

Festman Hotel Booking Hub

Hotel Booking Analysis

14,244K

Total Booking Fee

67K

Total Customers

1,786K

Total Discount

11,461K

Booking Fee after tax

997K

Total Tax Paid

2,114K

Total Profit

Gender

All

Destination City

All

Location

All

Origin Country

All

Payment Mode

All

Year

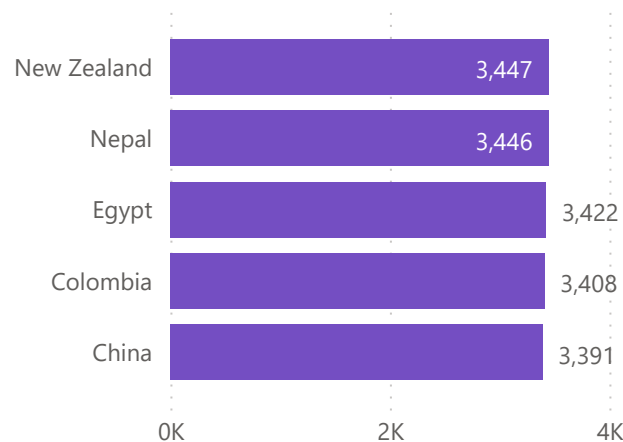
2010

2012

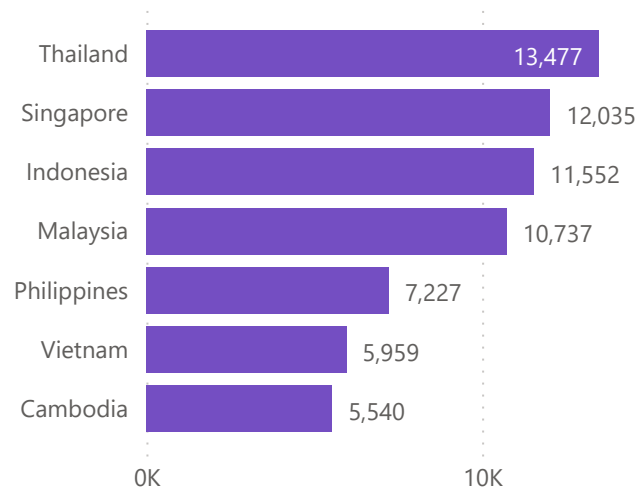
2011

2013

Top 5 Destination Countries by Customers



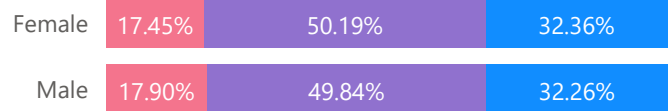
Total Customers by Origin Country



Gender Analysis by Age Group



Age Group 0 - 25 25 - 45 45 - 60

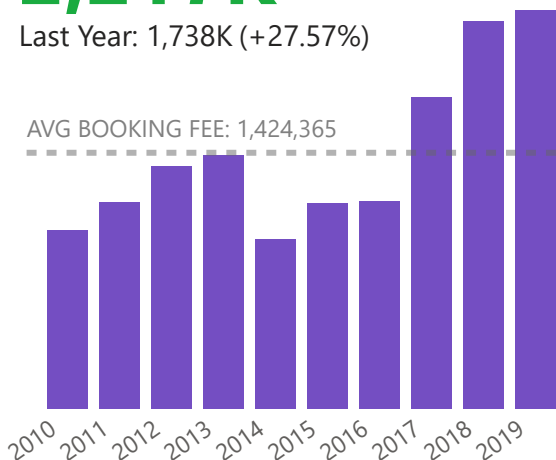


Total Booking Fee by Year

2,217K✓

Last Year: 1,738K (+27.57%)

AVG BOOKING FEE: 1,424,365

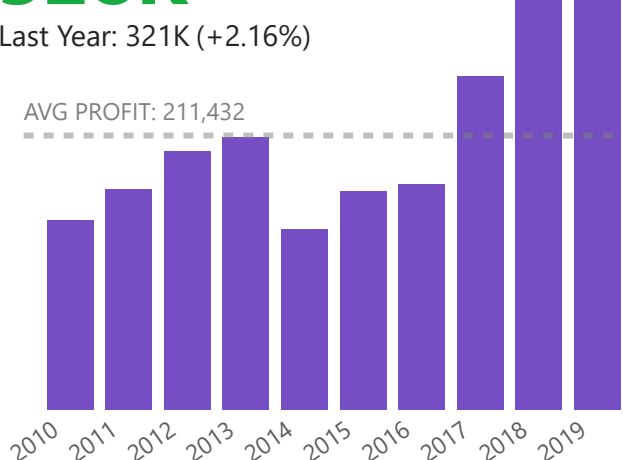


Total Profit by Year

328K✓

Last Year: 321K (+2.16%)

