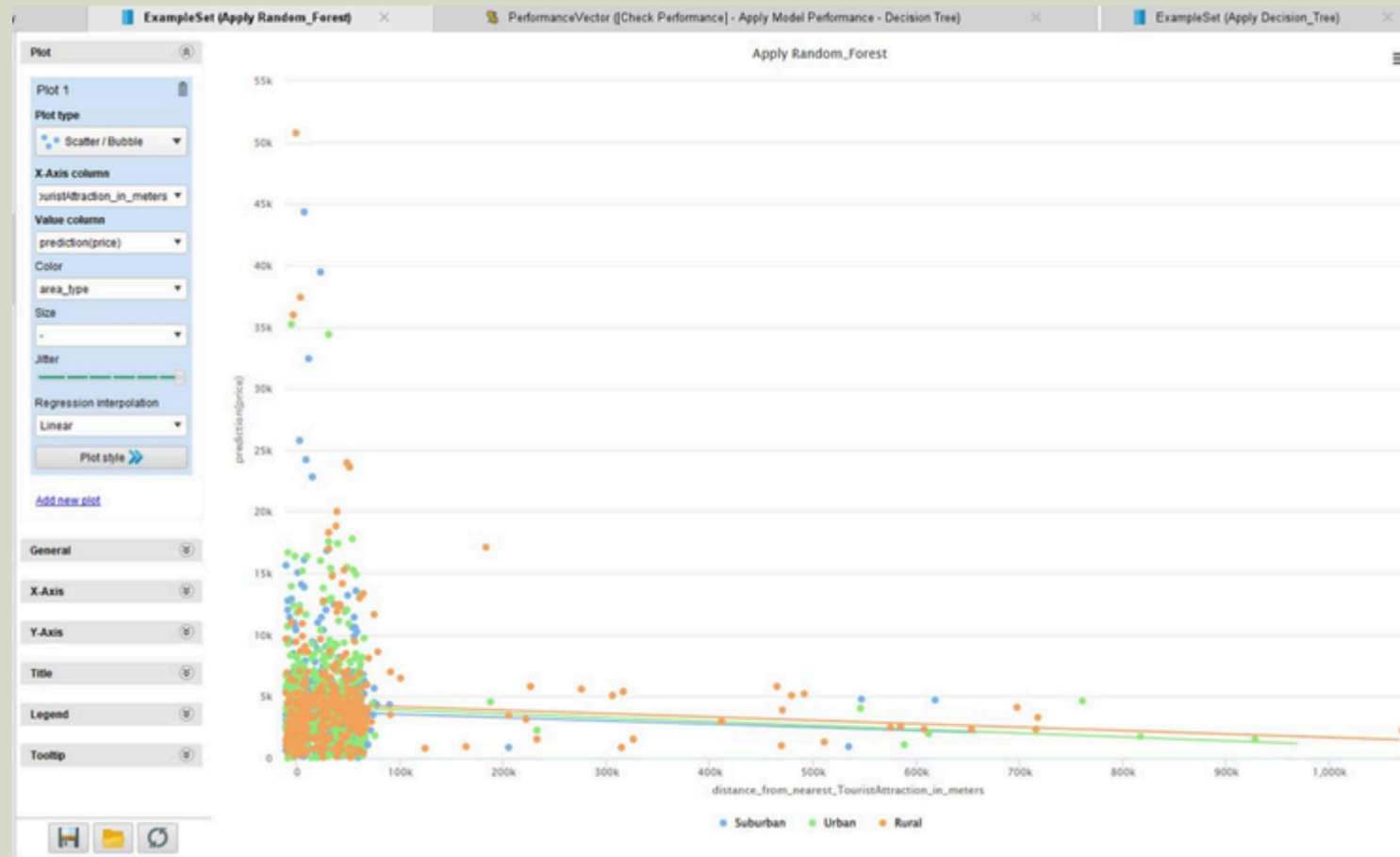
# DATA VISUALIZATION



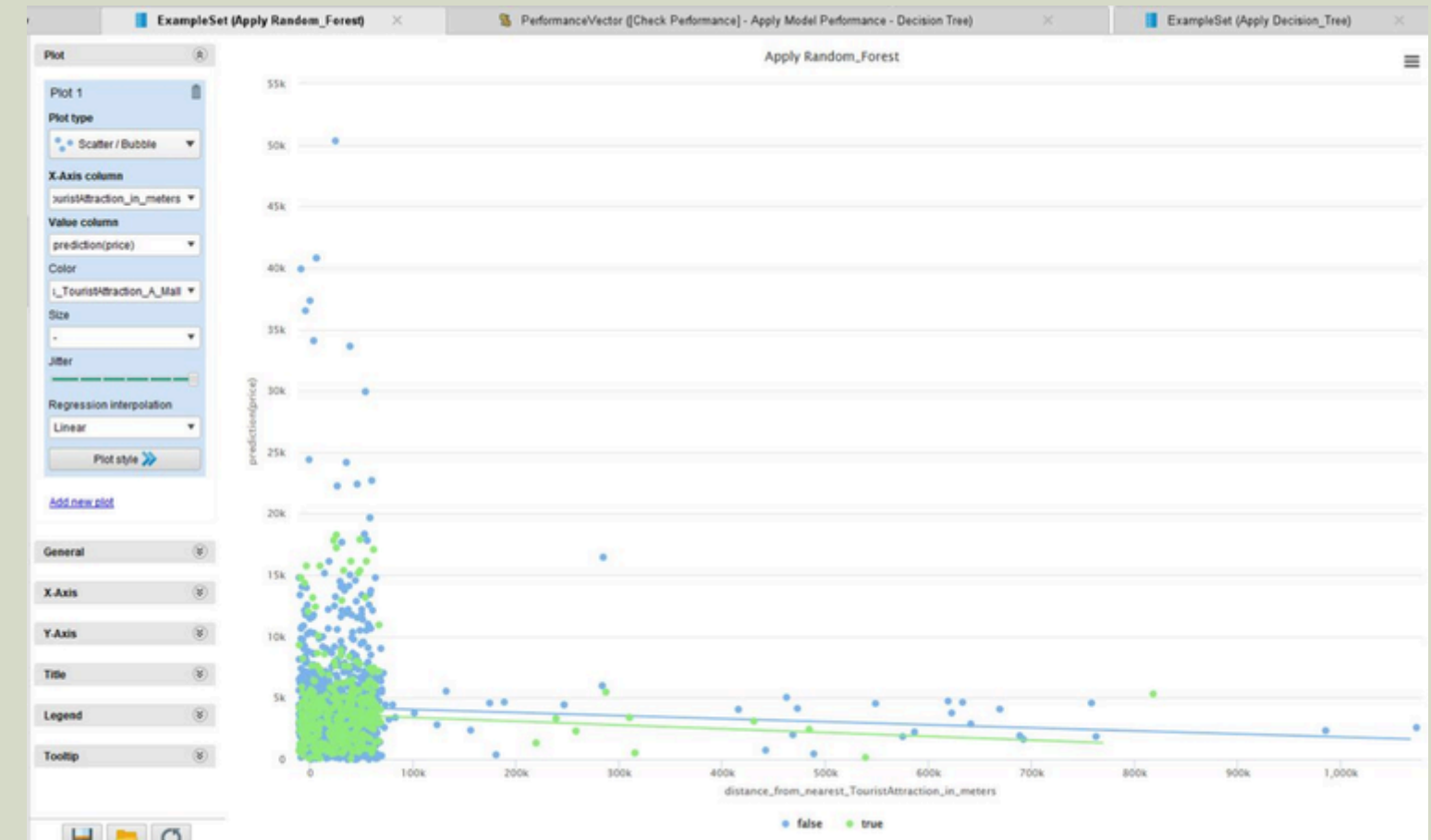
Row No.	id	price	predict...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...	confide...
1	12	902	1850.346	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
2	13	2799	2155.633	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
3	14	1350	2098.483	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
4	17	4131	2748.196	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
5	19	1416	2792.406	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
6	20	2374	3108.854	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
7	22	1773	1744.209	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
8	28	1080	1634.781	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
9	33	1240	1961.900	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
10	38	707	1461.565	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
11	42	1568	2622.685	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
12	43	613	1356.370	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.800	0	0
13	46	3856	2112.960	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
14	47	1285	2259.655	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
15	48	1307	5125.386	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
16	60	1573	1800.206	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
17	61	2160	2203.094	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
18	64	2250	1800.185	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
19	65	2256	1844.286	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
20	67	2479	1713.122	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
21	75	1563	2081.780	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
22	77	854	2136.733	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
23	81	3816	2145.052	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
24	82	1652	1842.839	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
25	89	974	1622.093	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001
26	91	3602	5202.205	0.768	0.021	0.165	0.025	0.000	0.001	0.001	0.002	0.002	0.003	0.002	0.000	0.000	0.006	0.025	0.001

Predicts the price of the hotel room based on the other attributes.

