

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.

## ADR Analysis Grouped by Each Month and Year

January: The ADR was \$72.32 in 2015, \$91.74 in 2016, and \$90.45 in 2017, showing an increase from 2015 to 2016 but a slight dip in 2017.

February: The ADR rose from \$78.72 in 2015 to \$94.88 in 2016 and \$101.41 in 2017, indicating steady growth across all three years.

March: The ADR consistently increased from \$83.83 in 2015 to \$98.98 in 2016 and \$108.93 in 2017, reflecting strong demand during this month.

April: The ADR followed an upward trend, starting at \$85.68 in 2015, climbing to \$101.83 in 2016, and reaching \$112.62 in 2017.

May: The ADR was \$88.57 in 2015, rose to \$106.12 in 2016, and peaked at \$116.93 in 2017, showing steady price growth.

June: The ADR increased significantly, moving from \$98.87 in 2015 to \$110.76 in 2016, and further to \$123.45 in 2017, reflecting peak summer demand.

July: The ADR was \$103.45 in 2015, grew to \$117.94 in 2016, and reached \$130.62 in 2017, making July one of the highest-priced months.

August: The ADR started at \$102.87 in 2015, increased to \$119.21 in 2016, and peaked at \$132.49 in 2017, making it the most expensive month overall.

September: The ADR followed a similar trend, rising from \$94.56 in 2015 to \$108.34 in 2016 and \$119.89 in 2017.

October: The ADR was \$89.31 in 2015, increased to \$105.98 in 2016, and reached \$115.26 in 2017, reflecting strong autumn demand.

November: The ADR rose from \$83.24 in 2015 to \$96.12 in 2016, and further to \$103.48 in 2017, showing moderate growth.

December: The ADR was \$77.86 in 2015, increased to \$91.45 in 2016, and \$99.12 in 2017, indicating a steady price increase during the holiday season.

#### Overall Trend:

The ADR increased consistently across all months from 2015 to 2017, with the highest rates observed in July and August due to peak tourist demand. Meanwhile, January and December had the lowest ADR, reflecting off-season trends.

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