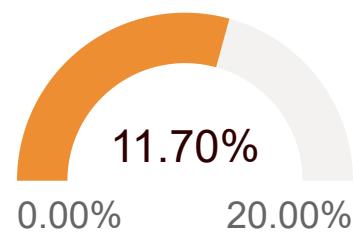




How should Contoso **compete**?

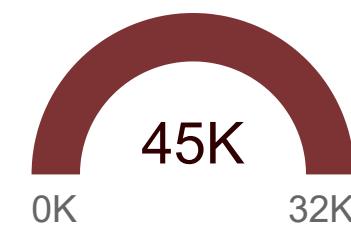
Return Rate



Sales per Reservation

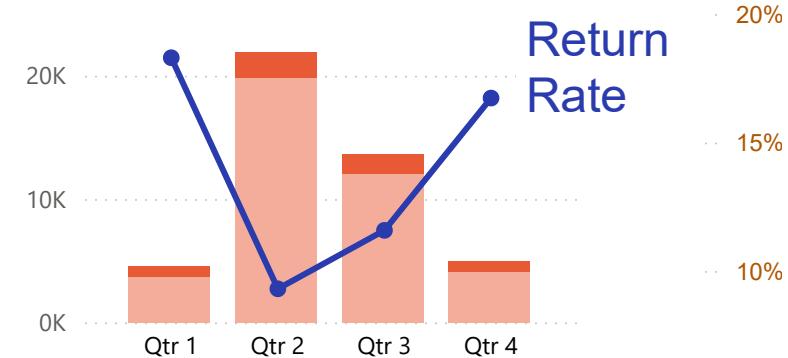


Customer Visits



Motivate more customers to return during Q2 peak.

Seasonal Return



Host more sightseeing and honeymoon activities.

Primary interest

Sales per reservation

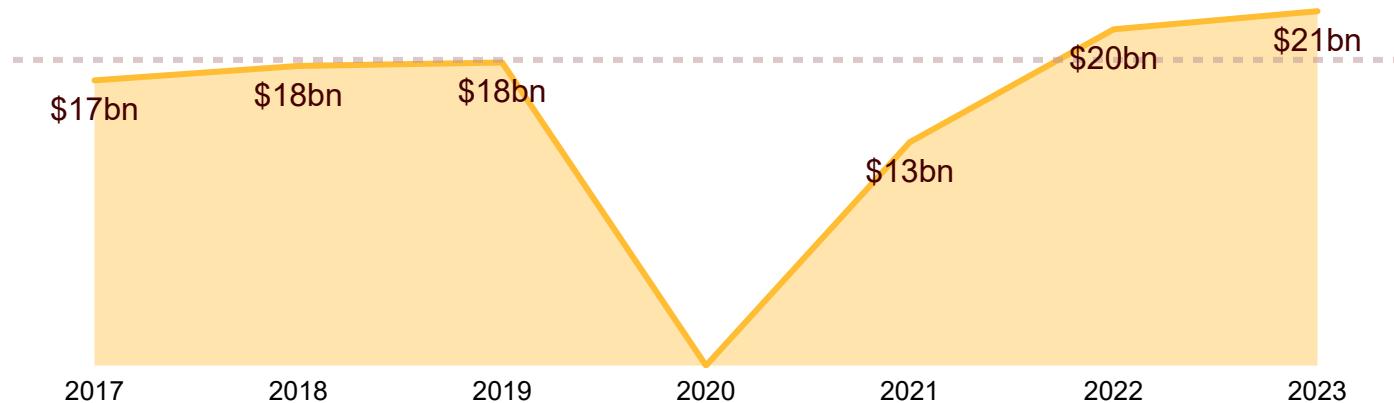
Relaxation	\$1,802
Sport activities	\$1,545
Honeymoon	\$1,294
Sightseeing	\$1,216
Total	\$1,413





Demand for Tourism has recovered

Hawaii tourism revenue has been increasing...



Demand for Hawaii tourism has **surpassed** pre-2020 figures:

- The average tourist is **spending more** compared with previous years.

How does Contoso compare with this trend?

