

Country

Customer Type

Discount

7/1/2018 9/14/2020



Average ADR

\$98.23

Total Revenue

\$91.79M

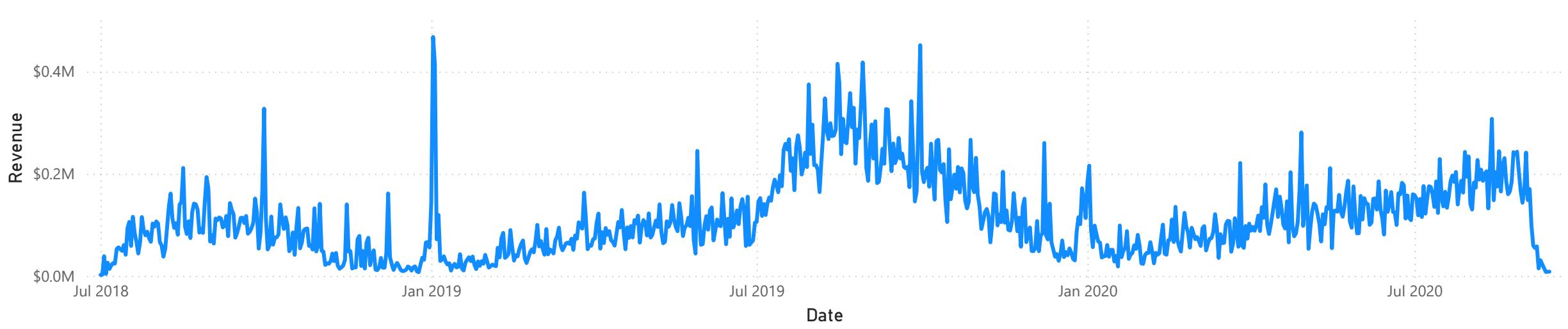
Total Nights

1.21M

Parking Space Nights

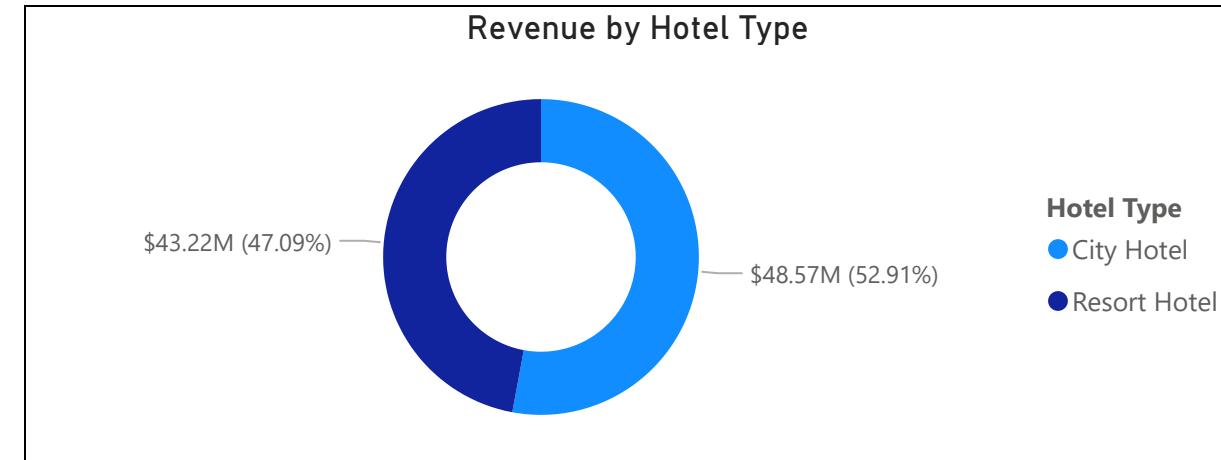
114K

Revenue Time Line



Year	Revenue	Total Nights	Parking Space Nights	Parking %	Average Discount
2018	\$13,229,173.60	186816	18952	10.14%	23.67%
2019	\$48,512,391.59	672880	66248	9.85%	24.90%
2020	\$30,052,255.40	355064	29156	8.21%	24.66%
Total	\$91,793,820.59	1214760	114356	9.41%	24.64%

