



CANCELLED HOTEL BOOKINGS ANALYSIS

OVERVIEW

TIMELINE

GUESTS

SERVICES

FINANCES

INSIGHTS

OVERVIEW - Reservations vs. Reality

Discover how bookings turned into cancellations - and how much it cost. An overview of guest behavior, segment patterns and revenue loss.

Select Period

All

Select Market Segment

Aviation

Corporate

Offline

Online

Clear selections

36K

Total Reservations

12K

Total Cancellations

\$7,03M

Net Revenue

\$4,28M

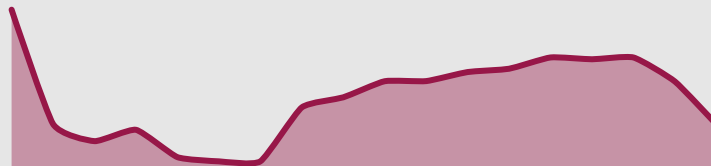
Lost Revenue

62,1%

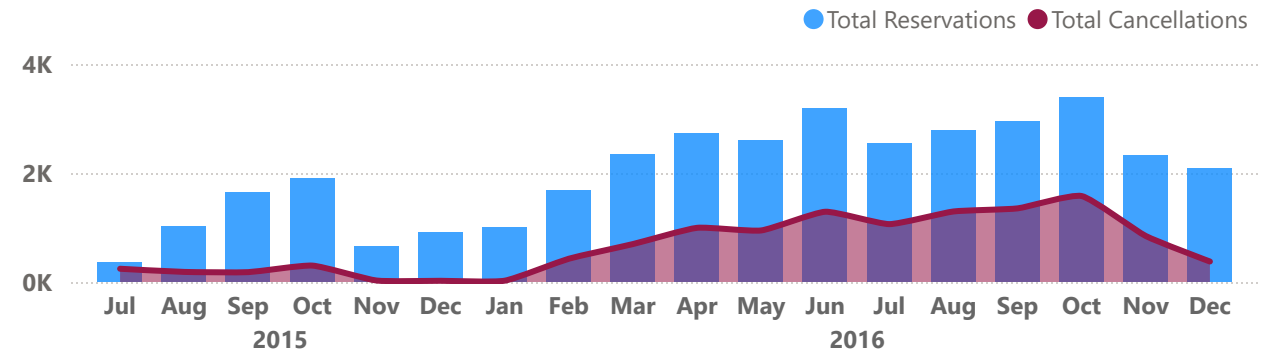
Revenue Recover Rate

32,8%

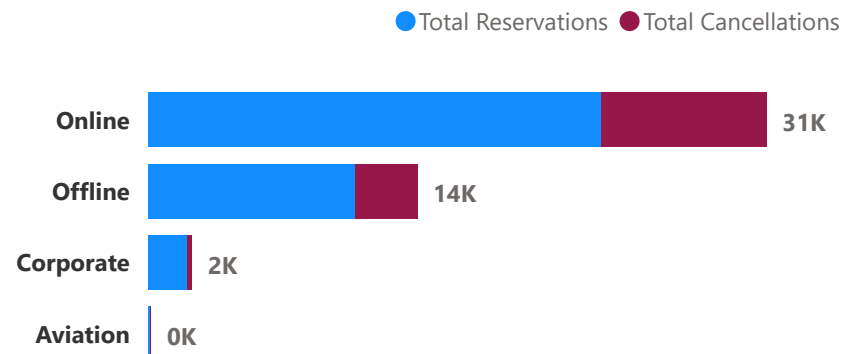
Cancellation Rate



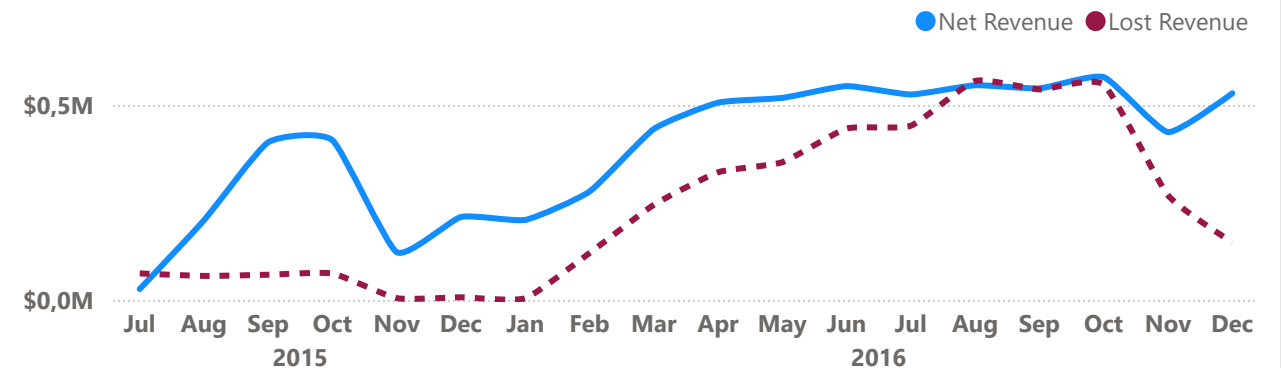
