



CANCELLED HOTEL
BOOKINGS ANALYSIS

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.

Year & month

2015

2016

All



Market Segment

Aviation

Corporate

Offline

Online

Clear filters

OVERVIEW

36K

Total Reservations

12K

Total Cancellations

7,03M

Total Revenue

4,28M

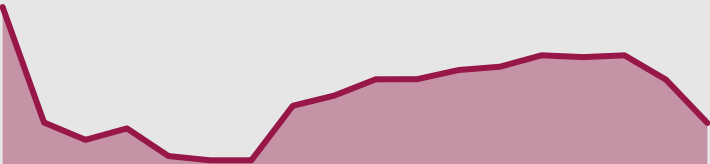
Total Lost Revenue

62,15%

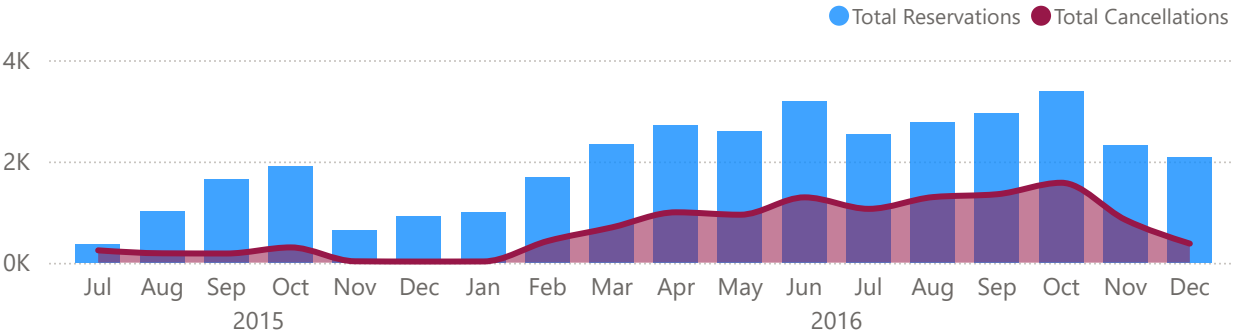
Revenue Recover Rate

32,8%

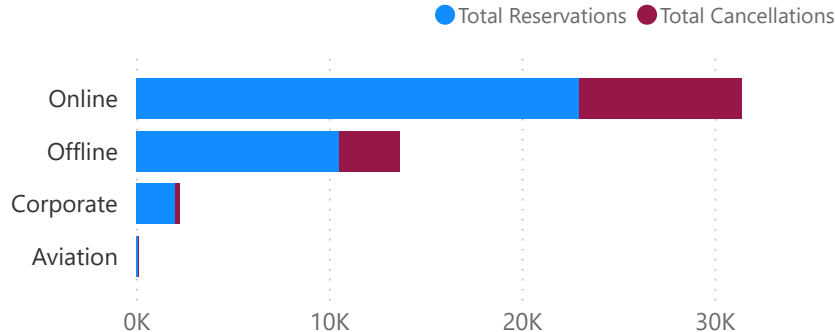
Cancellation Rate



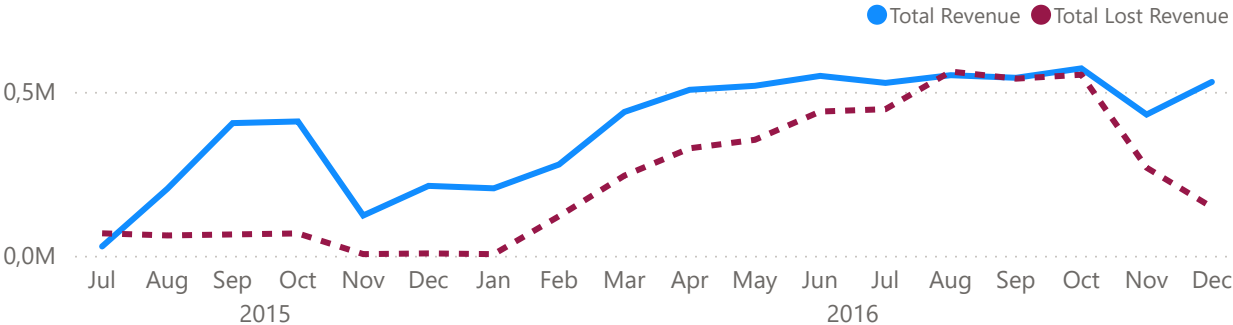
Demand vs Dropouts: Bookings and Cancellations in Motion