Area\_Type visualized



is\_TouristAttraction\_a\_Mall visualized

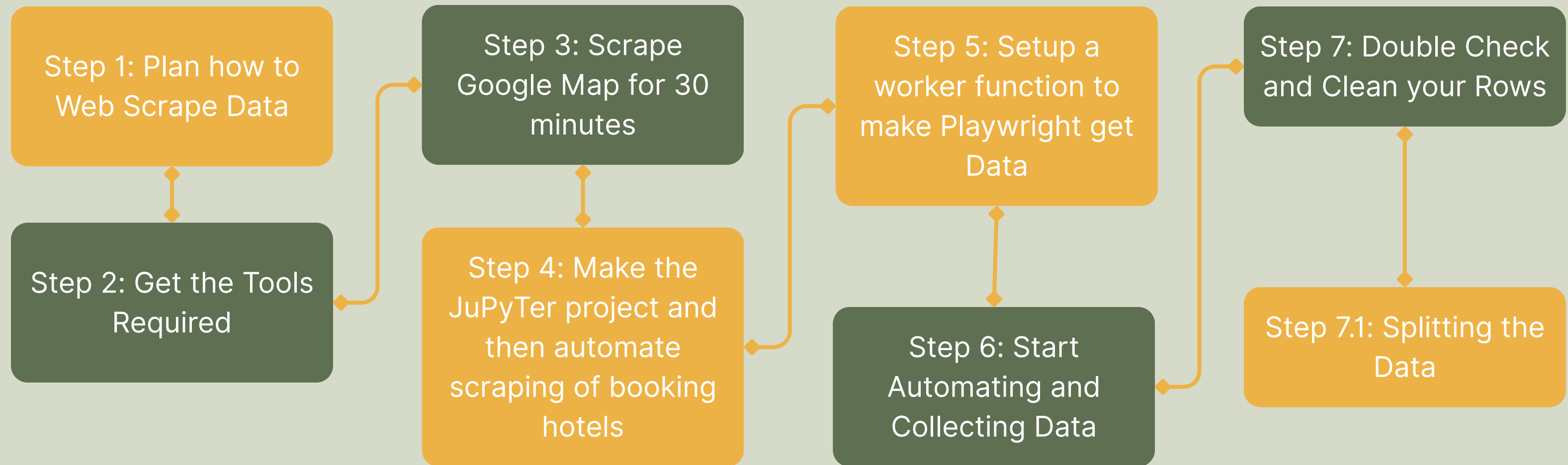


Predicted price compared to  
distance\_from\_nearest\_TouristAttraction\_in\_meters

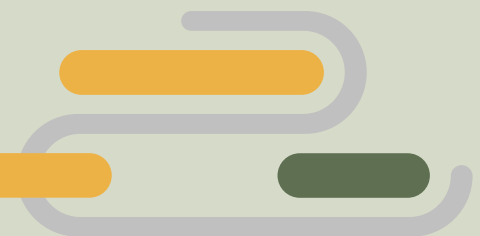
# DATA PREPARATION



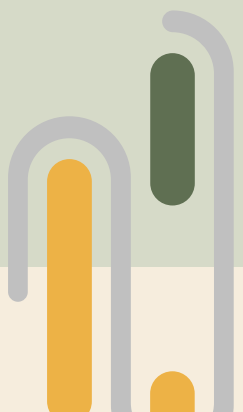
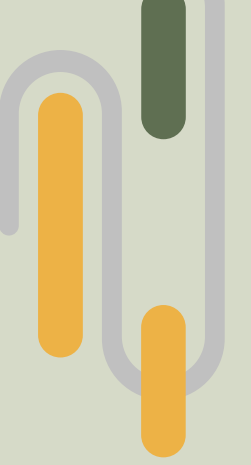
How I prepared the data.

