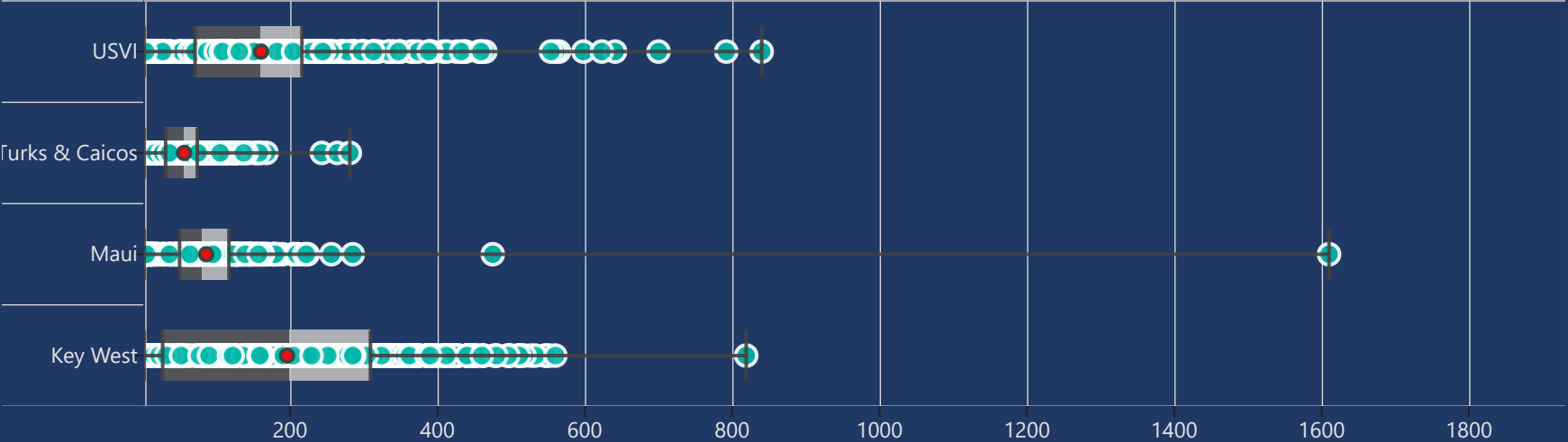




RED Hospitality & Leisure

Customer Count by Date



Deselect all

2023

2024

2025

2026

Deselect all

Key West

Maui

Turks & Caicos

USVI

Date	Quarter	Day Name	Market	Item	Total Customers	Total Revenue
2024/1/6	1	Saturday	Maui	1 Tank Night Shore Dive	1	190.00
2024/2/1	1	Thursday	Maui	1 Tank Night Shore Dive	1	171.10
2024/2/3	1	Saturday	Maui	1 Tank Night Shore Dive	2	380.00
2024/2/8	1	Thursday	Maui	1 Tank Night Shore Dive	2	380.00
2024/2/13	1	Tuesday	Maui	1 Tank Night Shore Dive	2	380.00
2024/2/14	1	Wednesday	Maui	1 Tank Night Shore Dive	2	380.00
2024/2/21	1	Wednesday	Maui	1 Tank Night Shore Dive	2	380.00
2024/2/25	1	Sunday	Maui	1 Tank Night Shore Dive	3	570.00
2024/3/1	1	Friday	Maui	1 Tank Night Shore Dive	1	190.00
2024/3/5	1	Tuesday	Maui	1 Tank Night Shore Dive	2	380.00
2024/3/8	1	Friday	Maui	1 Tank Night Shore Dive	2	380.00
2024/3/22	1	Fridav	Maui	1 Tank Niaht Shore Dive	2	380.00
Total					245536	38,318,911.53



RED Hospitality & Leisure

Revenue

38.32M

Customers

246K

Unique Item

167

RevPC

156.06

RevPAS

62.66

Top 10 Agency Generated Revenue

Agency	Market	Total Revenue
	Key West	1,321.38K
Audrey Pleva	Key West	2.69K
Courtney Loercher	Key West	1,085.31K
Viator-API	Key West	2,160.66K
	Maui	1,931.64K
Audrey Pleva	Maui	1,717.55K
Total		24,623.92K

