

Hotel Revenue Analysis

Total Nights

368K

Average Discount

25.81%

Total Revenue

\$29.12M

Average Daily Rate

\$104.47

Car Spaces

9K

Year

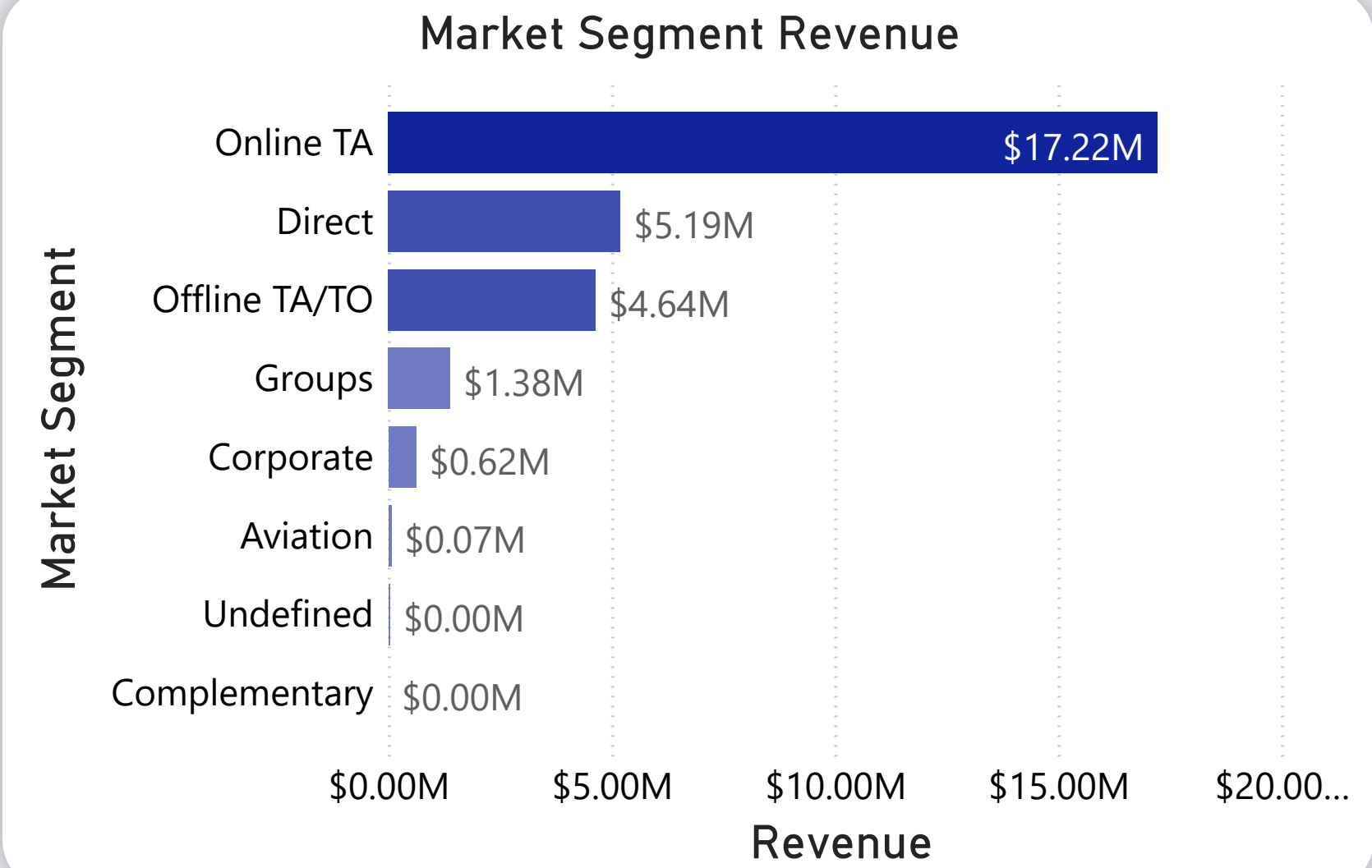
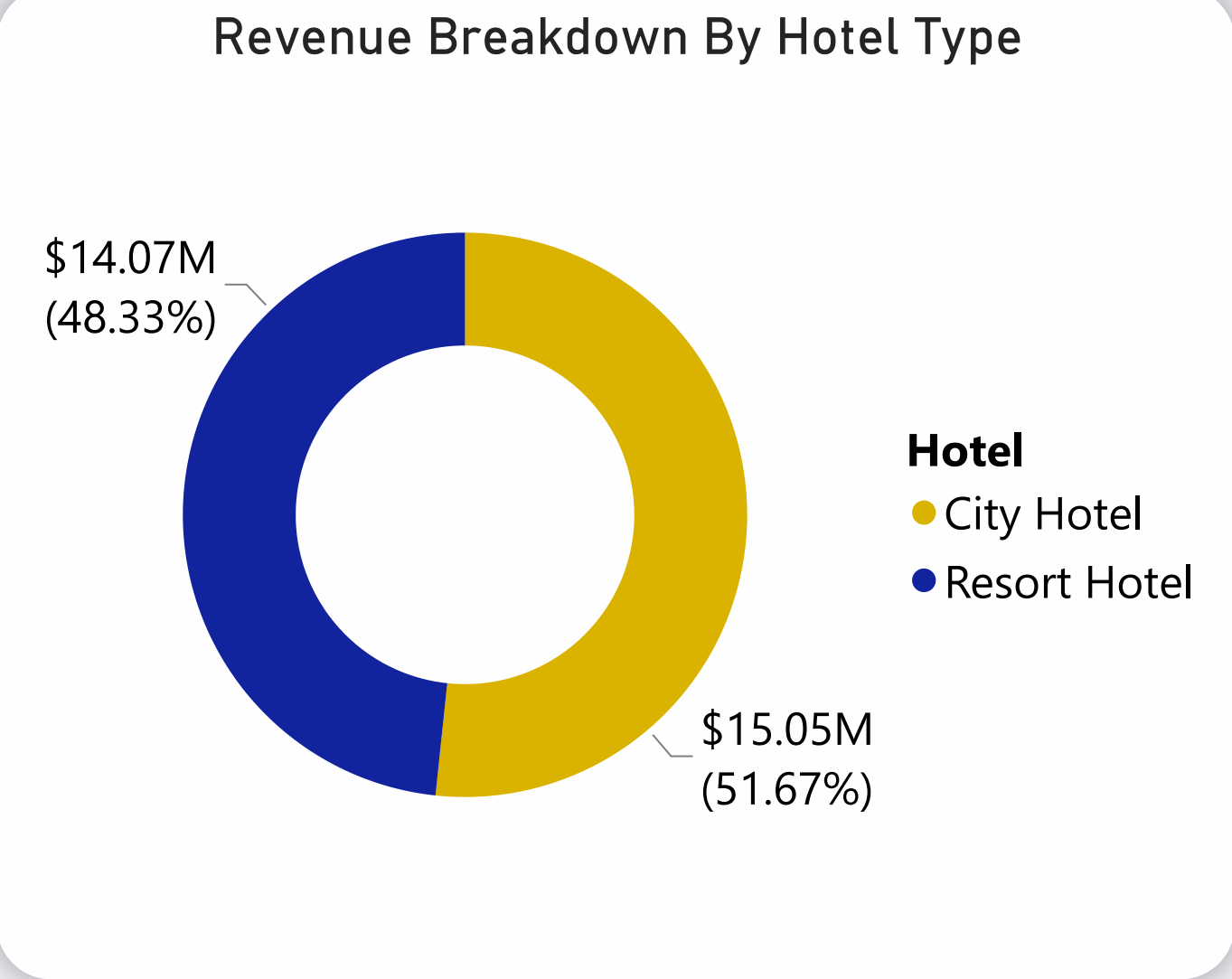