Demand vs Dropouts: Bookings and Cancellations in Motion



Different Guests, Different Risks



Revenue at Risk: What Was Gained and What Was Lost (EUR)





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TIMING MATTERS - When do People Cancel?

Explore the temporal patterns of cancellations. When do guests tend to cancel? How does seasonality, lead time and stay length affect their behavior?

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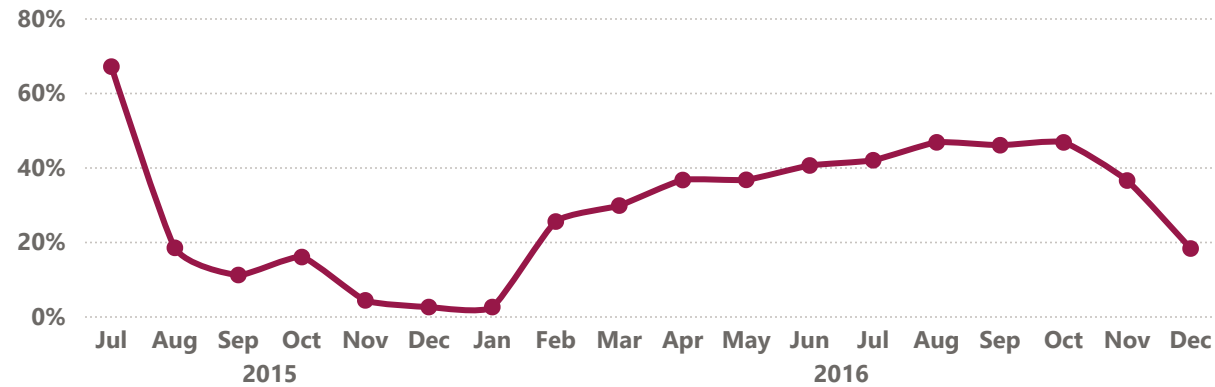
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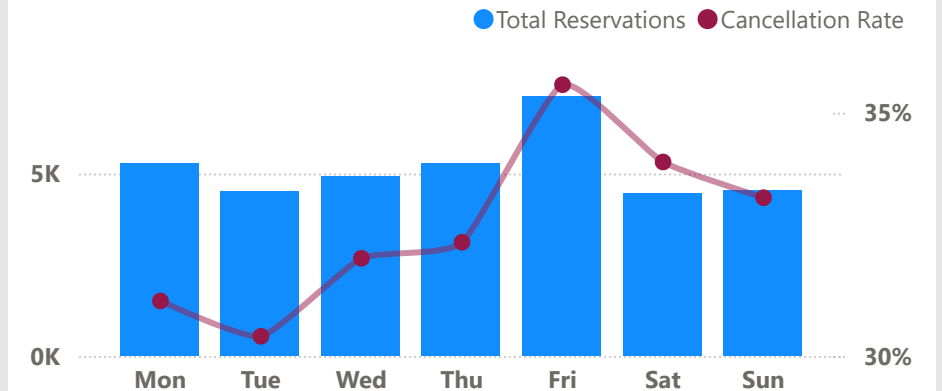
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Revenue Recover Rate

