Hotel Record dashboard

Hotel Market Segment

● City Hotel ● Resort Hotel

Segment	City Hotel	Resort Hotel
Online TA	29.47%	14.80%
Offline TA/TO	14.65%	6.75%
Groups	13.33%	5.07%
Direct	4.98%	5.56%
Corporate	2.50%	2.07%
Complementary	0.48%	0.17%
Aviation	0.17%	
Undefined	0.00%	

hotel

All

Year

All

percentage of parking spaces

24.25%
75.75%

● Resort Hotel
● City Hotel

Visitors

● City Hotel ● Resort Hotel

100K

50K

0K

2018   2019   2020

Hotel Revenue

0.2M

0.0M

Jul 2018   Jan 2019   Jul 2019   Jan 2020   Jul 2020

48.29M	2.17M	278K	486K
Total Revenue	Meal Revenue	Total guest	Total Days Spent