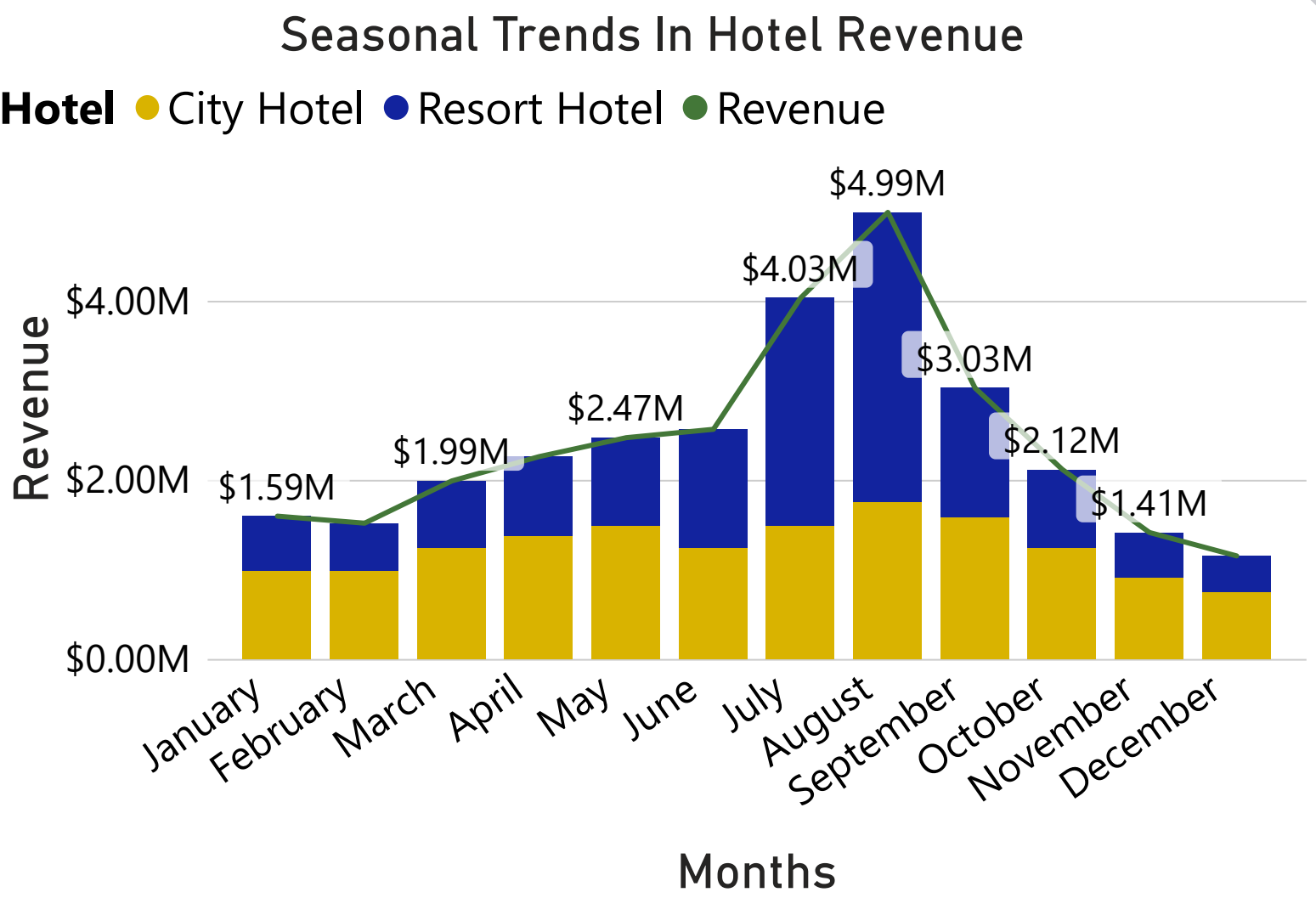
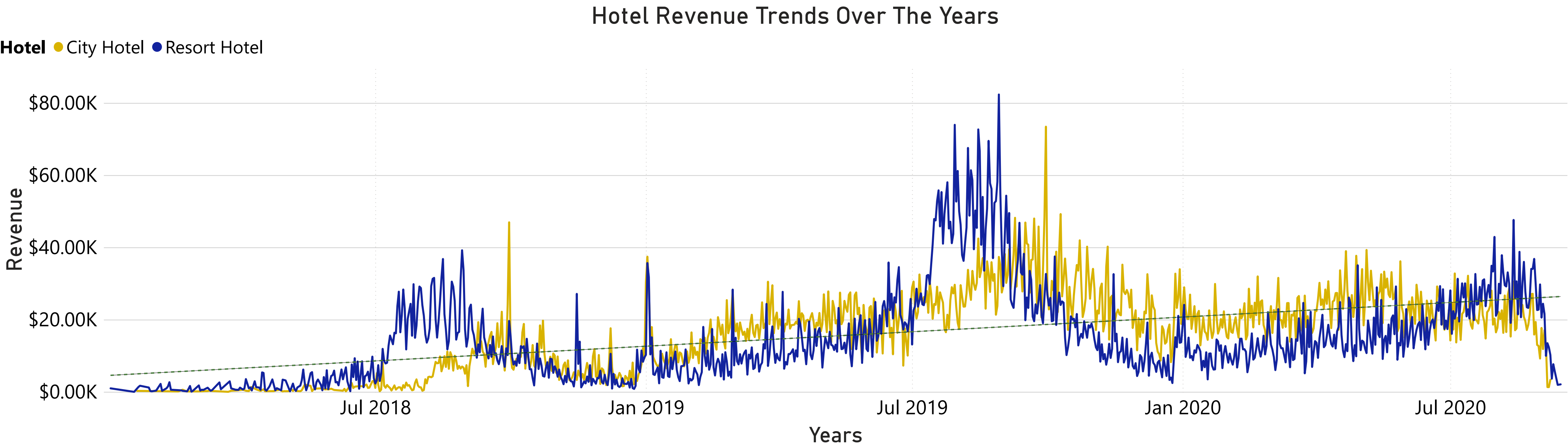
- ☐ 2018
- ☐ 2019
- ☐ 2020