Revenue by Hotel Type



Customer Type

All

Country

All

Hotel Type

All

7/1/2018 9/14/2020

Total Meals Revenue

\$16.63M

Average Meal Revenue per Stay

\$46.67

Total Special Requests

245.09K

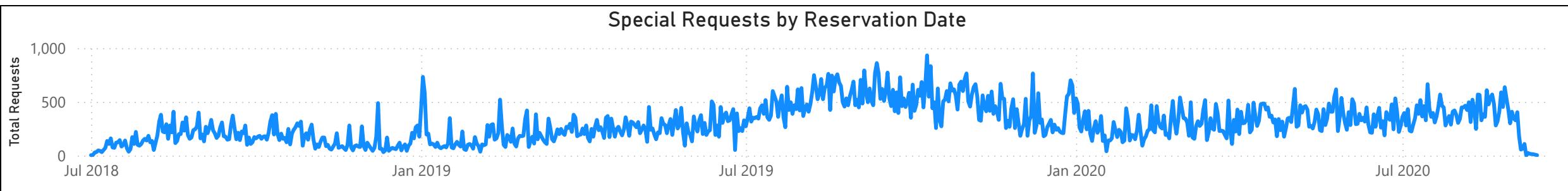
Special Requests per Stay

0.69

Meals Revenue by Reservation Date

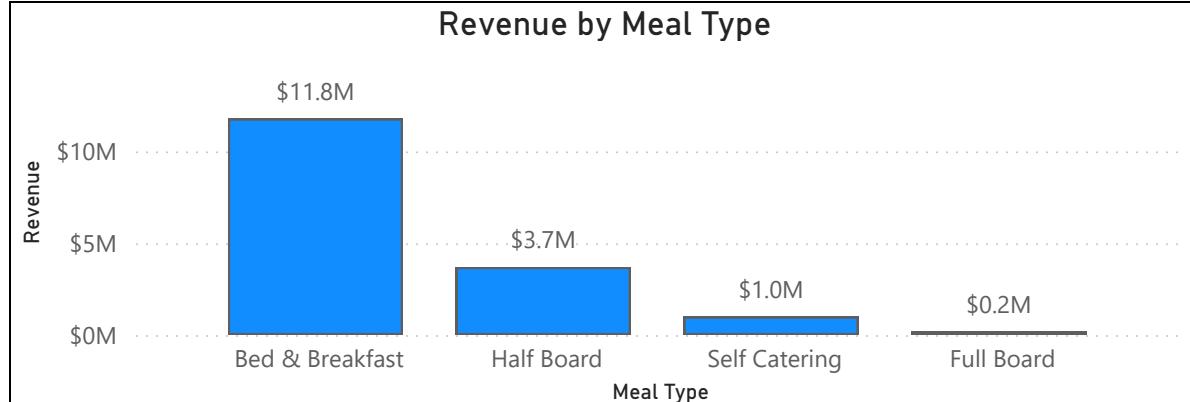


Special Requests by Reservation Date



Year	Meals Revenue	Average Meal Revenue	Total Special Requests	Special Requests per Stay
2018	\$2,609,655.12	\$48.46	29,360.00	0.55
2019	\$9,214,720.20	\$45.79	131,740.00	0.65
2020	\$4,809,595.24	\$47.46	83,988.00	0.83
Total	\$16,633,970.56	\$46.67	245,088.00	0.69