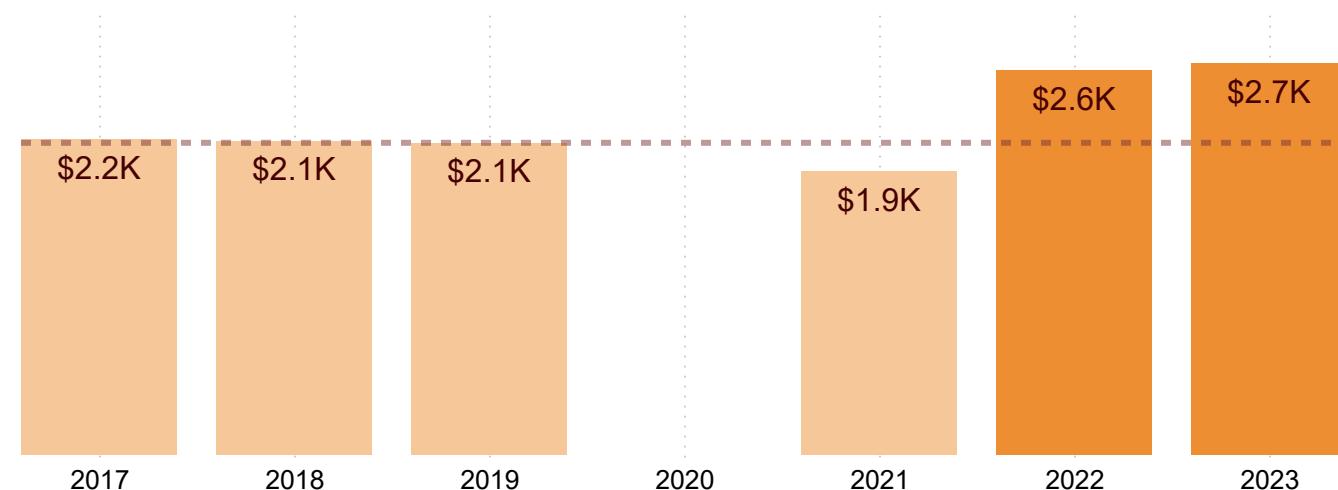


SOURCE:

[Annual Visitor Research Reports - Hawaii Tourism Authority](#)

Year	Average Daily Spend	Average Stay Length	Sum of Spend per trip
2017	\$282	13.42	\$2,157
2018	\$280	13.39	\$2,146
2019	\$284	13.42	\$2,132
2020	\$0	0.00	\$0
2021	\$201	9.64	\$1,938
2022	\$322	14.55	\$2,627
2023	\$336	14.30	\$2,678

Each trip, the average tourist spends...





How is our revenue performing?