AVG PROFIT: 211,432



Top 10 Hotels by Booking Fee

Hotel Name	Total Booking Fee	Avg Rating
Bourbon Bliss	32,666	★★★★☆
Enchanted Isle	32,775	★★★★☆
Grand Hyatt	47,084	★★★★☆
Inn It To Win It	30,622	★★★★☆
Noble Den Hotel	30,888	★★★★☆
Reefs Resort & Club	31,448	★★★★☆
Secret Mirage	33,803	★★★★☆
The Gritti Palace	30,908	★★★★☆
The New Yorker	32,681	★★★★☆
Utopia Inn	31,178	★★★★☆
Total	334,053	★★★★☆

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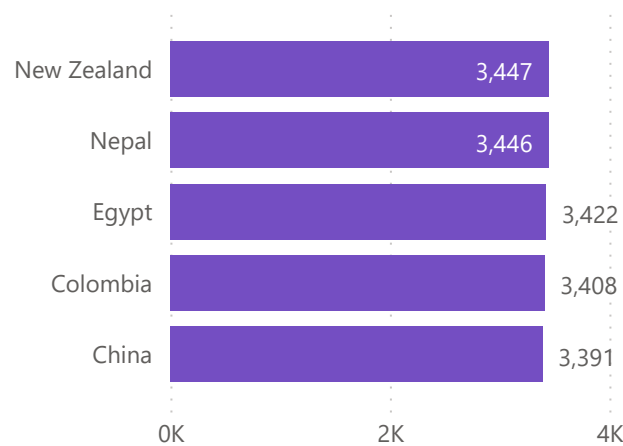
2010

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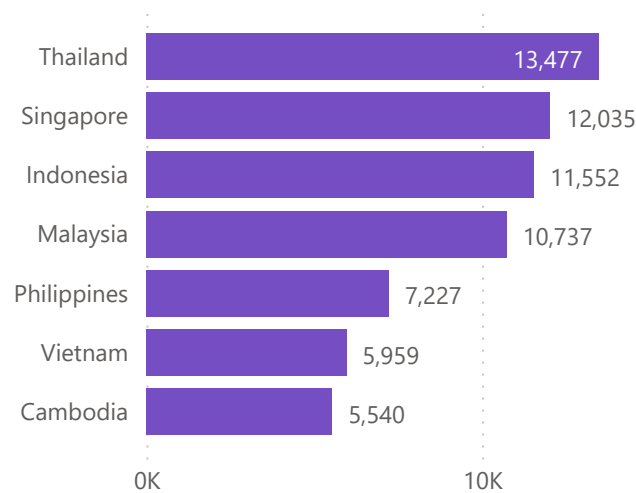
2011

2013

Top 5 Destination Countries by Customers



Total Customers by Origin Country



Gender Analysis by Age Group

Female 33,380

Male 33,144

Age Group 0 - 25 25 - 45 45 - 60

Female 17.45% 50.19% 32.36%

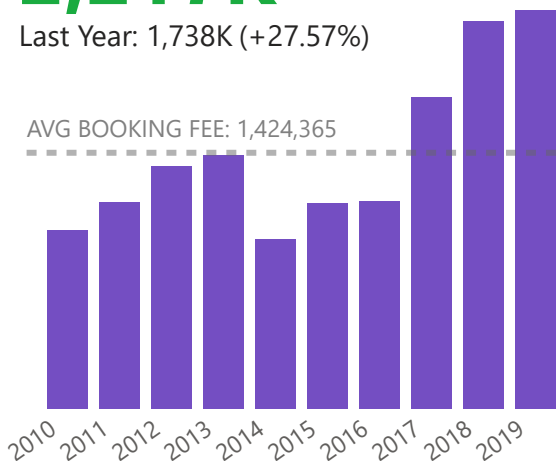
Male 17.90% 49.84% 32.26%

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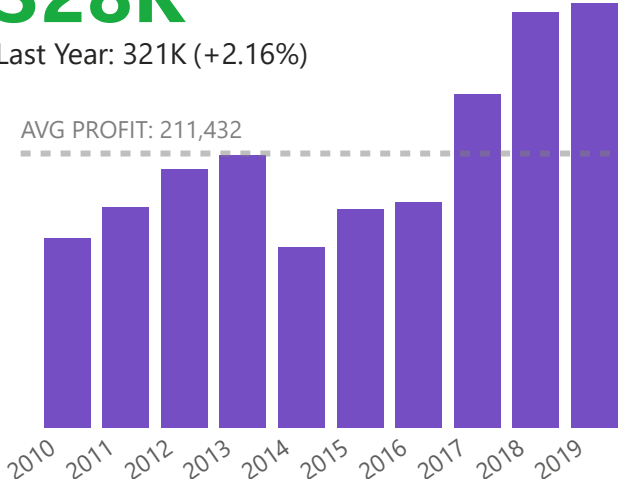


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