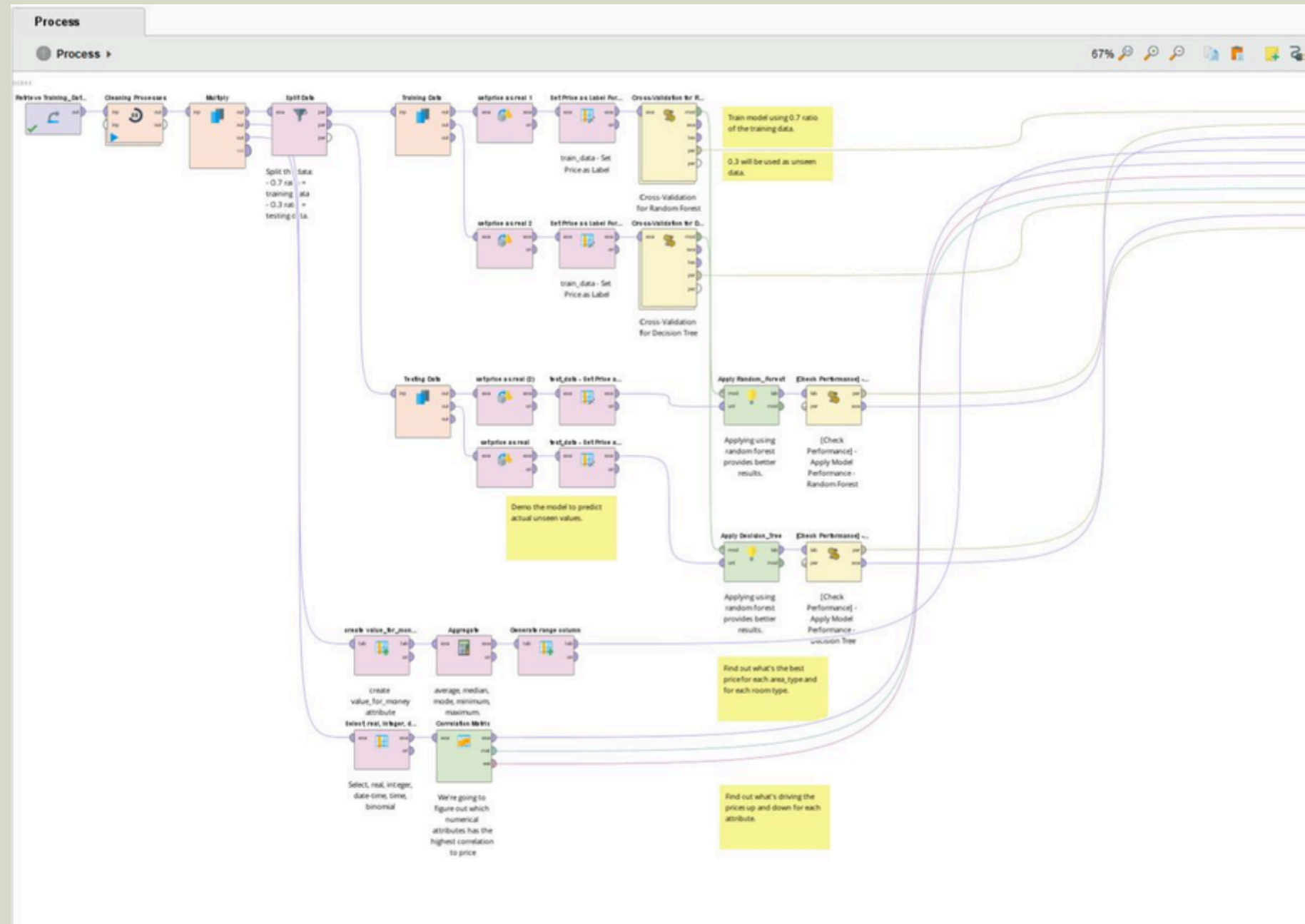


*Disclaimer: I started data-scraping between April 18 - March 20, 2026*



# MODEL SELECTION





**CROSS VALIDATION  
w/ DECISION TREE**

**CROSS VALIDATION  
w/ RANDOM FOREST**

0.672

## Cross Validation w/ Decision Tree

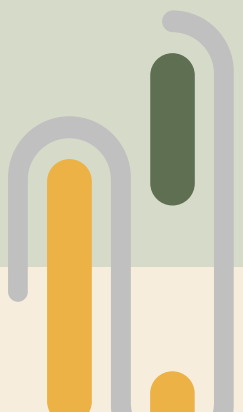
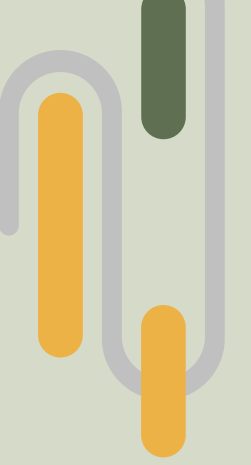
```
PerformanceVector ([Check Performance] - Cross Validation for Decision Tree) X  
  
squared_correlation  
  
squared_correlation: 0.672 +/- 0.143 (micro average: 0.655)
```