Hotel

- ☐ City Hotel
- ☐ Resort Hotel

Country

- ☐ (Blank)
- ☐ ABW
- ☐ AGO
- ☐ AIA
- ☐ ALB
- ☐ AND
- ☐ ARE
- ☐ ARG
- ☐ ARM
- ☐ ASM
- ☐ ATA
- ☐ ATF
- ☐ AUS



Country

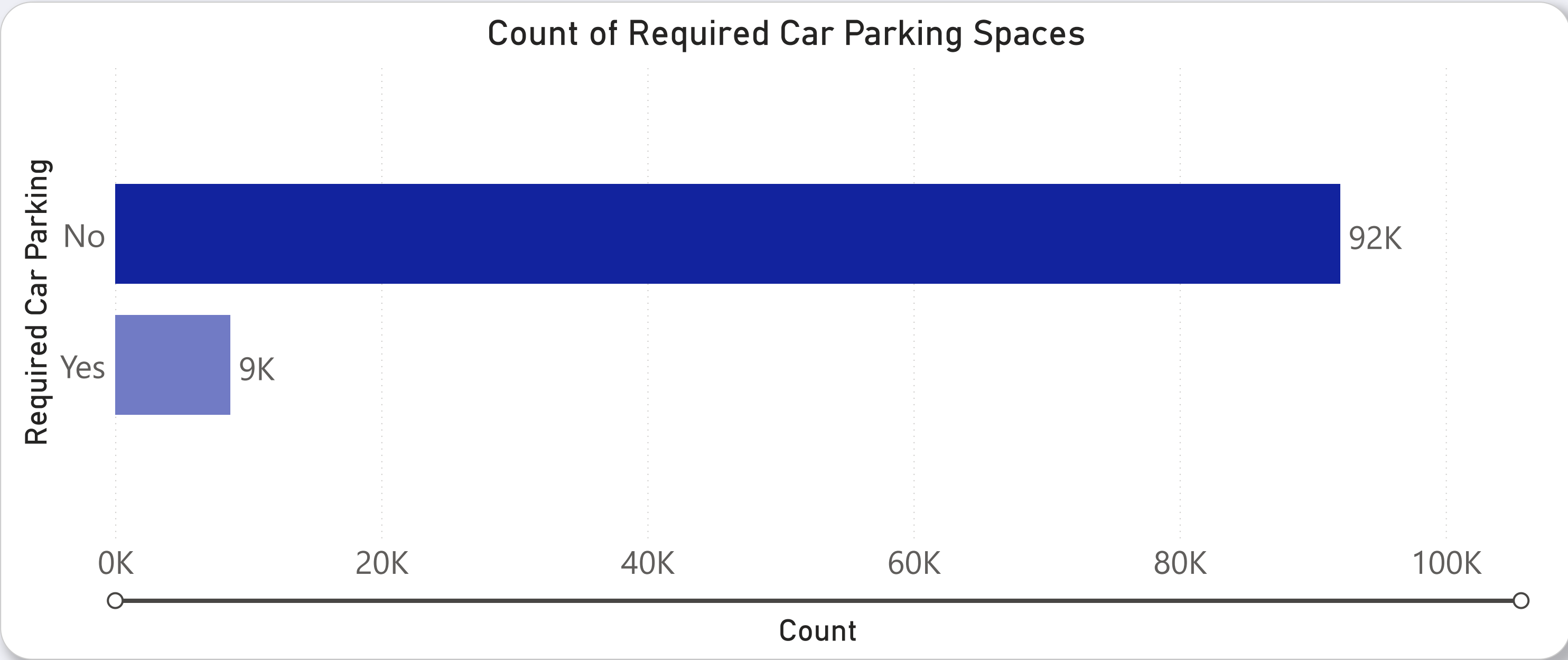
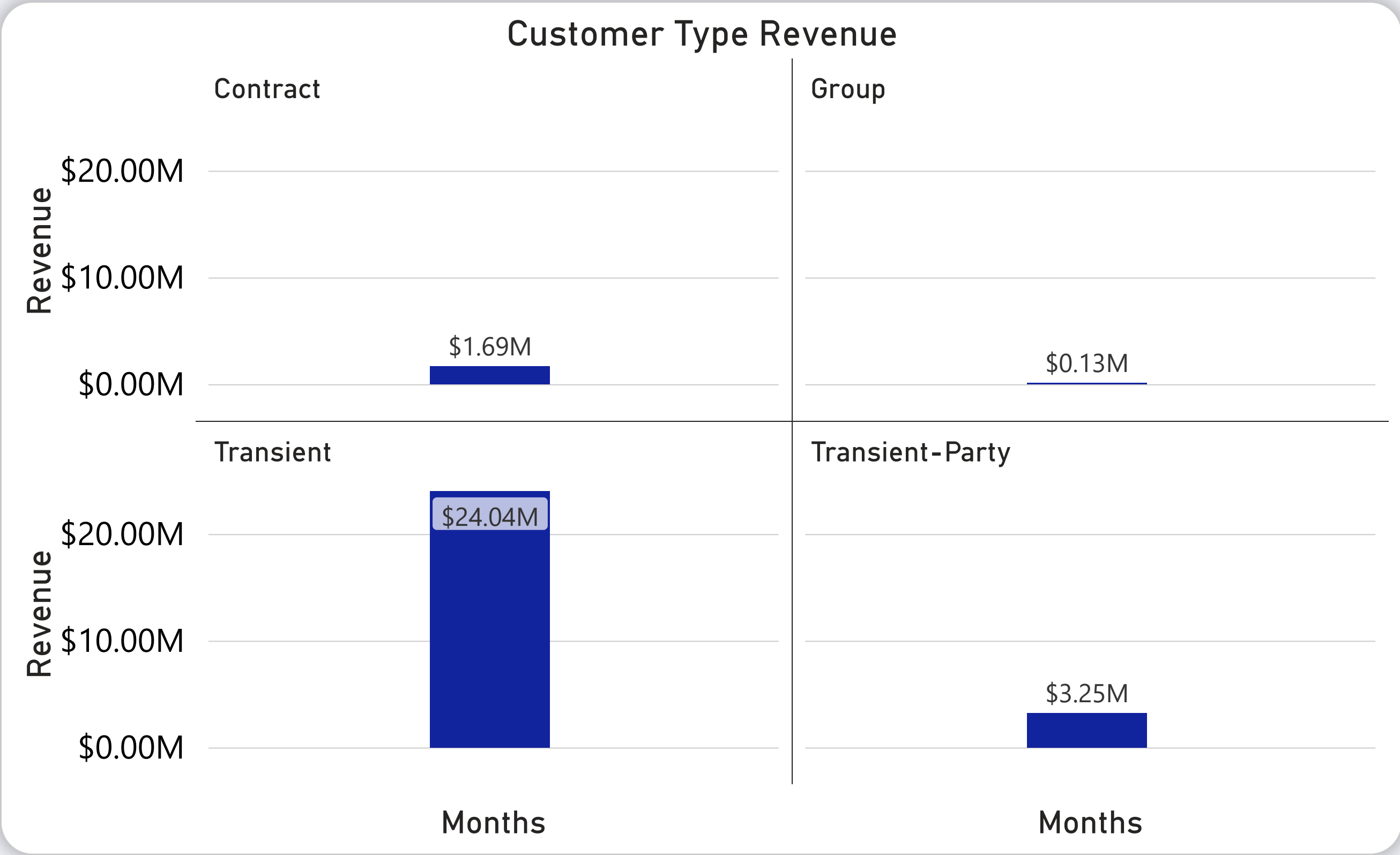
All