- Hawaii
- Kauai
- Maui

Month

All

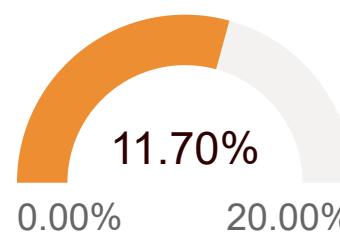
Qtr 1

Qtr 2

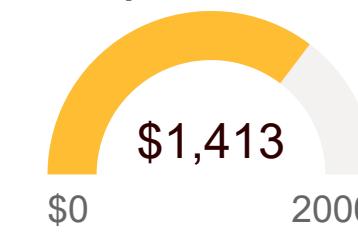
Qtr 3

Qtr 4

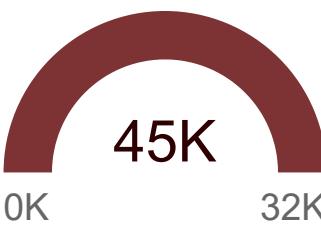
Return Rate



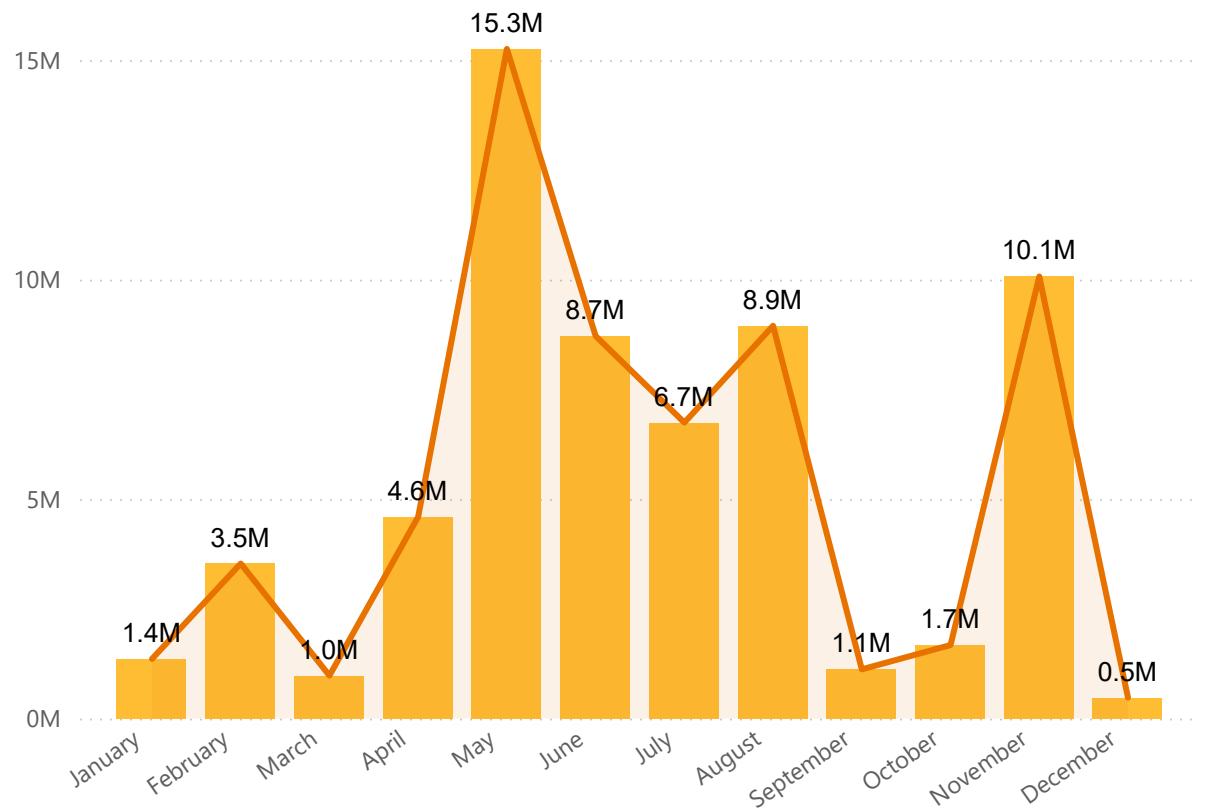
Sales per Reservation



Customer Visits



How did revenue perform?



Total Customers Repeat Customers New Customers Return Rate Net Revenue YTD

44,904 5,255 39,649 11.70% 63,465,968

How did spa visits trend?



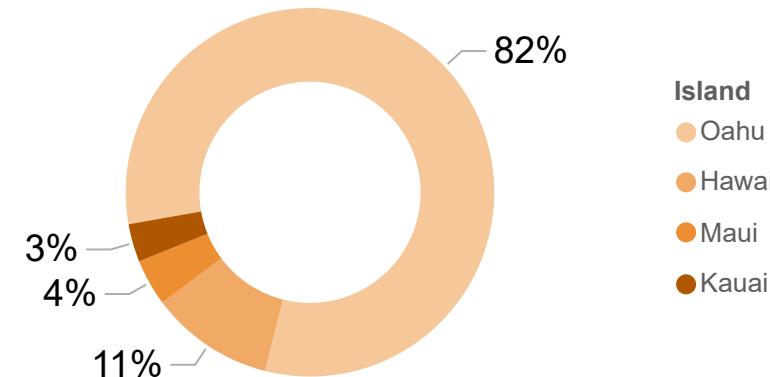
44.11%

Purchased Spa Visit (%)

83.88%

Rented Sports Equipment (%)

Island Preference



Net Revenue of Oahu

50,382,065

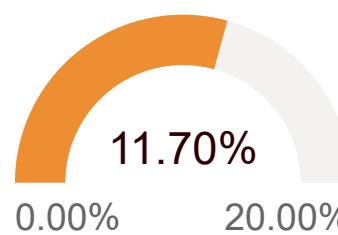


How do we increase sales per reservation?