0.844

## Cross Validation w/ Random Forest

```
PerformanceVector ([Check Performance] - Cross Validation for Random Forest) X  
  
squared_correlation  
  
squared_correlation: 0.844 +/- 0.085 (micro average: 0.847)
```

# CONCLUSION



# AGGREGATED DATA TABLE

room_type	area_type	area_type_sort	average(price)	mode(price)	median(price)	minimum(price)	maximum(price)	average(value_for_money)	range
Room	Rural	3	4596.020408	1413	2476	392	96922	1054.467454	96530
Shared room	Rural	3	867.4705882	415	820	350	1977	196.7184565	1627
Single room	Rural	3	3532.744681	502	1527	374	21044	850.8499671	20670
Suite	Rural	3	8354.864407	3255	4872	1434	25788	2012.140749	24354
Triple room	Rural	3	2277.5	1260	1566	1080	4242	949.6994411	3162
Twin room	Rural	3	3689.702703	4095	2660	788	16164	857.1778926	15376
Deluxe Room	Suburban	2	42650	42650	42650	42650	42650	10797.46835	0
Double room	Suburban	2	2866.966403	4008	2127	380	37800	708.6419634	37420
Family Room	Suburban	2	7235.714286	2396	4225	1873	57000	2178.776219	55127
Queen Room	Suburban	2	19000	19000	19000	19000	19000	4750	0
Room	Suburban	2	3846.848883	3215	2441	353	48751	941.6135443	48398
Shared room	Suburban	2	955.9090909	353	578.5	353	8482	233.7225406	8129
Single room	Suburban	2	1831.709302	1803	1589	551	4164	477.7475015	3613
Suite	Suburban	2	8453.822581	2430	5123	1043	36607	1896.618407	35564
Triple room	Suburban	2	4400.28	5250	2759	1164	22712	1005.167115	21548
Twin room	Suburban	2	5862.163842	11893	3446	440	48329	1333.617398	47889
Double Room	Urban	1	5743.333333	2394	5836	2394	9000	1487.486325	6606
Double room	Urban	1	3672.149184	687	2506	510	42605	855.2919723	42095
Family Room	Urban	1	2380.5625	1071	1787	1071	13200	570.5645281	12129
King Room	Urban	1	29180	29180	29180	29180	29180	6343.478261	0
Queen Room	Urban	1	7595	4233	7392	4233	11160	1929.718876	6927
Room	Urban	1	4504.661451	6800	3312	385	40235	1045.433574	39850
Shared room	Urban	1	654.9090909	357	562	357	1767	194.2465377	1410
Single room	Urban	1	1690.441176	800	1366	468	6527	430.7194787	6059
Suite	Urban	1	5319.074074	1083	3060	1083	16500	1241.744932	15417
Triple room	Urban	1	12094.833333	1730	14439.5	1730	19836	2664.758646	18106