Different Guests, Different Risks



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



TIMELINE

GUESTS

SERVICES

FINANCES

INSIGHTS



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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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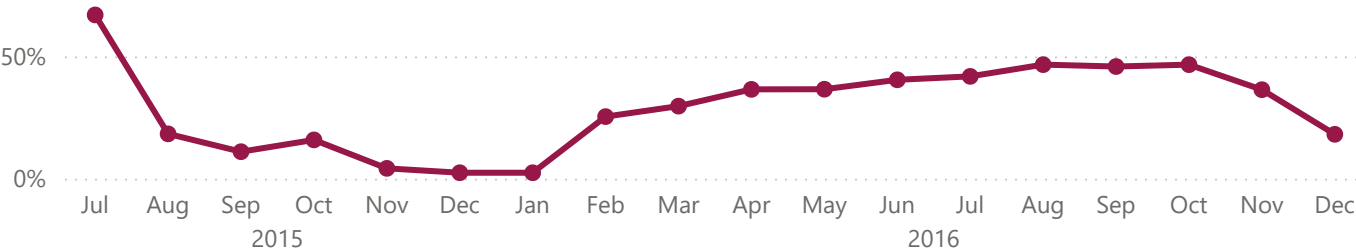
GUESTS

SERVICES

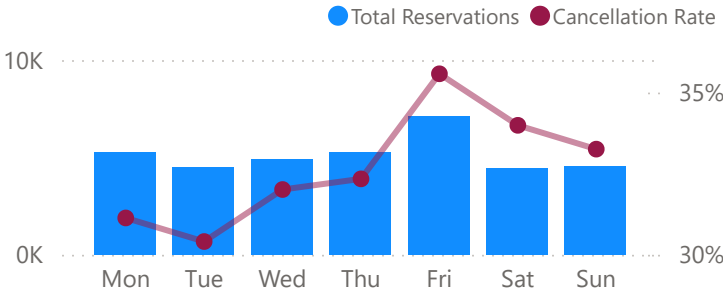
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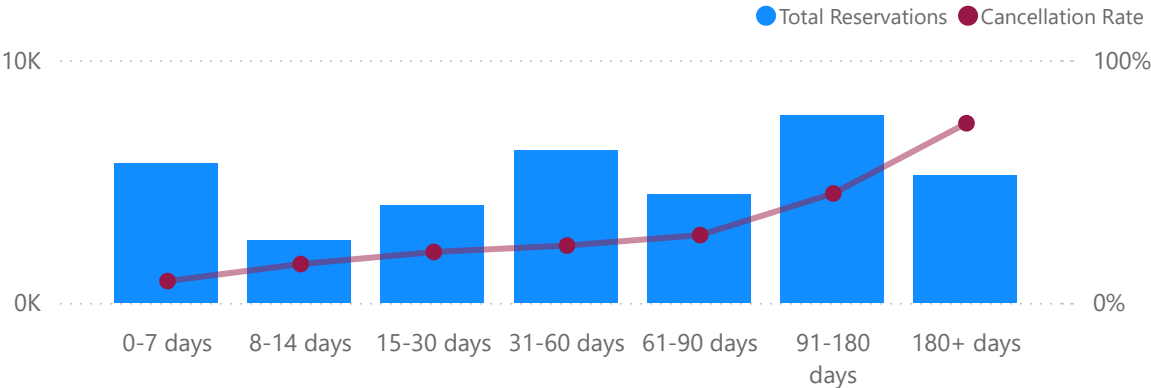
Change Over Time: A Fluctuating Cancellation Rate