How do we increase on Return Rate?

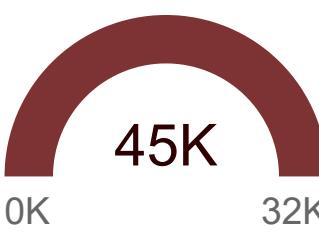
Return Rate



Sales per Reservation



Customer Visits

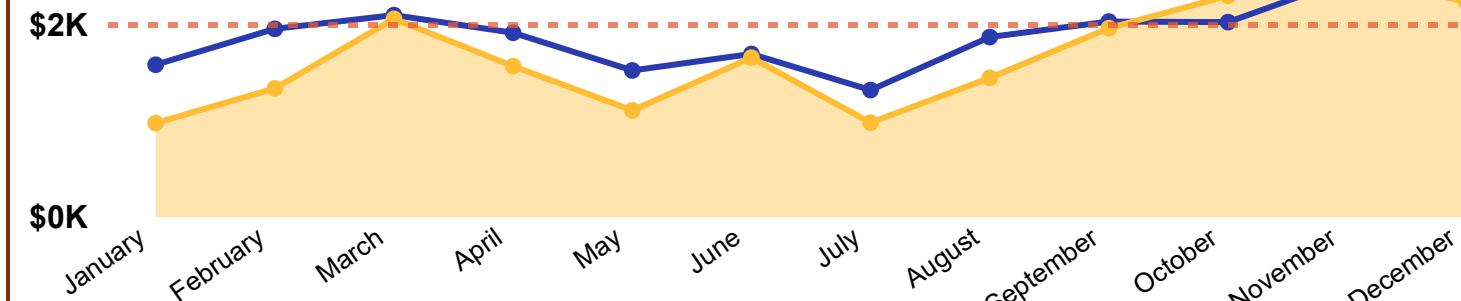


Returning customers drive revenue during off-peak seasons **September - April**.

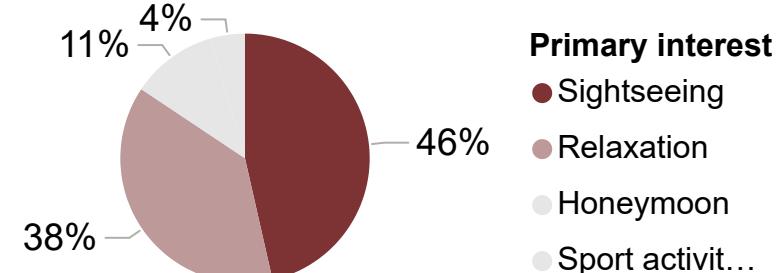
Most customers return to **sightsee** and **relax**, which should be promoted during peak season.

Month	Return Rate	SpR Returning	Sales per reservation	Total Customers
January	10.01%	\$1,586	\$979	1,388
February	16.58%	\$1,960	\$1,339	2,636
March	52.11%	\$2,103	\$2,064	474
April	19.52%	\$1,919	\$1,571	2,925
May	6.71%	\$1,527	\$1,111	13,732
June	10.38%	\$1,698	\$1,660	5,250
July	9.13%	\$1,322	\$983	6,860
August	11.06%	\$1,874	\$1,449	6,173
September	46.67%	\$2,036	\$1,967	570
October	43.74%	\$2,030	\$2,304	727
November	10.14%	\$2,474	\$2,546	3,956
December	46.95%	\$2,817	\$2,238	213
Total	11.70%	\$1,826	\$1,413	44,904

● Returning Sales Revenue ● Sales per reservation



Why customers return



Primary interest	Sales per reservation
Relaxation	\$1,802
Sport activities	\$1,545
Honeymoon	\$1,294
Sightseeing	\$1,216
Total	\$1,413



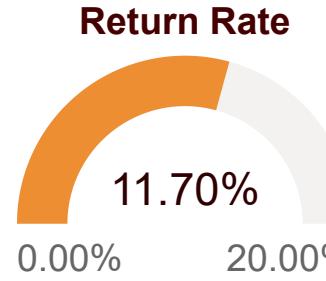
Who are our returning customers?



Which customers bring value?