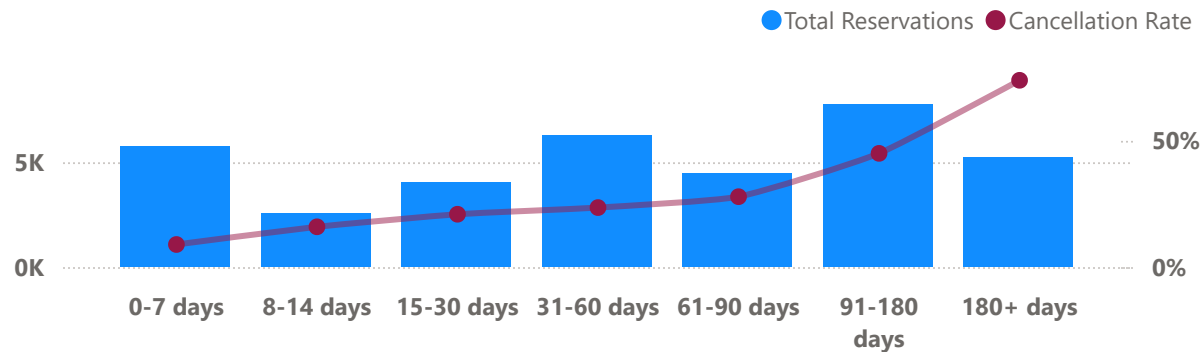
Change Over Time: A Fluctuating Cancellation Rate



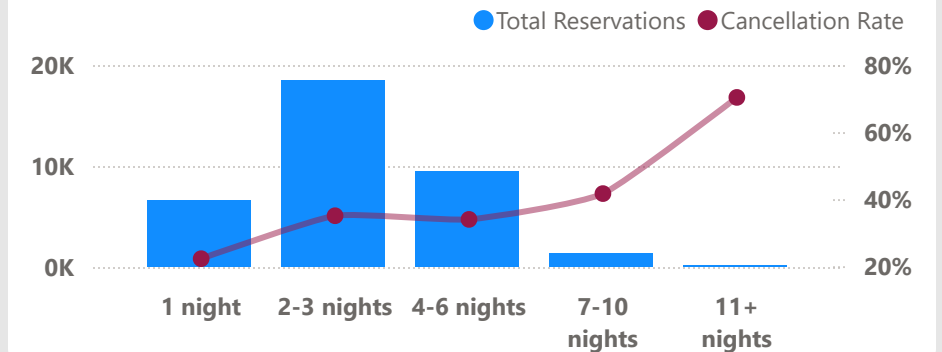
Which Days Are Most Fragile?



The Longer the Wait, the Higher the Risk?



Longer Stays, Higher Risk?





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GUESTS BEHAVIOR - Who Cancels and Why?

Dive into guest behavior. Are returning customers more reliable? Does group size matter? And who is more likely to change their plans?