Deselect all

2023

2024

2025

2026

Deselect all

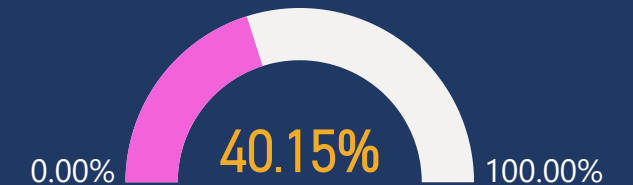
Key West

Maui

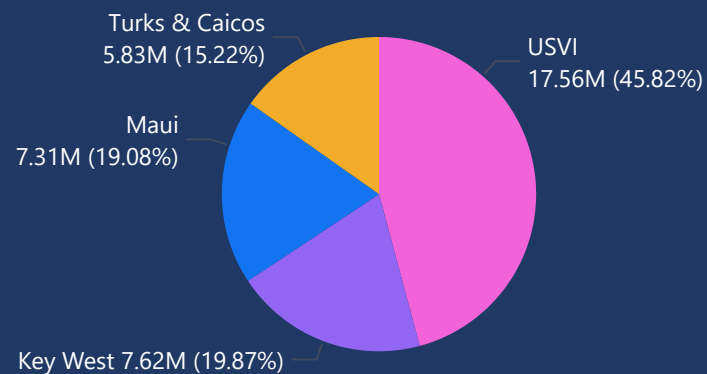
Turks & Caicos

USVI

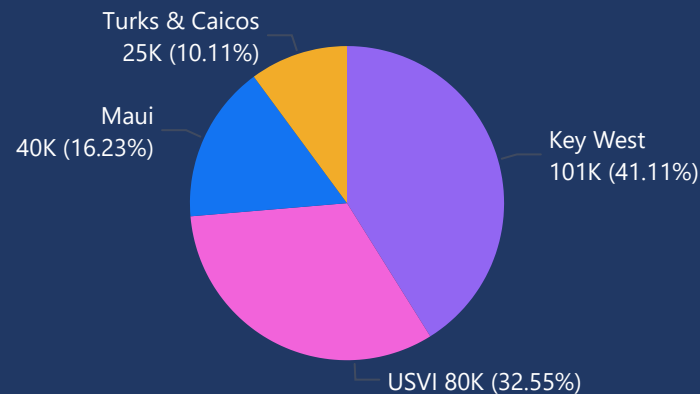
Occupancy Rate



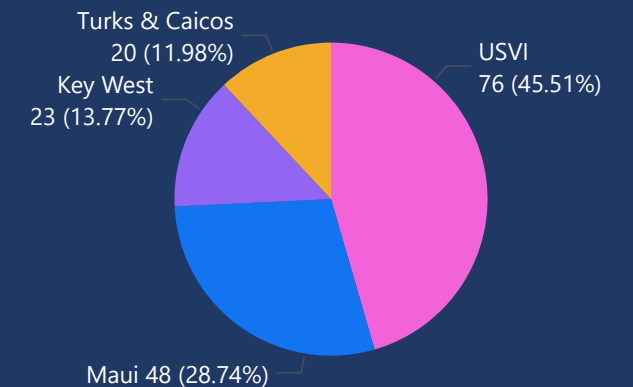
Total Revenue by Market



Customers by Market



Unique Item Sold by Market





RED Hospitality & Leisure

Deselect all

2023

2024

2025

2026

Deselect all

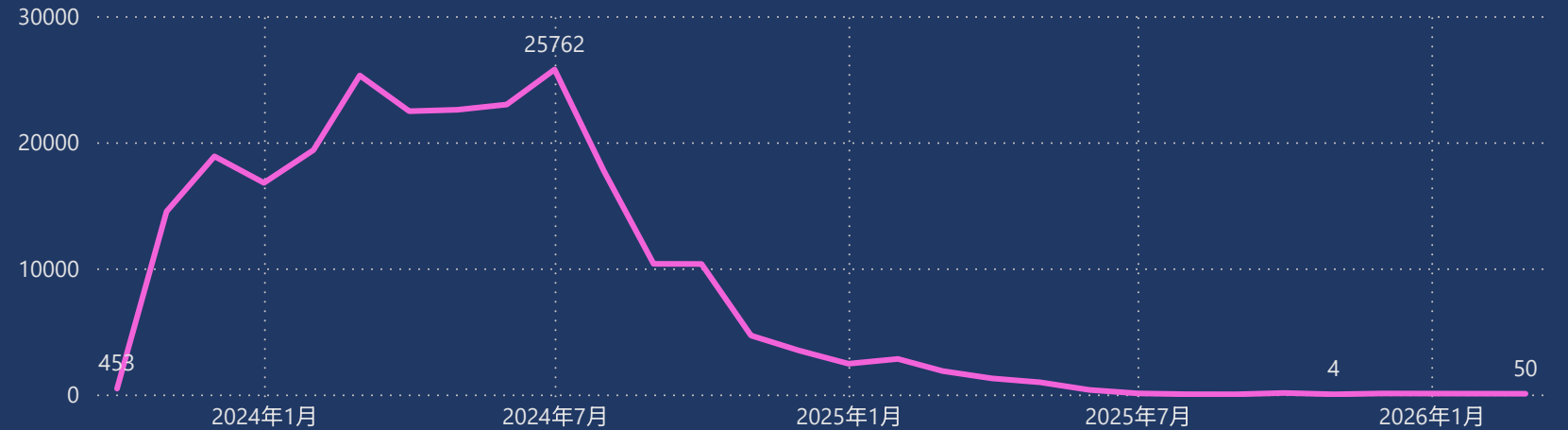
Key West

Maui

Turks & Caicos

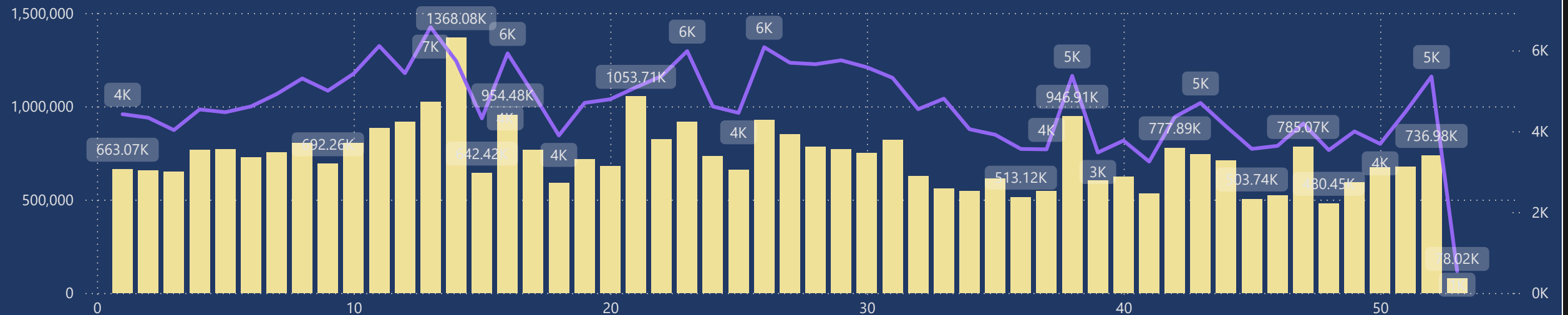
USVI

Customers by Time



Peak Season VS Generated Revenue

● Total Revenue ● Total Customer





RED Hospitality & Leisure

Deselect all

2023

2024

2025

2026

Deselect all

Key West

Maui

