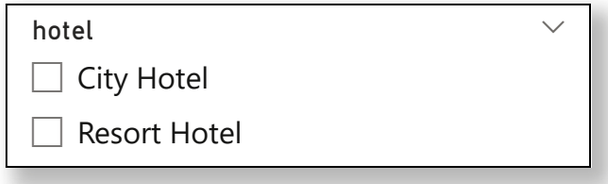
Hotel Revenue Analysis

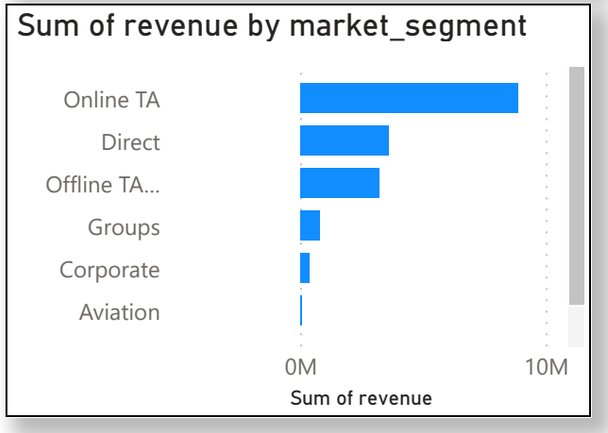
16,86M
Sum of revenue

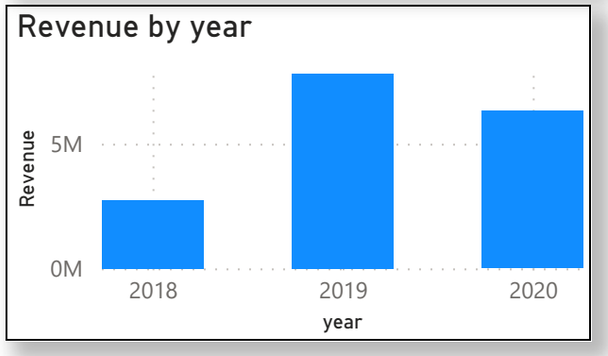
332K
Total Nights

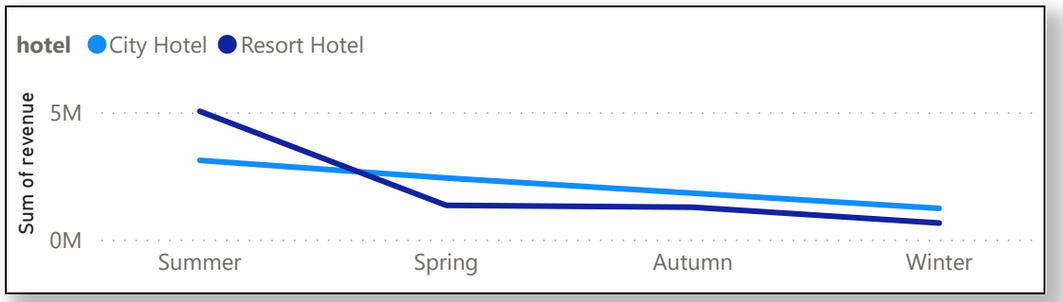
106,36
Average of adr

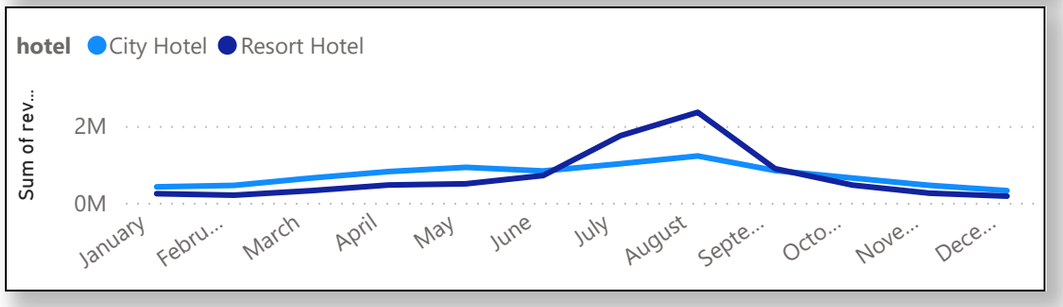
0,26
Average of Discount

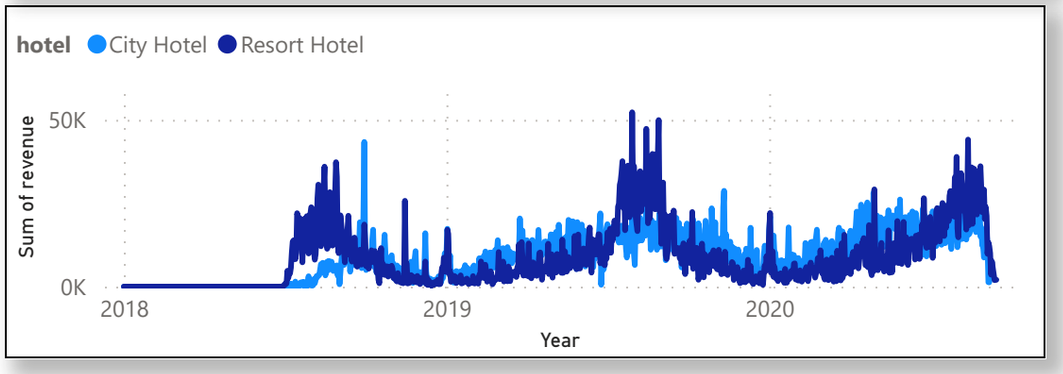












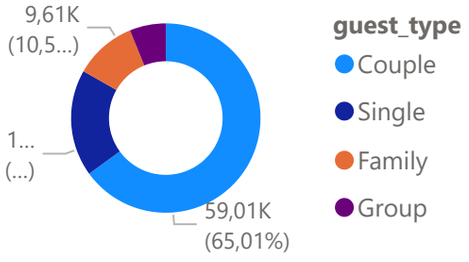
Insights & Recommandations

2018 2020

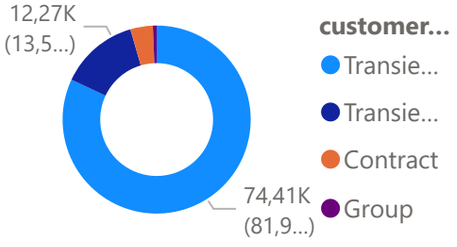
region
All

hotel
All

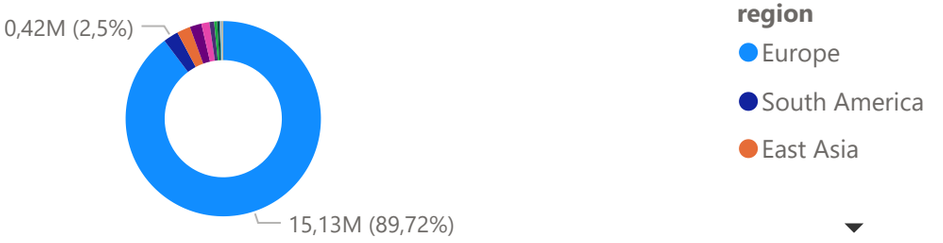
Count of guest_type by guest_type



Count of customer_type by customer_type



Sum of revenue by region



Year	Sum of revenue	car parking spaces requirement
2018	**2.653.313,94**	**0,09**
Resort Hotel	1.713.748,11	0,16
City Hotel	939.565,83	0,03
2019	**7.769.911,66**	**0,08**
Resort Hotel	3.620.863,81	0,16
City Hotel	4.149.047,85	0,04
2020	**6.436.410,80**	**0,08**
Resort Hotel	2.957.333,84	0,15
Total	**16.859.636,40**	**0,08**

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.
- Most customers coming from **Europe.** The most popular customer type is **Transient & Couples.** Continue focus on marketing to the **Transient & Couples** customers is recommended, as these customers generates the most bookings.
- Generally, guests do not require a parking area.