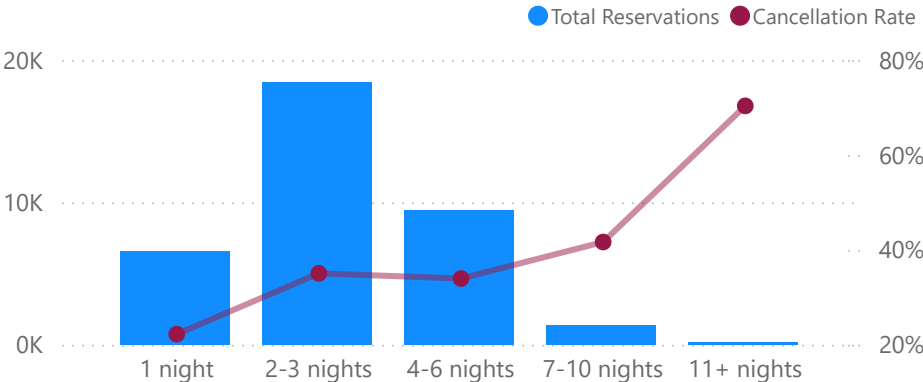
Which Days Are Most Fragile?



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?

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OVERVIEW

46K

Total Guests Not Canceled

24K

Total Guests Canceled

7,03M

Total Revenue

4,28M

Total Lost Revenue

62,15%

Revenue Recover Rate

TIMELINE

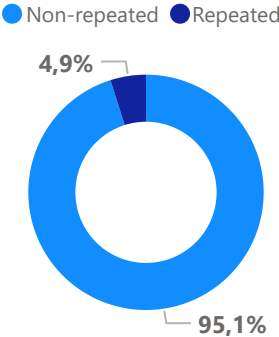
GUESTS

SERVICES

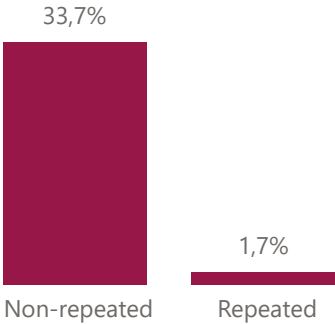
FINANCES

INSIGHTS

Share of Cancellations by Guest Type

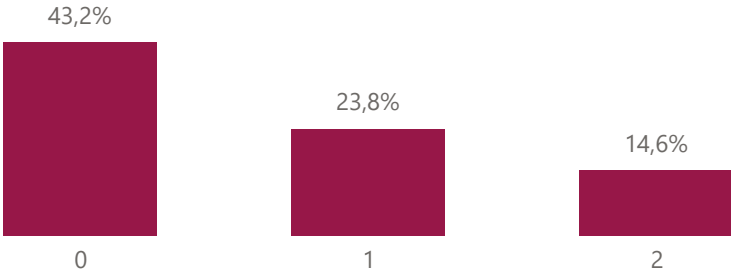


Cancellation Rate by Guest Type



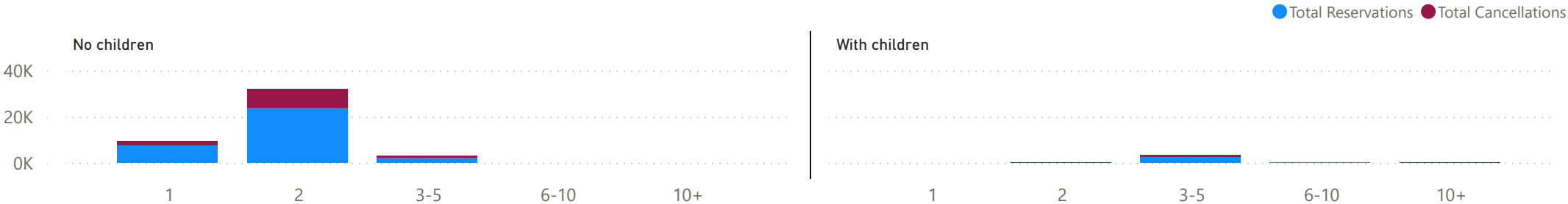
Do Demanding Guests Cancel More?

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 - What Gets Cancelled?