Select Period

All

Select Market Segment

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70K

Total Guests

24K

Total Guests Canceled

\$7,03M

Net Revenue

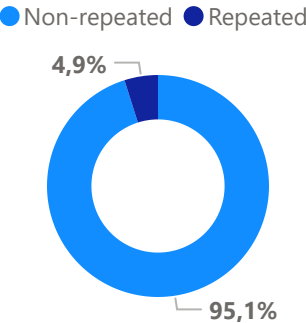
\$4,28M

Lost Revenue

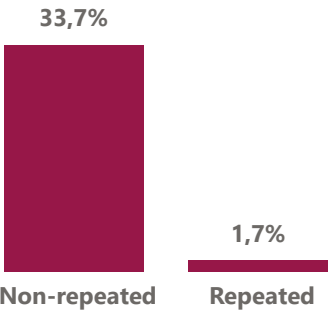
62,1%

Revenue Recover Rate

Share of Cancellations by Guest Type

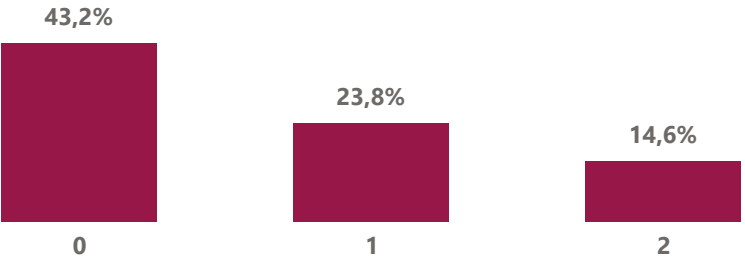


Cancellation Rate by Guest Type



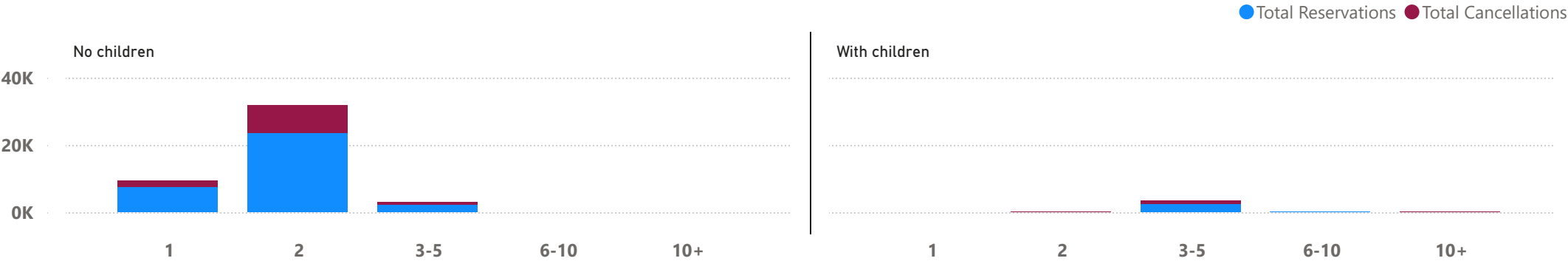
Do Demanding Guests Cancel More?

Cancellation rate by number of special requests



Traveling in Pairs? Most Likely to Book... and to Cancel

Total reservations and cancellations by guest group size and children status





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SERVICE CHOICES - Who Gets Cancelled?

From meal to room preferences - do guest choices reflect risk? Let's see how services booked correlate with cancellations.

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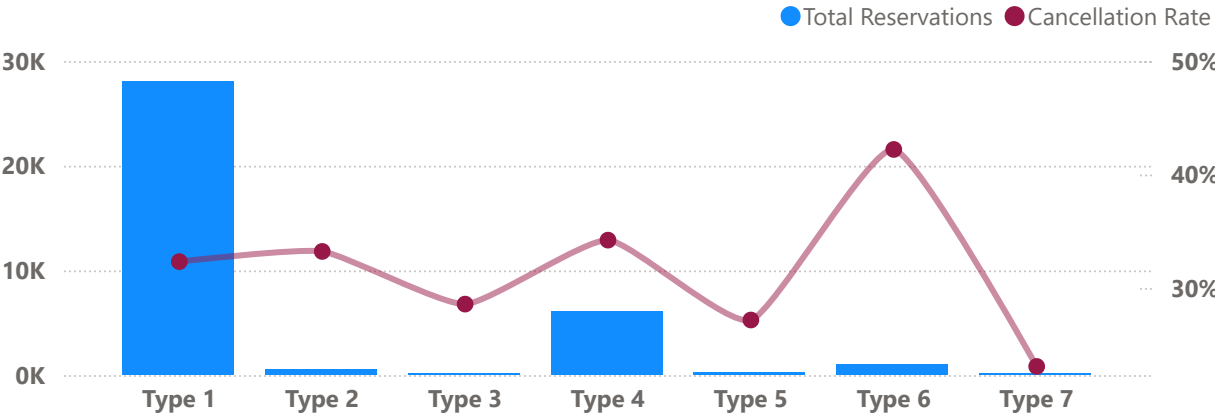
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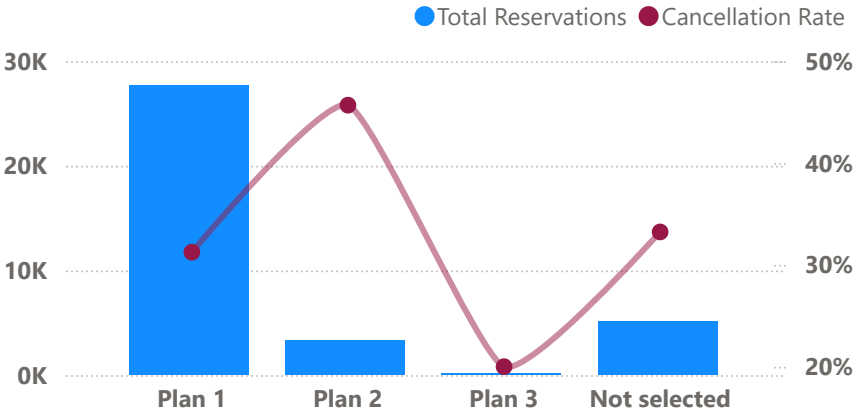
62,1%