Revenue by Meal Type



Customer Type
All

Country
All

Hotel Type
All

7/1/2018 9/14/2020



Total Revenue

\$91.79M

Total Meals Revenue

\$16.63M

Total Guests

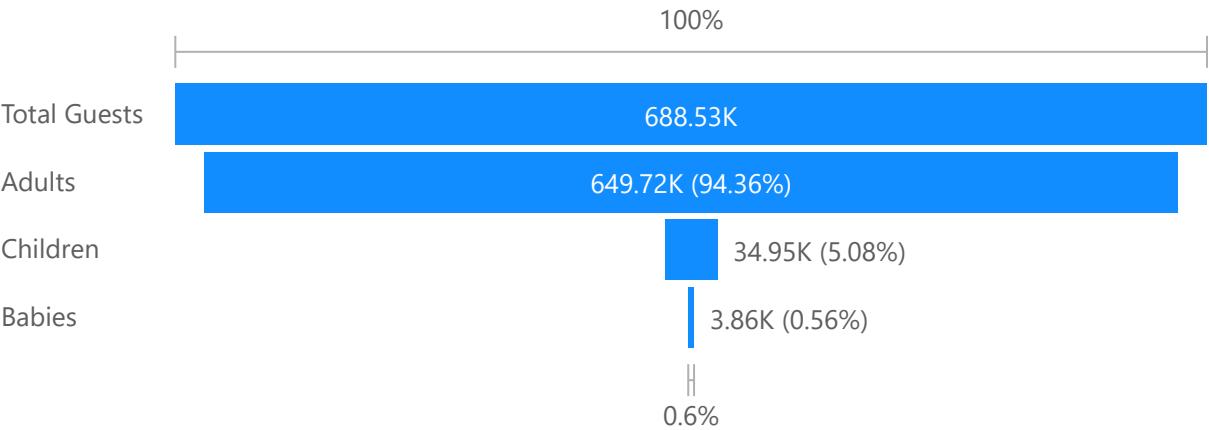
688.53K

Average Length of Stay

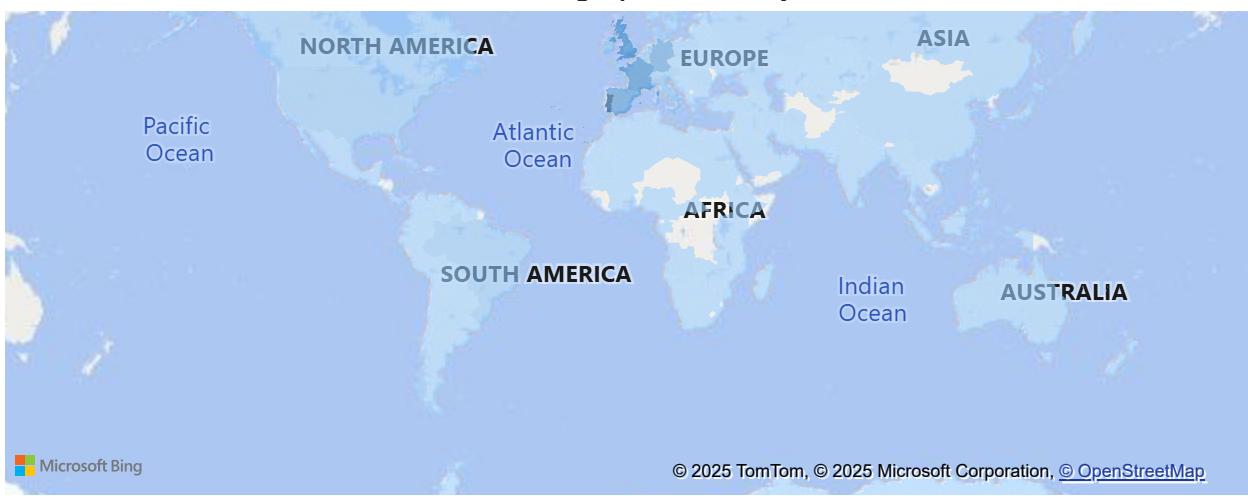
3.41

Country	Total Nights	Avg Revenue	Avg Meal Revenue	Family-Friendly Index	Avg Guests per Stay
PRT	275764	\$209.91	\$35.79	7.93%	1.79
GBR	222016	\$315.20	\$70.88	6.07%	1.98
FRA	134744	\$260.56	\$45.25	7.45%	2.02
ESP	99588	\$259.83	\$40.99	10.63%	2.06
DEU	92052	\$245.08	\$49.59	4.35%	1.91
IRL	63808	\$368.39	\$71.98	5.81%	2.01
ITA	36432	\$258.81	\$44.45	8.17%	1.99
BEL	30468	\$300.16	\$50.34	7.85%	2.05
NLD	28704	\$269.00	\$49.19	7.62%	1.95
CHE	20040	\$216.77	\$40.44	0.00%	0.00
Total	1214760	\$257.54	\$46.67	7.79%	1.93