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

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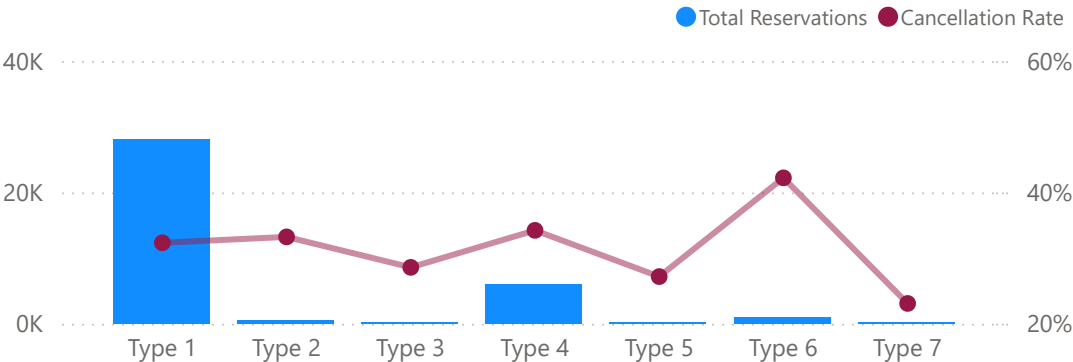
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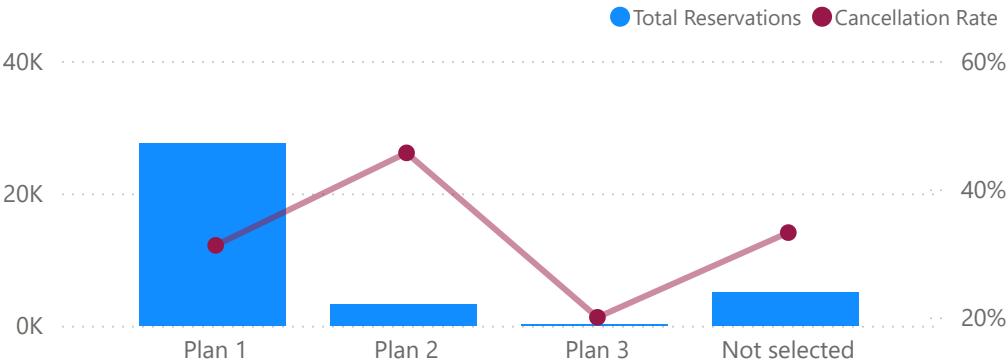
FINANCES

INSIGHTS

Booked vs Bailed - By Room Type



Meal Plans and Missed Stays

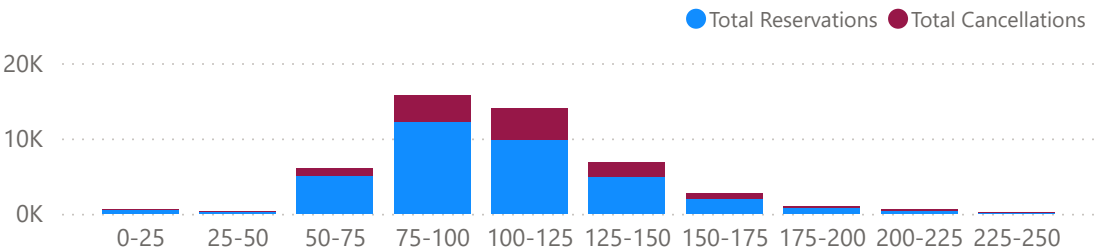


Risky Combinations: Where Cancellation Rate Spikes

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)