Hotel

All

Year

All



Year	Revenue	Required Car Parking Spaces	Parking Percentage
2019	\$15,497,129.45	57269	2%
Resort Hotel	\$7,252,625.59	22825	4%
City Hotel	\$8,244,503.87	34444	1%
2018	\$3,725,019.55	13508	2%
Resort Hotel	\$2,386,342.79	6876	3%
City Hotel	\$1,338,676.75	6632	1%
2020	\$9,896,131.05	29910	2%
Resort Hotel	\$4,433,890.52	11072	4%
City Hotel	\$5,462,240.54	18838	1%
Total	\$29,118,280.06	100687	2%

Data Summary

.The total revenue generated from the hotels is **\$29,12M**. Of the total revenue, **51.67%** was generated by **City Hotels**, while **48.33%** was generated by **Resort Hotels**.

.**Online TA** and **Direct** market segments are the most profitable for the company, Continue focus on these market segments will generate more revenues for the hotels.

.The peak season for hotel revenue is **August**, followed by **July** and **September**, the hotels should Consider offering discounts to groups during the off-season (**November** & **December**), as this could help to increase revenue during these months.

.The most popular customer type is **Transient**. Continue focus on marketing to the **Transient** customers is recommended, as these customers generates the most bookings.

.Generally, guests do not require a parking area.