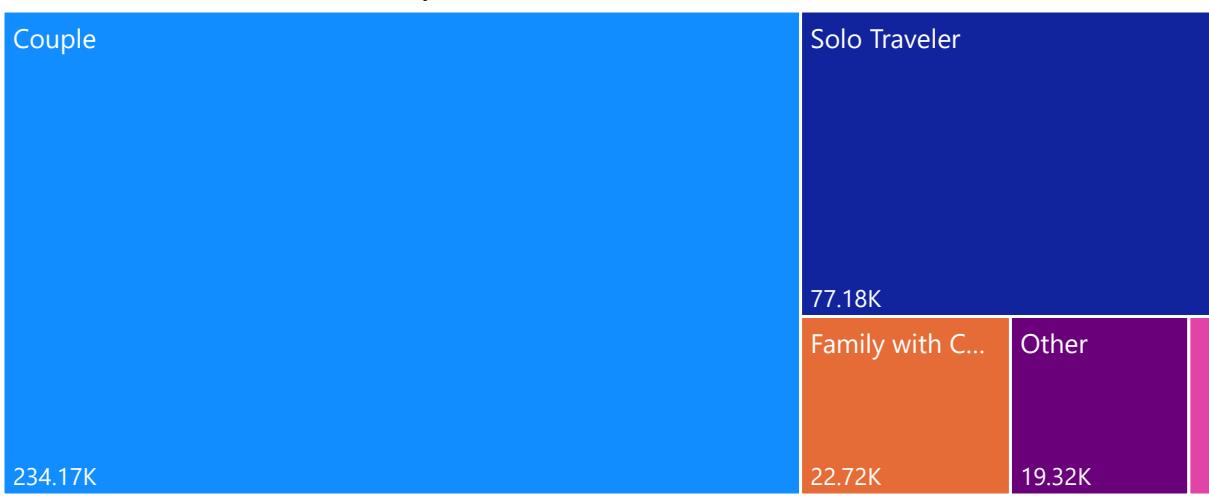
Total Guests by Age Group



Bookings per Country



Proportion of Guest Combination



Market Segment

Hotel Type

Guest Combination

Country

All

All

All

All

7/1/2018

9/14/2020

Average Revenue

\$257.54

Average Meal Revenue

\$46.67

Direct Booking Rate