# AGGREGATED DATA TABLE

room_type	area_type	area_type_sort	average(price)	mode(price)	median(price)	minimum(price)	maximum(price)	average(value_for_money)	range
Room	Rural	3	4596.020408	1413	2476	392	96922	1054.467454	96530
Shared room	Rural	3	867.4705882	415	820	350	1977	196.7184565	1627
Single room	Rural	3	3532.744681	502	1527	374	21044	850.8499671	20670
Suite	Rural	3	8354.864407	3255	4872	1434	25788	2012.140749	24354
Triple room	Rural	3	2277.5	1260	1566	1080	4242	949.6994411	3162
Twin room	Rural	3	3689.702703	4095	2660	788	16164	857.1778926	15376
Deluxe Room	Suburban	2	42650	42650	42650	42650	42650	10797.46835	0
Double room	Suburban	2	2866.966403	4008	2127	380	37800	708.6419634	37420
Family Room	Suburban	2	7235.714286	2396	4225	1873	57000	2178.776219	55127
Queen Room	Suburban	2	19000	19000	19000	19000	19000	4750	0
Room	Suburban	2	3846.848883	3215	2441	353	48751	941.6135443	48398
Shared room	Suburban	2	955.9090909	353	578.5	353	8482	233.7225406	8129
Single room	Suburban	2	1831.709302	1803	1589	551	4164	477.7475015	3613
Suite	Suburban	2	8453.822581	2430	5123	1043	36607	1896.618407	35564
Triple room	Suburban	2	4400.28	5250	2759	1164	22712	1005.167115	21548
Twin room	Suburban	2	5862.163842	11893	3446	440	48329	1333.617398	47889
Double Room	Urban	1	5743.333333	2394	5836	2394	9000	1487.486325	6606
Double room	Urban	1	3672.149184	687	2506	510	42605	855.2919723	42095
Family Room	Urban	1	2380.5625	1071	1787	1071	13200	570.5645281	12129
King Room	Urban	1	29180	29180	29180	29180	29180	6343.478261	0
Queen Room	Urban	1	7595	4233	7392	4233	11160	1929.718876	6927
Room	Urban	1	4504.661451	6800	3312	385	40235	1045.433574	39850
Shared room	Urban	1	654.9090909	357	562	357	1767	194.2465377	1410
Single room	Urban	1	1690.441176	800	1366	468	6527	430.7194787	6059
Suite	Urban	1	5319.074074	1083	3060	1083	16500	1241.744932	15417
Triple room	Urban	1	12094.83333	1730	14439.5	1730	19836	2664.758646	18106

This aggregated table tells us that this is how hotels should be priced based on their area and their room type. Unfortunately not all premium type rooms are included in all three areas but the most commons ones are:

1. Room (which is standard Room)
2. Shared Room
3. Single Room
4. Triple Room
5. Suite

# WHICH ATTRIBUTES AFFECT THE PRICE A LOT?

amenity_outdoor_pool	price	-0.348236854168821
amenity_pool	price	-0.332546207360124
amenity_bar	price	-0.32156200652061
amenity_concierge	price	-0.309775215270379
amenity_currency_exchange	price	-0.296427231843016
amenity_safe_deposit_box	price	-0.294572190886488
amenity_massage	price	-0.291815635909189
amenity_iron	price	-0.290642310826736
amenity_accessible	price	-0.286877672369281
amenity_restaurant	price	-0.267219106311703
amenity_sauna	price	-0.265208480285709
amenity_business_center	price	-0.258683467223575
amenity_banquet_service	price	-0.245775256433123
amenity_shops	price	-0.241075752661548
amenity_meeting_facilities	price	-0.231977526242866
amenity_luggage_storage	price	-0.22415094482699
amenity_children's_pool	price	-0.223749885024947
amenity_express_checkout	price	-0.203356946591134
amenity_games_room	price	-0.19713506817707
amenity_express_checkout	price	-0.196922830866408
amenity_wheelchair_accessible	price	-0.193479110412593
amenity_fax	price	-0.19009540802600
amenity_café	price	-0.182994514406949
amenity_elevator	price	-0.182067115824689
longitude	price	-0.155725668348983

zoom in to see



amenity_fitness_center	price	0.3954972263970
is_a_resort	price	0.383940554582
amenity_spa	price	0.369979836625
amenity_beach_umbrellas	price	0.3678213414201
amenity_tanning_beds	price	0.3665228442197
amenity_private_beach	price	0.344566289891
amenity_poolside_bar	price	0.3422412312328
amenity_steam_room	price	0.3173595118010
amenity_wedding_facilities	price	0.3161998174297
amenity_babysitting	price	0.3103534452330
amenity_children's_play_area	price	0.307350979643
amenity_airport_shuttle	price	0.268688139704
amenity_diving	price	0.2665853174978
amenity_shuttle_service	price	0.264718983680
amenity_tennis_court	price	0.264207553648
amenity_breakfast_included	price	0.260597470220
amenity_laundry	price	0.252514343046
amenity_car_rental	price	0.227067396039
amenity_valet_parking	price	0.2222274558349
amenity_garden	price	0.2191506547957
amenity_atm	price	0.2118972418416
amenity_nightclub	price	0.205076199884
amenity_table_tennis	price	0.1995078231371
amenity_ticket_office	price	0.1962379133064
amenity_wakeup_call	price	0.191030873926

