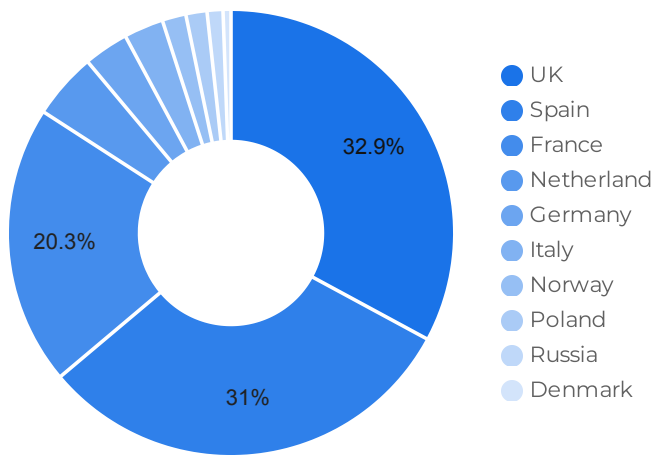


# Vacational Renting Analysis Per Country

Country

Total Reservations



Top 5 Average Spending

	Country	Average Quantity	Total Porcentaje ▾
1.	Norway	1,361 €	36,72 %
2.	Poland	311 €	8,39 %
3.	Netherlands	232 €	6,26 %
4.	Germany	228 €	6,15 %
5.	Denmark	214 €	5,77 %

Top 5 Average Less Spending

	Country	Average Quantity	Total Porcentaje ▲
1.	UK	149 €	4,02 %
2.	Sweden	160 €	4,32 %
3.	Spain	169 €	4,56 %
4.	Italy	169 €	4,56 %
5.	Russia	171 €	4,61 %

## Insights:

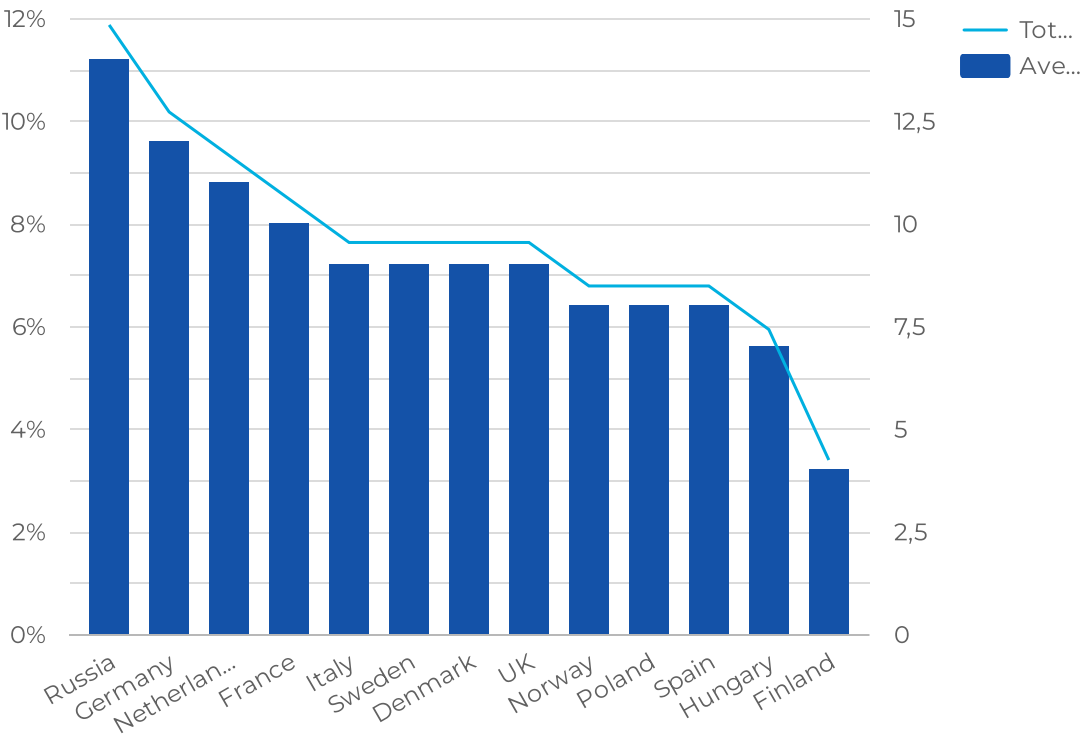
\*The Netherlands is in the top 3 countries that spend the most, stay the longest and is a growing market. Which makes it an important and interesting segment, so marketing strategies would be valued to obtain more leads and greater retention.

\*Also is important that they are the second country with the highest number of days in advance when making a reservation, which tells us that we should start a campaign with them early in the calendar, specifically between March and May.

\*Norway is a premium market with potential, and Germany is a market with growing purchasing power that is worth considering.

\*One market that doesn't warrant much marketing effort is the UK, as they pay the least and book the most, resulting in consistent, affordable demand.

Average Reservation Duration



Reservation Creation Date

	Year	Month	Top Country	Percentage ▾	Quantity
1.	2025	5	Spain	20,23	107
2.	2025	4	Spain	15,31	81
3.	2025	3	Spain	14,56	77
4.	2025	1	France	11,34	60
5.	2025	2	UK	11,15	59
6.	2025	6	France	10,4	55
7.	2024	10	UK	3,02	16
8.	2024	11	UK	3,02	16

Average Booking Lead Time (days)