16.15%

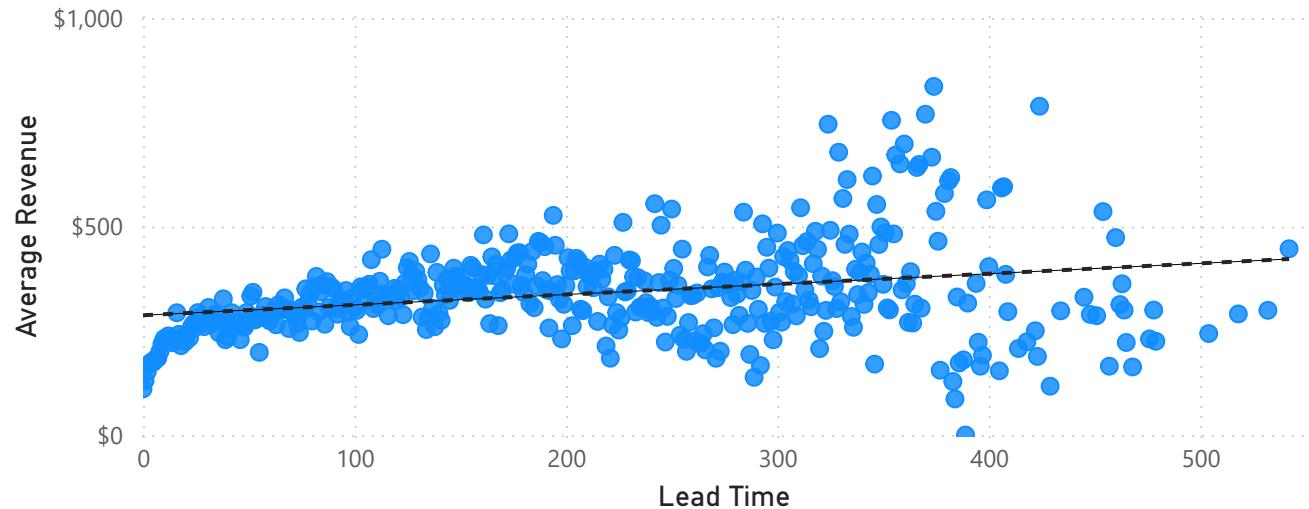
Returning Guests Rate

3.98%

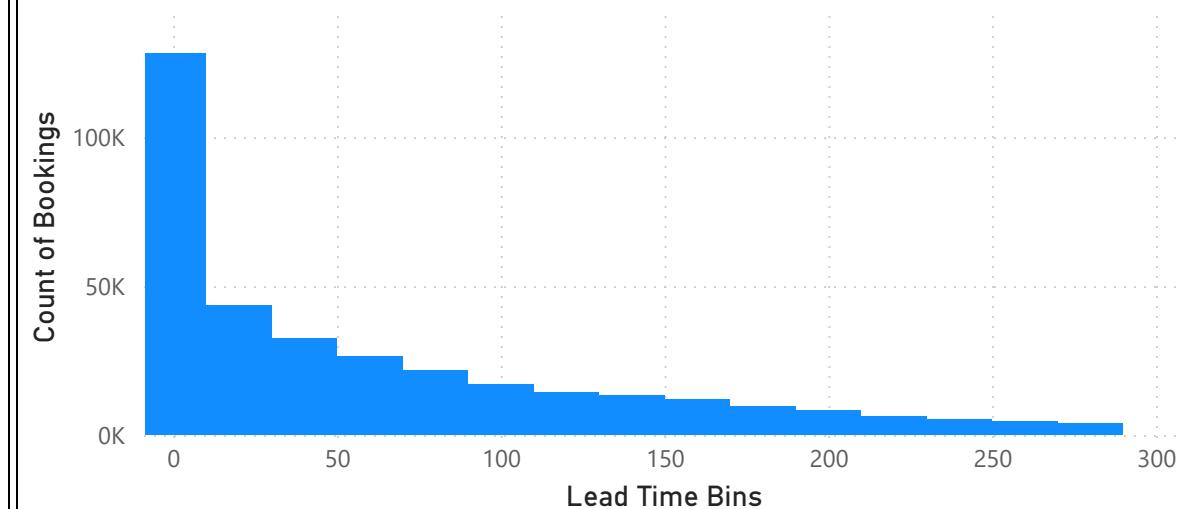
Median Lead Time

43

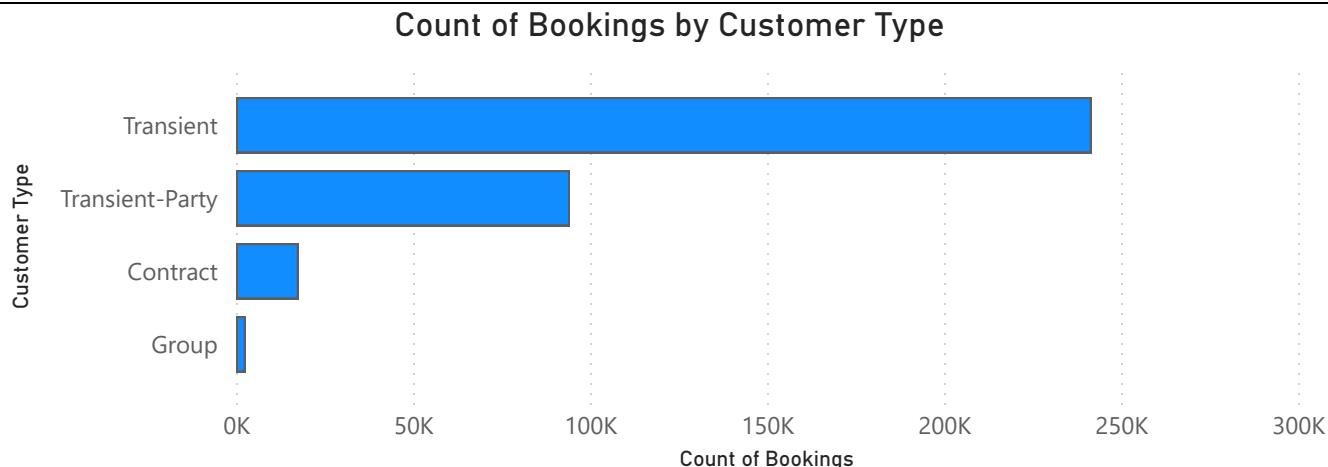
Average Revenue by Lead Time



Lead Time Histogram



Count of Bookings by Customer Type



Repeated Guests by Month