## WHICH ATTRIBUTES AFFECT THE PRICE A LOT?

amenity_fitness_center	price	0.395497226397644
is_a_resort	price	0.383940554582222
amenity_spa	price	0.36997983662569
amenity_beach_umbrellas	price	0.367821341420114
amenity_tanning_beds	price	0.366522844219771

### Attributes that increase price

The strongest positive drivers are luxury or exclusivity-related amenities. The top 5 are:

1. Fitness center (+0.395) – Guests associate gyms with premium hotels.
2. Resort classification (+0.384) – Being labeled a resort signals higher-end services.
3. Spa (+0.370) – Wellness facilities strongly boost perceived value.
4. Beach umbrellas (+0.368) – Indicates beachfront property, which is highly desirable.
5. Tanning beds (+0.367) – Another leisure/luxury amenity tied to vacation settings.

Other notable price boosters include private beach access, poolside bars, steam rooms, and wedding facilities. These all suggest exclusivity, convenience, or luxury experiences, which justify higher pricing.

amenity_outdoor_pool	price	-0.34823685416882
amenity_pool	price	-0.33254620736012
amenity_bar	price	-0.32156200652063
amenity_concierge	price	-0.309775215270379
amenity_currency_exchange	price	-0.29642723184301

### Attributes that decrease price

Interestingly, some common amenities are associated with lower prices, likely because they are standard or expected rather than premium. The top 5 negative drivers are:

1. Outdoor pool (-0.348) – Pools are common, so they don't signal luxury.
2. General pool (-0.333) – Same reasoning; widespread availability reduces exclusivity.
3. Bar (-0.322) – Bars are typical in mid-range hotels, not necessarily luxury.
4. Concierge (-0.310) – Once a premium service, now fairly standard in many hotels.
5. Currency exchange (-0.296) – Practical but not a luxury feature, often found in budget-friendly hotels.

Other negative drivers include safe deposit boxes, massage services, iron availability, and business centers. These are functional or expected amenities, so they don't justify higher pricing.

# CONCLUSION

**To answer the core question:** What is the optimal price for different room types across Urban, Suburban, and Rural areas? The predictive insights generated via Altair RapidMiner serve as a data-driven guide. Hotel owners and operators can use this framework to set competitive, marketable rates that reflect actual market behavior rather than relying on simple averages or guesswork.

room_type	area_type	area_type_sort	average(price)	mode(price)	median(price)	minimum(price)	maximum(price)	average(value_for_money)	range
Room	Rural	3	4596.020408	1413	2476	392	96922	1054.467454	96530
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Family Room	Suburban	2	7235.714286	2396	4225	1873	57000	2178.776219	55127
Queen Room	Suburban	2	19000	19000	19000	19000	19000	4750	0
Room	Suburban	2	3846.848883	3215	2441	353	48751	941.6135443	48398
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Shared room	Urban	1	654.9090909	357	562	357	1767	194.2465377	1410
Single room	Urban	1	1690.441176	800	1366	468	6527	430.7194787	6059
Suite	Urban	1	5319.074074	1083	3060	1083	16500	1241.744932	15417
Triple room	Urban	1	12094.83333	1730	14439.5	1730	19836	2664.758646	18106

# CONCLUSION

## Recommended Prices based on Table Data:

### 1. For Rural Areas:

- a. Room (which is standard Room) = PHP 1413 - PHP 4596.02
- b. Shared Room = PHP 415 - PHP 867.470
- c. Single Room = PHP 502 - PHP 3532.7
- d. Triple Room = PHP 1260 - PHP 2277.5
- e. Suite = PHP 3255 - PHP 8354.86

### 2. For Suburban Areas:

- a. Room (which is standard Room) = PHP 3215 - PHP 3846.85
- b. Shared Room = PHP 353 - PHP 955.91
- c. Single Room = PHP 1803 - PHP 1831.71
- d. Triple Room = PHP 4400.28 - PHP 5250
- e. Suite = PHP 2430 - PHP 8453.82

### 3. For Urban Areas:

- a. Room (which is standard Room) = PHP 4504.66 - PHP 6800
- b. Shared Room = PHP 357 - PHP 654.91
- c. Single Room = PHP 800 - PHP 1690.44
- d. Triple Room = PHP 1730 - PHP 12094.83
- e. Suite = PHP 1083 - PHP 5319.07