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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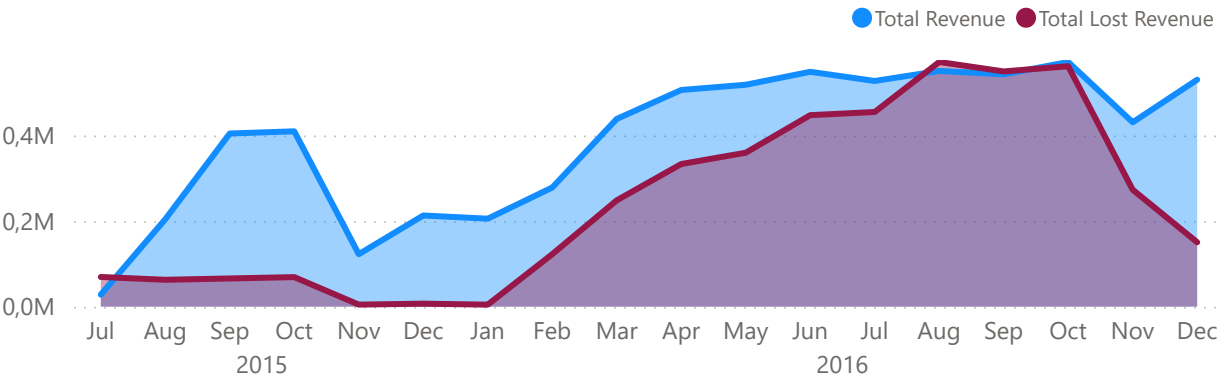
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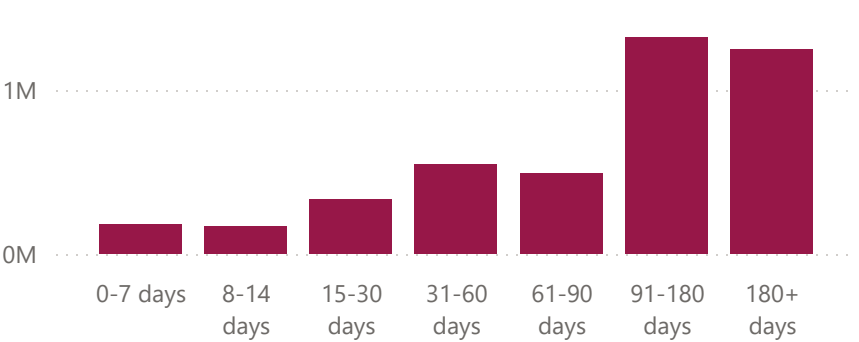
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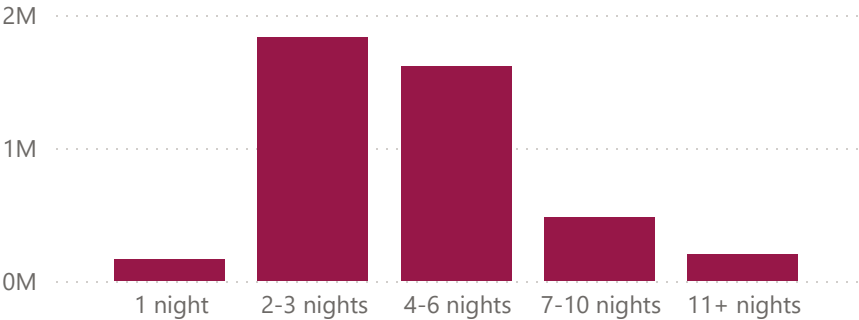
Total Revenue and Total Lost Revenue over time



Total Lost Revenue by Lead Time Range



Total Lost Revenue by Length of Stay Range



Risky Combinations: Where Cancellation Rate Spikes

Meal Plan	Type 1	Type 2	Type 3	Type 4	Type 5	Type 6	Type 7
Plan 1	1 966 207,72	57 464,58	551,50	946 601,60	29 633,28	246 624,13	31 119,96
Plan 2	410 971,28	2 340,00		63 805,79	3 420,60	35 539,25	
Plan 3	206,00						
Not selected	482 454,65	2 791,08			612,00	459,00	



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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:

- The overall cancellation rate reached **32%**, rising with the growing number of bookings in **2016**.
- **Online** bookings account for the most reservations and cancellations, with a **36% Cancellation Rate**.
- **One-time guests** are responsible for **95%** of cancellations; repeat guests cancel rarely (CR \approx 2%).
- Cancellations are highest among **singles and pairs without children** - core customer group.
- Long lead times (**over 90 days**) and longer stays are much more likely to be cancelled. However, **stays of 2-6 nights** dominate in volume.
- Most cancellations happen on **Fridays**, likely due to weekend plans changing.
- Guests with **no special requests** cancel more often - possibly less engaged.
- Room Types **1 & 4** and specific meal-room combos generate the highest lost revenue.
- Most cancellations occur in the mid-price range (**75-125 EUR**).

RECOMMENDATIONS:

- **Reinforce booking commitment** with incentives for early payment or stricter cancellation rules for longer lead times.
- **Target repeated guests** through loyalty perks or exclusive offers as they are less likely to cancel.
- **Monitor Online bookings closely** and consider reminders or commitment nudges for this group.
- **Encourage special requests** (e.g. free add-ons), increasing engagement and reducing cancellations.
- **Reassess pricing or cancellation policy for Room Types 1 & 4**, especially in risky combinations.
- **Improve marketing on short-to-mid stays** (2-6 nights) as this is the highest booking and revenue potential.
- **Consider dynamic pricing or deposits** for high-risk segments like long lead time or weekend stays.