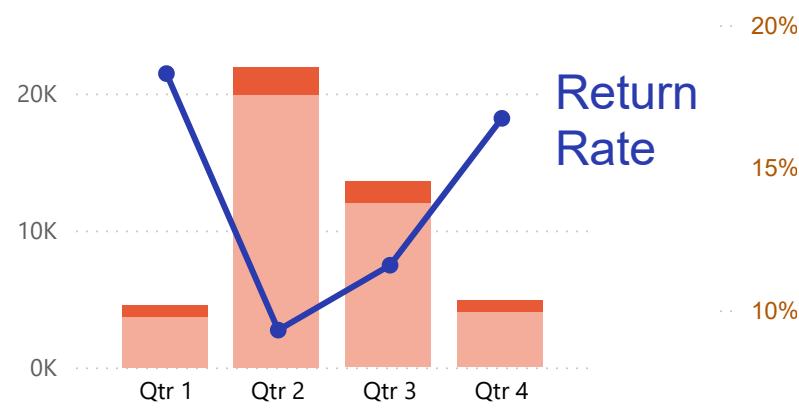
Not returning

Returning

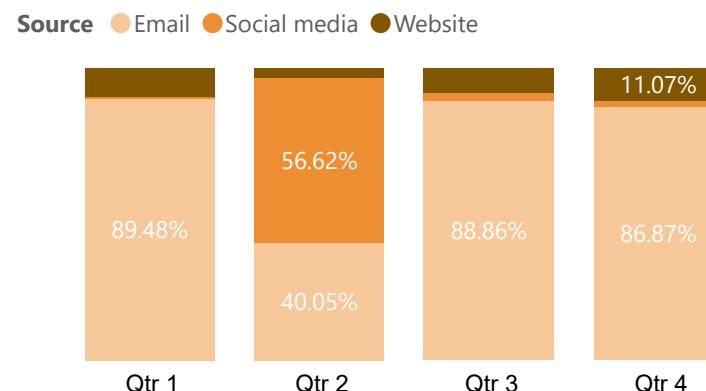


+14% females
+8% sports equipment rentals
+21% spa visits

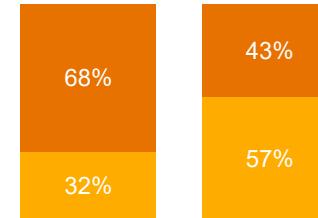
Seasonal Return



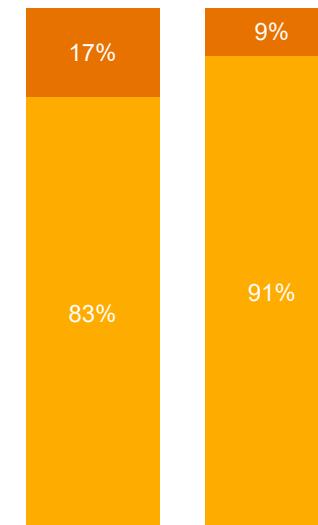
Source by Quarter



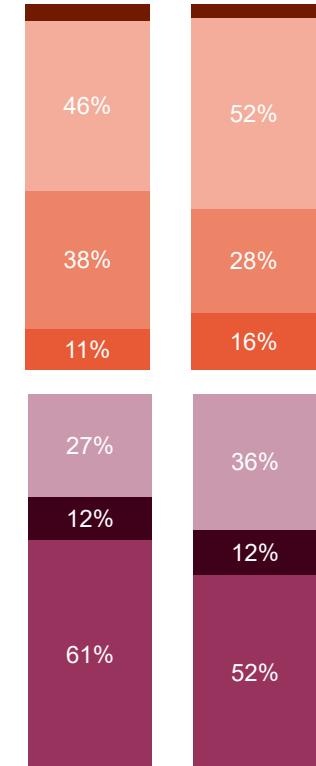
Gender
● Female
● Male



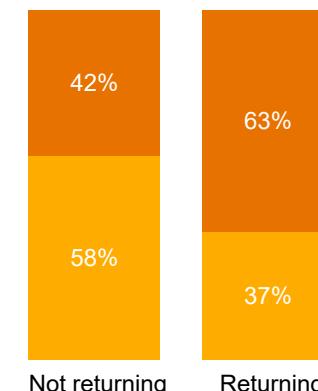
Primary interest
● Honeymoon
● Relaxation
● Sightseeing
● Sport activities