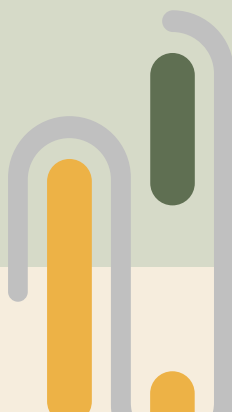
room_type	area_type	area_type_sort	average(price)	mode(price)	median(price)	minimum(price)	maximum(price)	average(value_for_money)	range
Room	Rural	3	4596.020408	1413	2476	392	96922	1054.467454	96530
Shared room	Rural	3	867.4705882	415	820	350	1977	196.7184565	1627
Single room	Rural	3	3532.744681	502	1527	374	21044	850.8499671	20670
Suite	Rural	3	8354.864407	3255	4872	1434	25788	2012.140749	24354
Triple room	Rural	3	2277.5	1260	1566	1080	4242	949.6994411	3162
Twin room	Rural	3	3689.702703	4095	2660	788	16164	857.1778926	15376
Deluxe Room	Suburban	2	42650	42650	42650	42650	42650	10797.46835	0
Double room	Suburban	2	2866.966403	4008	2127	380	37800	708.6419634	37420
Family Room	Suburban	2	7235.714286	2396	4225	1873	57000	2178.776219	55127
Queen Room	Suburban	2	19000	19000	19000	19000	19000	4750	0
Room	Suburban	2	3846.848883	3215	2441	353	48751	941.6135443	48398
Shared room	Suburban	2	955.9090909	353	578.5	353	8482	233.7225406	8129
Single room	Suburban	2	1831.709302	1803	1589	551	4164	477.7475015	3613
Suite	Suburban	2	8453.822581	2430	5123	1043	36607	1896.618407	35564
Triple room	Suburban	2	4400.28	5250	2759	1164	22712	1005.167115	21548
Twin room	Suburban	2	5862.163842	11893	3446	440	48329	1333.617398	47889
Double Room	Urban	1	5743.333333	2394	5836	2394	9000	1487.486325	6606
Double room	Urban	1	3672.149184	687	2506	510	42605	855.2919723	42095
Family Room	Urban	1	2380.5625	1071	1787	1071	13200	570.5645281	12129
King Room	Urban	1	29180	29180	29180	29180	29180	6343.478261	0
Queen Room	Urban	1	7595	4233	7392	4233	11160	1929.718876	6927
Room	Urban	1	4504.661451	6800	3312	385	40235	1045.433574	39850
Shared room	Urban	1	654.9090909	357	562	357	1767	194.2465377	1410
Single room	Urban	1	1690.441176	800	1366	468	6527	430.7194787	6059
Suite	Urban	1	5319.074074	1083	3060	1083	16500	1241.744932	15417
Triple room	Urban	1	12094.83333	1730	14439.5	1730	19836	2664.758646	18106

- The mode(price) becomes the minimum and the average(price) becomes the maximum.
- If mode(price) is higher than average(price), then:
- average(price) becomes the minimum and mode(price) becomes the maximum.



# CONCLUSION

## Key Trends Show:

1. Exclusivity Drives Premium Pricing: Amenities focused primarily on leisure drive prices upward, as the data demonstrates a market willingness to pay a premium for these experiences. Conversely, highly functional amenities correlate with lower prices, as consumers already expect them as standard features rather than luxury additions.
  2. The Baseline Expectation Penalty: Features that might traditionally be considered "perks" (such as a standard pool, concierge, or a bar) actually show a strong negative correlation with price. In the current market, these are no longer luxury differentiators; they are baseline expectations for highly competitive, mid-tier, or budget properties.
  3. The "Rural Resort" Phenomenon: While urban markets are highly standardized and competitive, rural areas contain extreme price outliers and command high rates for single rooms and suites. When paired with the high positive correlation of features like `is_a_resort`, `beach_umbrellas`, and `diving`, it is clear that the rural market in this dataset is heavily influenced by luxury vacation destinations rather than budget roadside accommodations.
  4. Suburban Markets Command a "Space Premium": Even when comparing core room types, suburban areas maintain the highest average marketable price (PHP 25,350). This is largely driven by the high pricing of high-capacity rooms like Suites and Triple Rooms, suggesting suburban hotels successfully cater to families or groups willing to pay a premium for larger footprints.
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# THANK YOU

Check out my blog post related to this assignment:

<https://michael679089.github.io/Michael679089/posts/machine-learning-in-hotel-room-pricing/>

**20 MAR, 2026**