Revenue Recover Rate

Booked vs Bailed - By Room Type



Meal Plans and Missed Stays

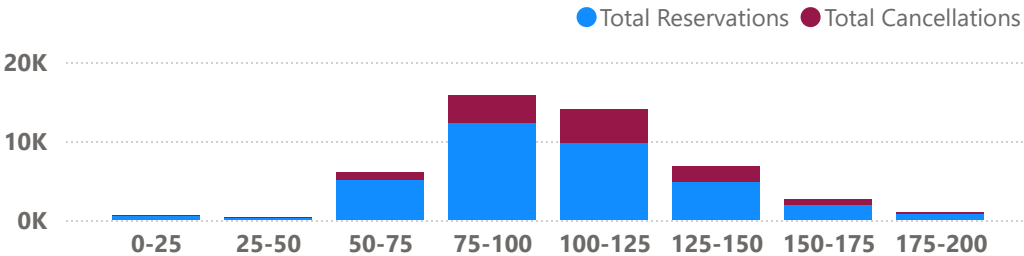


Risky Combinations: Where Cancellation Rate Spikes

Meal Plan	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6	Type 7
Plan 1	29,9%	32,2%	40,0%	34,5%	25,6%	41,9%	24,0%
Plan 2	46,6%	37,5%		32,5%	64,3%	58,5%	
Plan 3	100,0%						
Not selected	33,6%	52,2%			11,1%	4,5%	

Does Price Influence Commitment?

Total cancellations by average price per room range (EUR)





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REVENUE AT RISK - Counting the Cost of Cancellations

Cancellations aren’t just numbers - they’re lost revenue. This section quantifies the financial impact and identifies where losses hit hardest.

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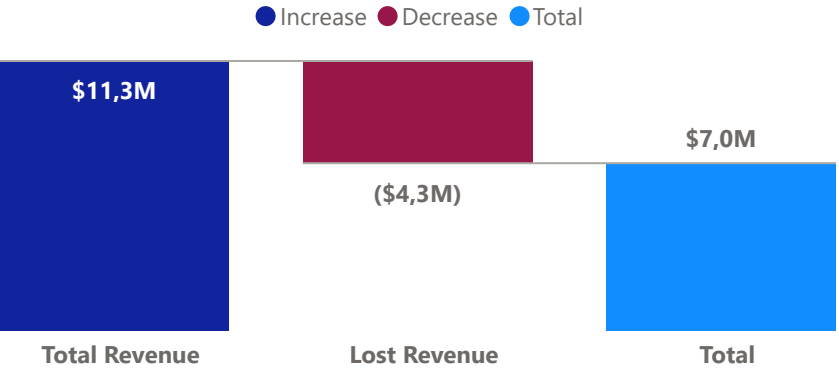
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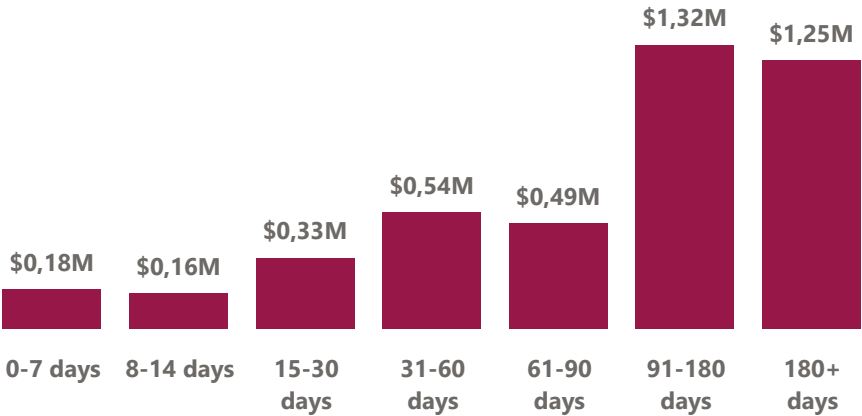
Revenue Recover Rate