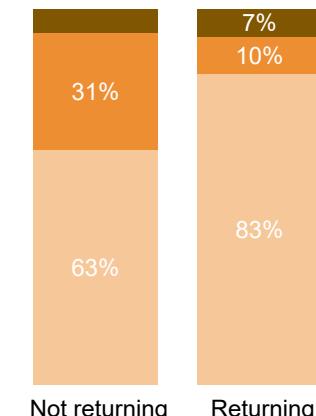
Reservation type
● Couple
● Family
● Single



Rented Sports E...
● Yes
● No



Source
● Email
● Social media
● Website

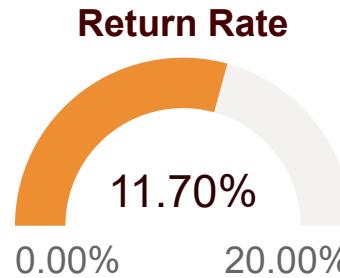




Which customers should we influence?



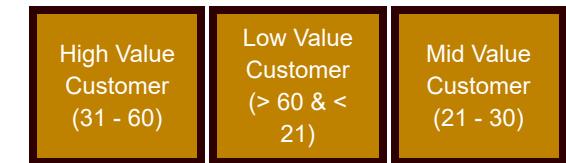
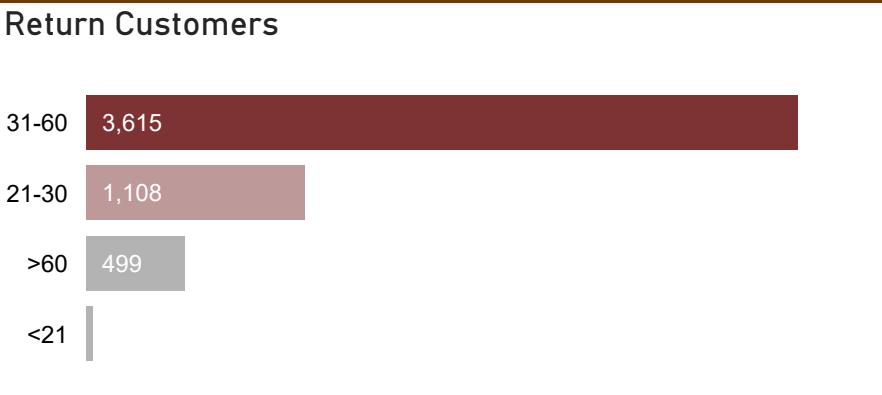
How will this come together?



83% of total revenue is from 82% of customers:

31 - 60 = High value
21 - 31 = Mid value

Age group	Return Customers
31-40	1,806
21-30	1,108
41-50	1,009
51-60	800
>60	499
<21	33

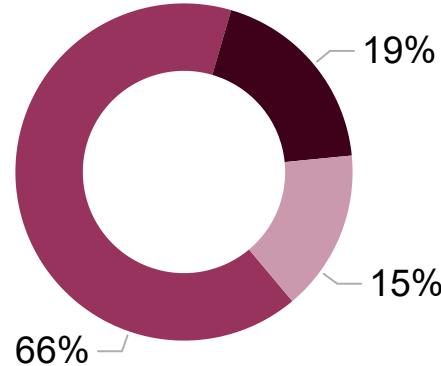


Age Distribution:

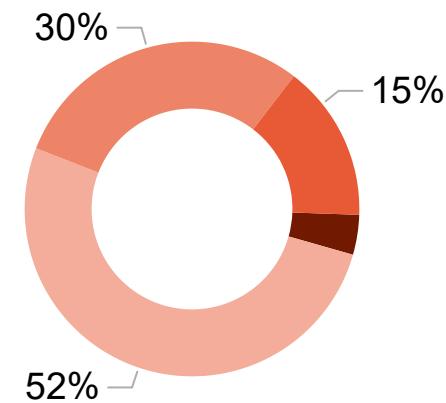
- <21
- >60
- 21-30
- 31-60



- Reservation type**
- Couple
 - Family
 - Single



- Primary interest**
- Sport activit...
 - Sightseeing
 - Relaxation
 - Honeymoon



- Source**
- Email
 - Social ...
 - Website