Turks & Caicos

USVI

Top 10 Item Sold by Revenue

Item	Total Revenue	Sum of Capacity
Catamaran Private Charter	1.29M	5K
Days End Sunset Sail	1.59M	352K
Discover Jost Van Dyke - British Virgin Islands	1.30M	70K
Discover The Baths of Virgin Gorda - British Virgin Islands	2.45M	130K
Lady Grace Sunset Sail	1.44M	173K
Land's End Sunset Sail	2.47M	1051K
Lime Out Snorkel Sail	1.23M	118K
Molokini Deluxe Snorkel Sail	2.68M	225K
Total	20.85M	2146K

Most Popular Product

Land's End Sunset Sail

Most Profitable Product

Private Yacht Charter

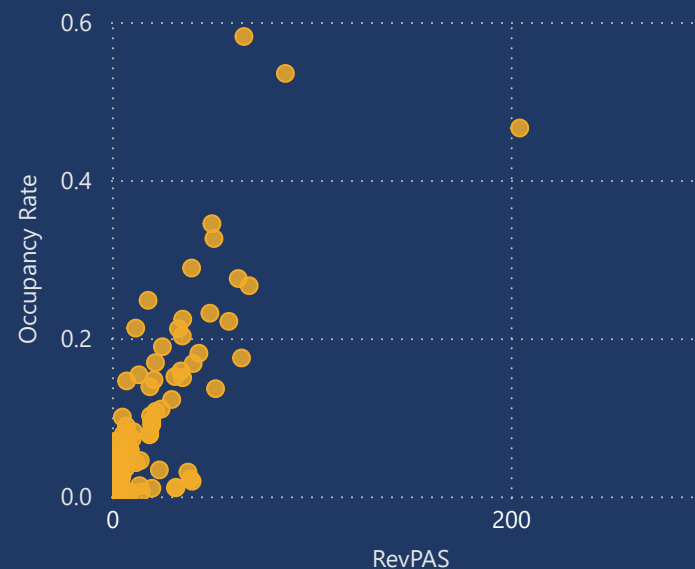
Profit per Capita for the Most Popular Item

73.05

Profit per capita for the most Profitable Item

208.57

RevPAS and Occupancy Rate



RevPC and Occupancy Rate by Item