Impact of Cancellations on Revenue

Shows total potential revenue, lost revenue from cancellations, and resulting net revenue



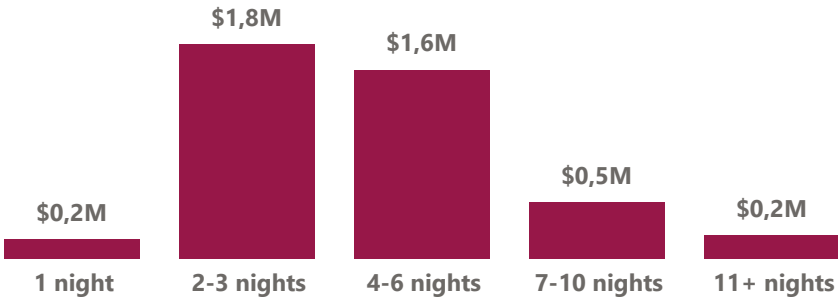
Lost Revenue by Lead Time Range



Risky Combinations: Where Total Lost Revenue hits hardest

Meal Plan	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6	Type 7
Plan 1	\$1 966 208	\$57 465	\$552	\$946 602	\$29 633	\$246 624	\$31 120
Plan 2	\$410 971	\$2 340		\$63 806	\$3 421	\$35 539	
Plan 3	\$206						
Not selected	\$482 455	\$2 791			\$612	\$459	

Lost Revenue by Length of Stay Range





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FINAL INSIGHTS - From Numbers To Recommendations

This page reveals actionable insights to help reduce booking losses and improve revenue stability. Used wisely, these insights can help prevent future losses.



INSIGHTS:

- Overall cancellation rate (CR) reached **32%**, peaking at ~70% after online cancellations were introduced and later stabilizing.
- The **Online** market segment dominates (~70% of bookings) and contributes proportionally to cancellations (**36% CR**).
- **First-time guests** account for ~95% of cancellations, while **repeat guests** rarely cancel (≈2% CR).
- **Couples without children** and **single travelers** are the most cancellation-prone groups.
- **Long lead times (>90 days)** and **longer stays** show the highest cancellation risk, but **2-6 night stays** dominate booking volume.
- Most cancellations occur on **Fridays**, likely due to last-minute weekend plan changes.
- Guests with **no special requests** cancel more often, suggesting lower engagement.
- **Room Types 1 & 4** (especially with Meal Plan 1) generate the highest lost revenue.
- Most cancellations fall within the **mid-price range (€75-125)**.

RECOMMENDATIONS:

- Reinforce booking commitment with **early payment incentives** or **stricter rules** for long lead times.
- Focus on **repeat guests** with **loyalty perks** or **exclusive offers**, as they are low-risk and high-value.
- **Monitor online bookings** closely and introduce **reminders or commitment nudges**.
- Encourage **special requests or add-ons** to increase engagement and reduce cancellations.
- Reassess **pricing and policies** for **Room Types 1 & 4**, particularly with Meal Plan 1.
- Strengthen **marketing for short-to-mid stays (2-6 nights)** - the most profitable duration segment.
- Apply **dynamic pricing or deposits** for **high-risk groups** (long lead times, weekend arrivals).